

salescoach.

Every sales call a coaching moment.

DECISIONFLOW / FOR SALES COACHES AND SALES MANAGERS

Coach on what the customer **decides.**

Every sales call shows where your customer stood in their decision, and what your rep does differently next time. Transcript in. A Review and a Dossier out.

THE SCORECARD / SAMPLE

Direction		4/10
Diagnosis		6/10
Impact		4/10
Value		5/10
Commitment		4/10
Rhythm		5/10

THE PROBLEM

Your CRM knows what your rep did. Not what your customer **decided**.

Your reps have dozens of calls every week. You hear one, maybe. The rest you know from a three-line note written by the person who had the call.

So you coach on gut feeling. On the outcome. On the call you happened to join. The moments where a deal really turned, the sentence that was left lying, the discount that was not needed: you never see them.

WHAT YOU SEE NOW

WHAT DECISIONFLOW SHOWS

The call

Positive call, customer is thinking it over

Commitment 4 out of 10. The follow-up has no date.

The price

Customer found it too expensive, gave some discount

Two concessions without a trade. The floor dropped at the second ask.

The opportunity

Customer will discuss it internally

She named the gap in her own sum herself. That sentence was left on the table.

The rep

Going well, needs to be a bit sharper

From 14 to 32 out of 60 in a series of 21 calls.

Transcript in. Coaching out.

1

Submit

Paste the transcript or drop a file.
Choose rep, customer alias and call type.

2

Anonymise

Names of customers, contacts and places come out. You check. The original is deleted.

3

Analyse

The call is read along the six phases of the Value Cycle. Score per phase, total out of 60.

4

Coach

A review for the rep, a dossier for the manager, actions per customer and the series.

THE METHOD: THE VALUE CYCLE

A customer does not buy because the rep completes a step. A customer buys when they have gone through six questions themselves. A phase that scores low points to an intervention that was left on the table.

01

Direction

What is this about?

02

Diagnosis

Is this my problem?

03

Impact

What does doing nothing cost?

04

Value

Is this the right solution?

05

Commitment

Are we going to do it?

06

Rhythm

How do we keep it alive?

Three lights per issue. Is the problem worth solving, is this the right choice, is now the moment? Green, amber or red, with the hinge marked: the point where the call could have turned.

DECISIONFLOW: FOUR MODULES

BEFORE THE CALL

Briefing

Where the customer stood last time, which question is still open, which sentence needs to land now.

FOR THE REP

Review

Chooses. Three or four moments that could have turned the call, with the literal sentence that would have worked.

FOR THE MANAGER

Dossier

Misses nothing. Every topic weighed, with an action per theme and handles for the next call.

AFTER THE CALL

Follow-up

The actions per customer, with a deadline. Tick them off, until the next call.

Privacy at the front door.

Before anything is analysed, the names come out. Customers only exist in DecisionFlow as a description you choose.

A review says something about a call

The series says something about a rep. The film of a rep, call after call: from 14 to 32 in 21 calls, March to September.

From analysis to assignment

All the team's calls, with score, status and the Review and Dossier per call. Actions per customer, ready to tick off.

SAMPLE REVIEW / HEADLINE

The buyer had already done the sum. The floor held. And the trade came, literally.

28/60

Decision score. Value defence against a professional buyer. Two sentences were left lying.

THE SENTENCE THAT WOULD HAVE WORKED

"Your sum is your salary and tools against our rate. May I add one line? Training in-house costs you senior technicians: their hours, their output. Shall we put the complete sum side by side?"

Not a grade but a story. Every review opens with what really happened in this call, in the words of the call itself.

Every topic weighed. Every action in a row.

The full call, per theme, with a judgement on what mattered commercially, what was context and what was left lying. Reference and steering, next to the sharp review.

SIGNAL LEFT LYING / COMMERCIALLY RELEVANT

On award, the customer estimates needing four extra technicians. The right question was asked, but the answer was left standing. Training takes eighteen months.

ACTION FOR THE MANAGER

Trigger appointment: on award day a profile is already ready.

ACTION LIST

- 1 Set both dates this week and include them in the follow-up email.
- 2 Trigger appointment on the tender: on award day a profile is ready.
- 3 Make the three-way meeting a fixed step in the work process.
- 4 Create an intake card with this customer's four profile criteria.
- 5 Book the three-month meeting straight away.

Six months ago the answer was discount. Now it is a trade.

14 to 32

Decision score out of 60, from the first to the best call in a series of 21. One account manager, six months, a review per call.

2 to 0

Concessions without a trade. Two in a spring quarterly review, zero against the toughest buyer of the series. A pattern that got a name in the reviews became behaviour.

"What exactly do we get out of working with you, asked the buyer who had already done the sum. Six months ago the answer would have been a discount. Now it was a floor, an open door and a trade."

From a review in a running pilot. Names and customers fictional, scores real.

WHAT DECISIONFLOW IS

A diagnostic tool for the coach.
A mirror for the rep, call after call.
An action list per customer for the manager.

WHAT DECISIONFLOW IS NOT

No leaderboard. The score is not a target.
No script. No tricks.
No place where customer names stay.

Customer names never leave your organisation.

Anonymise first

Names come out before anything is analysed, with your check as the final step.

Original deleted

After your confirmation the transcript with names is permanently erased. A deletion record remains, without content.

Check on the output

If a name still shows up in a review or dossier, delivery is blocked.

HOW TO START

1. Intro call

Half an hour: which calls, which reps, what you want to see.

2. Pilot

One rep, a series of real calls. After every call a review and a dossier.

3. The film

After the pilot you put the series next to the outcomes. Then you decide.

SALESCOACH INTERNATIONAL

Everyone measures performance. We measure the decision.

salescoach.io/en

Sales Coach International is the partner organisation for sales coaches. DecisionFlow and the Value Cycle were developed by Ben Zandvliet, sales trainer and coach with more than twenty years of B2B sales experience. Screens and documents in this brochure show sample data; names of people and customers are fictional.