

# OVERVIEW

## Geography Adaptation

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

| CLIENT / ACCOUNT | COACH | SESSION DATE |
|------------------|-------|--------------|
|                  |       |              |

**PURPOSE**

Use this coaching worksheet to adapt English sales language across US, UK and Gulf contexts. Leave with a region-neutral language checklist 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 assuming one market's terminology is universal. Review regional comprehension test 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: adapt English sales language across US, UK and Gulf contexts?

# DEEP WORK I

## Geography Adaptation

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 adapt English sales language across US, UK and Gulf contexts?

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

### 02 / THE LEVER

03 When you try to adapt English sales language across US, UK and Gulf contexts, 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 claim or phrase needs local validation?

06 How could you replace assuming one market's terminology is universal with a fair, specific and testable move?

# DEEP WORK II + WORKSHEET

## Geography Adaptation

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

07 What must a region-neutral language checklist contain to help the user adapt English sales language across US, UK and Gulf contexts? Name the first two decisions it supports.

08 Where might assuming one market's terminology is universal show up? How will you notice it and adjust before a client or buyer is affected?

### REALITY SCORECARD

Complete five rows while building a region-neutral language checklist. Use only approved, non-sensitive examples.

| CRITERION | EVIDENCE | NOW /10 | TARGET /10 |
|-----------|----------|---------|------------|
| 01        |          |         |            |
| 02        |          |         |            |
| 03        |          |         |            |
| 04        |          |         |            |
| 05        |          |         |            |

### BRING INTO THE NEXT COACHING CONVERSATION

Ask: Which claim or phrase needs local validation? Check: regional comprehension test.

# ACTION PLAN

## Geography Adaptation

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.<br><br> |         |
| 02 BUILD    | Draft a region-neutral language checklist using that evidence.<br><br>                                     |         |
| 03 REHEARSE | Practise the move with a coach or peer and request one correction.<br><br>                                 |         |
| 04 TEST     | Try it in one relevant, permissioned buyer or client interaction.<br><br>                                  |         |
| 05 ADAPT    | Review regional comprehension test and change one thing.<br><br>                                           |         |

SUCCESS METRIC

Leading signal: regional comprehension test. 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

## Geoghy Adaptation

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

### MY COMMITMENT

In the next relevant situation, I will use a region-neutral language checklist to adapt English sales language across US, UK and Gulf contexts.

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

PARTICIPANT SIGNATURE

DATE

### WEEKLY FIELD NOTES

| WEEK | SITUATION                           | WHAT I TRIED                        | EVIDENCE + ADJUSTMENT               |
|------|-------------------------------------|-------------------------------------|-------------------------------------|
| 01   | <div></div> <div></div> <div></div> | <div></div> <div></div> <div></div> | <div></div> <div></div> <div></div> |
| 02   | <div></div> <div></div> <div></div> | <div></div> <div></div> <div></div> | <div></div> <div></div> <div></div> |
| 03   | <div></div> <div></div> <div></div> | <div></div> <div></div> <div></div> | <div></div> <div></div> <div></div> |
| 04   | <div></div> <div></div> <div></div> | <div></div> <div></div> <div></div> | <div></div> <div></div> <div></div> |

### 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.