

THE THREE C'S: MANAGER SELF-CHECK

A quick reflection for sales managers who want to lead better, not just manage harder.

Rate each statement 1–5. Be honest — this is for you. **1** = Not really | **3** = Sometimes | **5** = Consistently

CLARITY

1. My team can describe our goals, our strategy, and what excellent looks like in their role, without my prompting. ____
2. When I introduce a new expectation, I explain the why, not just the what. ____
3. I don't have two different reps operating from two different definitions of "good." ____

CONSISTENCY

1. The standards I set apply to everyone on my team — including my top performers. ____
2. When I celebrate someone's work, I'm celebrating how they did it, not just that they hit the number. ____
3. Initiatives I launch don't quietly disappear — I follow through on what I start. ____

COACHING

1. In a typical week, I ask more questions than I give answers. ____
2. My reps know I care about their development, not just their quota attainment. ____
3. I can name one specific thing I'm helping each person on my team get better at right now. ____
4. After a client meeting, my debrief focuses on what they learned, not just what happened. ____

WHERE TO START

Add up your scores by section. The lowest section is your Q2 priority.

My lowest score is: Clarity / Consistency / Coaching (*circle one*)

One specific thing I'll do differently starting this week: _____

