

OVERVIEW

Trigger Event List

Diagnose the situation, choose a target and capture the first insight.

CLIENT / ACCOUNT	COACH	SESSION DATE

PURPOSE

Use this coaching worksheet to identify events that make sales coaching timely. Leave with a trigger-event watchlist that can be tested in real, buyer-respectful work.

WHY THIS MATTERS

Start with client interviews, sales performance data and coach discovery notes. Watch for using generic urgency without evidence. Review relevant event-led conversations as a learning signal, not a promised result.

SELF-ASSESSMENT / SCORE EACH DIMENSION 1 TO 10

LOOK FOR	NOW /10	GOAL /10
01 Buyer fit		
02 Problem clarity		
03 Proof quality		
04 Differentiation		
05 Message recall		
06 Commercial relevance		

QUICK REFLECTION

Which dimension is the best starting point for this focus: identify events that make sales coaching timely?

DEEP WORK I

Trigger Event List

Use actual evidence. Separate what happened from what you assume it means.

01 / CURRENT PICTURE

01 Review client interviews, sales performance data and coach discovery notes. What observed moment shows the need to identify events that make sales coaching timely?

02 What did the buyer, seller or sponsor actually say or do? Record one concrete example.

02 / THE LEVER

03 When you try to identify events that make sales coaching timely, which step breaks down first, and in what context?

04 What assumption are you making that the evidence does not yet support? How could you check it?

03 / PRACTICE & TEST

05 Coach question: Which event would cause this buyer to act this month?

06 How could you replace using generic urgency without evidence with a fair, specific and testable move?

DEEP WORK II + WORKSHEET

Trigger Event List

Build a usable artifact, then pressure-test it with a real-world scenario.

07 What must a trigger-event watchlist contain to help the user identify events that make sales coaching timely? Name the first two decisions it supports.

08 Where might using generic urgency without evidence show up? How will you notice it and adjust before a client or buyer is affected?

CONVERSATION MAP

Complete five rows while building a trigger-event watchlist. Use only approved, non-sensitive examples.

STAGE	BUYER QUESTION	YOUR MOVE	PROOF
01			
02			
03			
04			
05			

BRING INTO THE NEXT COACHING CONVERSATION

Ask: Which event would cause this buyer to act this month? Check: relevant event-led conversations.

ACTION PLAN

Trigger Event List

Move from insight to observable practice, with a realistic measure and review date.

FROM INSIGHT TO ACTION

STEP	PRACTICE ACTION	BY WHEN
01 REVIEW	Inspect one real example from client interviews, sales performance data and coach discovery notes. 	
02 BUILD	Draft a trigger-event watchlist using that evidence. 	
03 REHEARSE	Practise the move with a coach or peer and request one correction. 	
04 TEST	Try it in one relevant, permissioned buyer or client interaction. 	
05 ADAPT	Review relevant event-led conversations and change one thing. 	

SUCCESS METRIC

Leading signal: relevant event-led conversations. Choose a baseline and a realistic target; outcomes are not guaranteed.

MILESTONES / WHEN WILL YOU LOOK FOR EVIDENCE?

CHECKPOINT	WHAT YOU EXPECT TO SEE	REVIEW DATE
DAY 30		
DAY 60		
DAY 90		

SUPPORT NEEDED

MAIN RISK

COMMITMENT & FIELD NOTES

Trigger Event List

Agree the next move, track what happened and return with evidence.

MY COMMITMENT

In the next relevant situation, I will use a trigger-event watchlist to identify events that make sales coaching timely.

IF THIS GETS IN THE WAY, I WILL...

PARTICIPANT SIGNATURE

DATE

WEEKLY FIELD NOTES

WEEK	SITUATION	WHAT I TRIED	EVIDENCE + ADJUSTMENT
01			
02			
03			
04			

IN THE BUYER OR CLIENT’S WORDS / USE PERMISSIONED, NON-SENSITIVE WORDING

NEXT REVIEW

ACCOUNTABILITY PARTNER

Keep buyer and client data private. No results are guaranteed.