

REP SELF COACHING CHEAT SHEET

Chorus.ai analyzed call review and coaching behaviors of the top performing sales reps (by revenue influenced). Here are some insights on how top sales reps coach themselves in order to become quota-crushers.



During onboarding, listen to **24 calls** per month

Top reps hit the ground running by listening to 24 calls per month during their onboarding program – 25% more than other reps. As a result, they learn faster and win their first deal faster than others.



When fully ramped, listen to **8 calls** a month or **2 per week**

Even after they're onboarded top reps continue revising their own calls and listening to calls from other top reps. This helps them stay on the top of their game.



Spend **60% time** preparing for meetings

Top reps spend 60% of their call review time listening to their own calls in order to prepare for meeting and 40% listening to others calls to learn a specific skill.



Top rep's calls listened to **60% more** than others' calls

If you are a top performer your calls are used by others as coaching material and heard more frequently than your colleagues. This is also a sign that top reps collaborate on deals.



Comment on **6 calls** each month and in most cases tag others

Top reps leave comments on 6 of their calls each month – in 60% of these comments they seek help from others by tagging them whereas the remaining 40% are for self-reviews and note taking



Get **9 comments** on your own calls per month

Top reps also receive about 9 comments on their calls compared to 6 for others. These comments are from manager reviews they seek as well as the people they tag for help on deals.