

# LABS



## AI Coaching Prompts

### A TOOLKIT FOR SALES TEAM LEADERS

**Want to improve your coaching conversations but not sure where to start?**

This toolkit is for sales team leaders who want to have more **effective, personalized coaching** conversations with their reps, with a little help from generative AI. Inside, you'll find **ready-to-use AI prompts** to support every stage of the coaching cycle, from reviewing pipeline trends to planning the conversation, reinforcing accountability, and celebrating wins. Whether you're coaching a rising star or helping a rep course-correct, this toolkit will save you time and make every conversation more impactful.

“

Coaching is a better driver of performance than training, staff retention, and recruiting high performers.

*Gartner*

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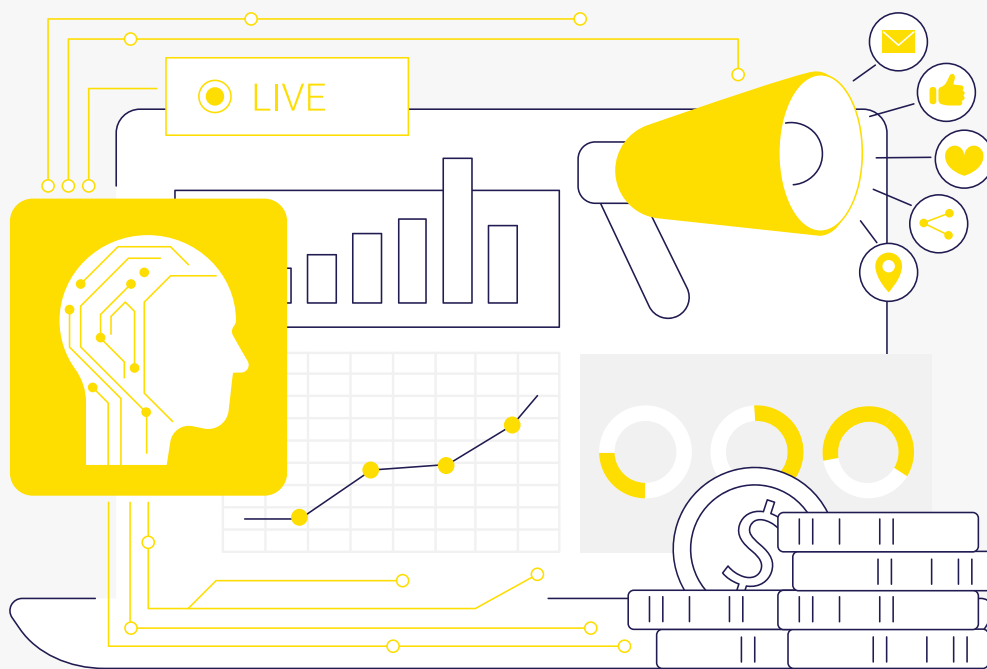
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# Reviewing Sales Performance & Pipeline



**Strong coaching starts with visibility. Use real-time sales data to spot trends, identify blockers, and highlight growth opportunities across the funnel.**

Use these prompts to get insight into rep performance and deal activity:

- ✦ "Summarize [Rep Name]'s performance over the past [insert timeframe]. Highlight wins and areas needing improvement."
- ✦ "What trends stand out in [Rep Name]'s activity and pipeline metrics, such as meetings booked, deal progression, and close rate?"
- ✦ "Which KPIs have improved for [Rep Name] in the last month? Which ones have declined?"
- ✦ "Compare [Rep Name]'s performance to team benchmarks. Where are they ahead or falling behind?"



## FOOD FOR THOUGHT

### Patterns tell the real story

A single closed deal doesn't reveal a trend. Look at consistent improvements or drop-offs across pipeline and activity metrics to guide your next conversation.

# Personalizing Your Coaching Approach

**Coaching isn't one-size-fits-all. Sales reps are motivated by different things: recognition, competition, autonomy, and purpose, among others. AI can help you decode what works best for each individual.**

Use these prompts to tailor your coaching to each rep's motivators and mindset:

- ✦ "Based on recent behavior and performance, what coaching style would resonate best with [Rep Name]?"
- ✦ "What motivates [Rep Name] based on recent recognition, deal performance, and team engagement?"
- ✦ "Suggest coaching strategies for a rep who's missing quota but consistently puts in high activity."
- ✦ "Write a motivational message that fits [Rep Name]'s personality (e.g., competitive, consultative, mission-driven)."



## FOOD FOR THOUGHT

### Coaching is connection

When you tailor your coaching to how someone thinks and what motivates them, you're not just improving performance, you're building trust and long-term engagement.

## DIRECTIVE COACHING vs GUIDED COACHING



### DIRECTIVE COACHING

Involves giving clear, specific instructions or advice.

- Fast and focused
- Can reduce agent ownership and long-term growth



### GUIDED COACHING

Uses thoughtful questions to help the agent reflect, problem-solve, and chart their own course.

- Fosters critical thinking
- Deeper engagement
- Continuous development

# Planning the Conversation

## A well-structured coaching session creates clarity and builds trust.

Use these prompts to prepare for a conversation that's focused, supportive, and aligned with your agent's goals:

- ✦ "Create a coaching session agenda for [Rep Name] focused on improving [specific KPI or sales skill]."
- ✦ "Draft a script to open a coaching conversation with [Rep Name], including praise and feedback."
- ✦ "Suggest 3 open-ended questions to encourage [Rep Name] to reflect on recent deals or pipeline health."
- ✦ "How can I connect today's coaching topic to [Rep Name]'s professional growth goals?"
- ✦ "How can I transition from recognition to feedback while keeping the tone constructive?"



### FOOD FOR THOUGHT

## Start with the good stuff

According to [Harvard Business Review](#), starting feedback conversations on a positive note increases receptiveness and reduces defensiveness.

### GARTNER'S MAGIC FORMULA

## SCHEDULED COACHING vs INTEGRATED COACHING

### SCHEDULED COACHING

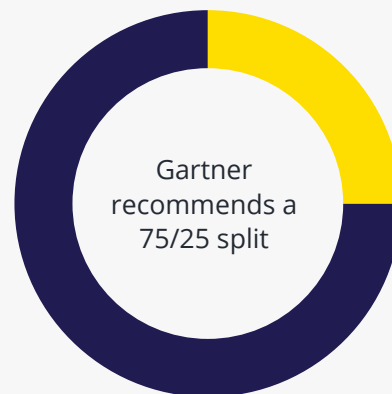
Planned, one-on-one time where managers and agents reflect, set goals, and align on development areas.

- Great for structure and clarity
- Can lose relevance if disconnected from daily work

### INTEGRATED COACHING

Happens in real-time, right after a customer interaction or performance moment.

- Reinforces learning
- Offers timely feedback
- Fits into the natural rhythm of the workday



■ Scheduled Coaching ■ Integrated Coaching

Spend most coaching time in real-time conversations, with scheduled sessions reserved for deeper planning. This balance supports both daily performance and long-term growth.

# Supporting Skill Building & Deal Strategy

Setting clear goals is a powerful way to boost employee motivation by fostering a culture of accountability and continuous progress. Employees who know what goals they're working toward are more engaged and committed. One proven method is the SMART goal framework, which stands for *Specific, Measurable, Achievable, Relevant, and Time-bound*. And, of course, make sure to follow up.

Use these prompts to plan follow-through and development:

- ✦ "Suggest specific, achievable actions [Rep Name] can take to improve qualification or discovery calls."
- ✦ "Generate a follow-up message summarizing key takeaways and next steps from today's coaching session."
- ✦ "What micro-goals can I assign to [Rep Name] to help progress their stalled deals?"
- ✦ "Generate SMART goals for [Rep Name] tied to [KPI]."
- ✦ "Generate suggestions for improving [Rep Name]'s call prep or follow-through on high-value accounts."



## The Power of Deadlines

Want to instantly boost coaching follow-through?

Add a due date.

Central Labs analyzed over **200,000** coaching actions across **50,000** users and found that:

**12%**

more coaching actions are completed when a deadline is assigned.

**4%**

better results on targeted KPIs are achieved by adding a deadline to coaching.

**.23**

standard deviations improvement in overall performance occurs when a due date is included.

# Recognizing Strengths to Boost Morale

Don't just coach problems. Use these prompts to celebrate wins, and add a little fun along the way:

- ✦ "Write a short, personalized message recognizing [Rep Name] for closing a key deal or making a big leap in pipeline."
- ✦ "Write a shoutout in the voice of [Celebrity or Movie Character Rep Loves]."
- ✦ "How can I turn [Rep Name]'s recent win into a best-practice moment for the team?"
- ✦ "What's a creative way to recognize consistent effort, even before the win?"



## FOOD FOR THOUGHT

### Why recognition matters

Recognition is a top reason people stay or leave. According to Deloitte, companies with recognition programs see **31%** lower turnover and are **12x** more likely to achieve strong business outcomes.





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