

# EcSELL Institute Membership Path for XYZ Corp.

## Quarter One: Membership Introduction and Baseline Measurement

	Sales Vice President	Sales Managers
Month One	<b>Team introduction web conference:</b> Introduce the EcSELL Institute member site and resources. Explanation of the Through the Eyes of the Rep Survey.	<b>Team introduction web conference:</b> Introduce the EcSELL Institute member site and resources. Explanation of the Through the Eyes of the Rep Survey.
Month Two	<b>Team survey results web conference:</b> Share the team's results of the Through the Eyes of the Rep Survey and discuss follow-up steps.	<b>Team survey results web conference:</b> Share the team's results of the Through the Eyes of the Rep Survey and discuss follow-up steps.
Month Three	<b>1-to-1 review/planning call:</b> Discuss individual managers' Through the Eyes of the Rep results and administration of follow-up steps. Discuss next quarter activities	

## Quarter Two: Coaching Foundation

	Sales Vice President	Sales Managers
Month Four	<b>Team education web conference:</b> Educate on administration of coaching foundation activities and introduce tracking for: <ul style="list-style-type: none"> <li>• Structured one-to-ones (weekly)</li> <li>• Structured team meetings (monthly)</li> <li>• Personal/professional goal discussion (annually)</li> </ul>	<b>Team education web conference:</b> Educate on administration of coaching foundation activities and introduce tracking for: <ul style="list-style-type: none"> <li>• Structured one-to-ones (weekly)</li> <li>• Structured team meetings (monthly)</li> <li>• Personal/professional goal discussion (annually)</li> </ul>
Month Five	<b>Team progress web conference:</b> Discuss sales managers' progress-to-date of coaching foundation activities, including questions, challenges and tracking	<b>Team progress web conference:</b> Discuss sales managers' progress-to-date of coaching foundation activities, including questions, challenges and tracking
Month Six	<b>1-to-1 review/planning call:</b> Assess team's implementation of coaching foundation activities and discuss next quarter activities	

## Quarter Three: Coaching to the Sales Process

	Sales Vice President	Sales Managers
Month Seven	<b>Team education web conference:</b> Educate on administration of coaching to the sales process activities and introduce tracking for: <ul style="list-style-type: none"> <li>• Coaching to KPIs (weekly)</li> <li>• Field sales coaching feedback (quarterly)</li> <li>• Sales skills audit (annually)</li> </ul>	<b>Team education web conference:</b> Educate on administration of coaching to the sales process activities and introduce tracking for: <ul style="list-style-type: none"> <li>• Coaching to KPIs (weekly)</li> <li>• Field sales coaching feedback (quarterly)</li> <li>• Sales skills audit (annually)</li> </ul>
Month Eight	<b>Team progress web conference:</b> Discuss sales managers' progress-to-date of coaching to the sales process activities, including questions, challenges and tracking	<b>Team progress web conference:</b> Discuss sales managers' progress-to-date of coaching to the sales process activities, including questions, challenges and tracking
Month Nine	<b>1-to-1 review/planning call:</b> Assess team's implementation of sales process coaching activities and discuss next quarter activities	

## Quarter Four: Planning for the Future

	Sales Vice President	Sales Managers
Month Ten	<b>Team education web conference:</b> Educate on administration of future planning activities and introduce tracking for: <ul style="list-style-type: none"> <li>• Sales candidate meetings (monthly)</li> <li>• Team education events (quarterly)</li> <li>• Coaching skills self-assessment (annually)</li> </ul>	<b>Team education web conference:</b> Educate on administration of future planning activities and introduce tracking for: <ul style="list-style-type: none"> <li>• Sales candidate meetings (monthly)</li> <li>• Team education events (quarterly)</li> <li>• Coaching skills self-assessment (annually)</li> </ul>
Month Eleven	<b>Team progress web conference:</b> Discuss sales managers' progress-to-date of planning for the future activities, including questions, challenges and tracking	<b>Team progress web conference:</b> Discuss sales managers' progress-to-date of planning for the future activities, including questions, challenges and tracking
Month Twelve	<b>1-to-1 review/planning call:</b> Assess team's implementation of planning for the future activities. Discuss plan for next year's Through the Eyes of the Rep survey and next year's membership path	