

## Checklist - Ten Sure-Fire Ways to Stuff Up Your Coaching!

Treat coaching as an **interruption** to your work

**Postpone** a coaching visit

Turn up **late** for a coaching visit

**Brag** about your own achievements

Say *"Do as I do, and you won't go far wrong!"*

Be afraid of **failure** in front of the salesperson

Dodge the difficult customers

Show off your special knowledge or **authority**

Put the salesperson down in front of the customer

**Add some more of your own creation!!**
