

Ramping Up New Leaders to Support High Growth

Empowering New Managers to Coach Capable Sellers

Revenue
↑ \$108M

Challenge

Motus was experiencing **high growth**, both from organic customer gain and from a recent acquisition. To manage the **now-expanded sales force**, a new cadre of managers were selected to train the sales force, but many were themselves **new to training others**. This was complicated by **a higher-than-normal employee turnover rate—risking revenue growth** targets expected by their sponsor.

Opportunity

SBI recommended several **important levers** to ensure new leaders were armed with the material, knowledge and training they would need to become effective coaches. These levers were:

1. **Scalable and repeatable** set of **coaching training and educational material**
2. **Standardized coaching cadence** to drive adherence to sales execution and day-to-day rep tactical responsibilities
3. **Hands-on coaching training**, with the aim to build muscle memory while **breaking out of comfort zones**

SBI Response

SBI developed and **conducted sales leadership coaching workshops** tailored to Motus for their frontline sales managers. This included conducting 1:1 Manager Coaching, which covered topics such as developing leadership skills, creating performance culture and transitioning to a coach mentality as opposed to a “player” one.

Participants were also **introduced to job aids** such as meeting frameworks and guidance tools, as well as pipeline and deal review tools. By the end of the training, **all managers who attended** felt **much more confident in their ability to coach** their subordinates effectively.

Key Results



90%

of coached managers felt the sessions made them better managers



87%

felt the content helped them manage more effectively



100%

felt confident in their ability to coach post-training