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The Weekly Sales Coaching Huddle

A 35-minute manager-led practice that turns an observed consultation skill into repeatable field behavior.

Before the meeting — choose one behavior

- Review one real consultation, proposal or customer question. Select a teachable behavior such as clarifying decision criteria, explaining scope exclusions or earning agreement on the next step.
- Prepare an anonymized scenario and a simple observation standard. Avoid grading a person by outcomes you did not observe.

0-5 min — state the target

- Example: “Today we will practice summarizing a homeowner’s priorities before discussing options.” Say what good sounds like and why it helps the customer.

5-15 min — inspect an example

- Ask the team to identify the exact words and questions used. Invite a self-assessment first: “What worked, and what would you change?” Give one specific observation, not a vague personality judgment.

15-30 min — practice and retry

- Run a two-minute role-play. Pause for one coaching point. Repeat the same scenario with the change. Rotate so each participant practices, rather than watching one person do all the work.

Model a homeowner-first response

“You mentioned durability and minimal disruption matter most. Did I get that right? Let me show you how the two options differ in preparation, timeline and upkeep.”



PUT IT TO WORK / PRINTABLE WORKSHEET

The Weekly Sales Coaching Huddle

30-35 min — make a field commitment

- Each participant names one observable action to try, on which appointment, and when the manager will review an example. Open the next meeting with what actually happened.

Manager scorecard

- Use a simple Yes / Developing / Not observed scale. Evaluate the behavior, not charisma or a promise to “try harder.”

Behavior observed	Evidence / exact words	Next practice
Clarified goal	_____	_____
Explained options and tradeoffs	_____	_____
Confirmed understanding	_____	_____
Set written next step	_____	_____

Participant / practice date _____

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(1-800-447-3277) to discuss team training.

Further reading: FTC guidance on home improvement estimates —
<https://consumer.ftc.gov/articles/how-avoid-home-improvement-scam>

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