

TheGrid

Signal Coaching Checklist for Sales Leaders

Stop coaching activity. Start coaching signals. Use this checklist to shift your team from dialing blindly to prospecting with intent.

Before Your Next 1:1: The Pre-Call Checklist

Run through these six questions before your rep ever picks up the phone. This is what separates signal-driven coaching from activity coaching.

Account: _____ **Rep:** _____

- ☐ What signal brought this account into the list? (Hiring / Leadership / Funding / BIZ Update / Vendor Switch)
- ☐ Can you verify the real economic buyer? (Not just the person who replies)
- ☐ Can the rep defend the 'why now' in one sentence?
- ☐ What is the buyer path / approval chain? (Finance? Regional? Procurement?)
- ☐ Is the timing real urgency or forced urgency?
- ☐ What's the next step if they say 'not interested'? (Not 'send more info')

Quick Coaching Decision Framework

After running the checklist, score each account:

Score 5-6 checkboxes: This is an active priority. Dial this week with a sharp signal-backed opener.

Score 3-4 checkboxes: This is a watchlist account. Gather more context before dialing. Either find the signal or move to nurture.

Score 0-2 checkboxes: Not ready. Don't delete it—just don't call it pipeline. It stays in nurture until something changes.

Your Weekly Signal Audit: Replace Call Counts with Signal Conversion

Run this 15-minute audit every Friday or Monday to build pattern recognition and track which signals actually move your pipeline.

Week of: _____ **Rep Name:** _____

Signal Spotting

How many different signals did your rep spot this week?

- Hiring spikes: ____
- Leadership changes: ____

- Funding announcements: ____
- Business information updates (contacts, addresses, structure): ____
- Vendor switches / Expansion plans: ____

Signal-to-Dial Conversion

Of all signals spotted, how many converted to an actual dial this week?

Total signals spotted: ____ | *Signals dialed:* ____ | *Conversion rate:* ____%

Dial-to-Conversation Quality

Which signal-backed dials earned real conversations this week?

- Conversations booked: ____
- Signal type that worked best: _____
- Average discovery quality (1-5): ____

Week-Over-Week Trend

Is this rep getting better at signal selection?

Last week's signal spots: ____ | *This week:* ____ | *Trend:* ↑ ↓ →

Last week's dial-to-convo rate: ____% | *This week:* ____% | *Trend:* ↑ ↓ →

Coaching Notes

What signal is this rep hunting best? What signal should they focus on next week?

Quick Reference: The 3 Signal Categories

1. Business Information Updates

What changed: Company contact details, address updates, company structure shifts, subsidiary creation, new entities

Why it matters: Stale contact data burns pipeline fast in SEA. An update often means the company is making moves.

Coaching question: "Did this change create a new pain for the team, or is it just admin?"

2. Financials

What changed: Fresh funding, capital injection, announced expansion, M&A activity

Why it matters: Money moving often creates urgency. New funding usually means hiring, growth, or new systems—all reasons to evaluate solutions.

Coaching question: "What pressure does this funding create? Is it hiring pressure? Expansion? Growth tooling?"

3. Human Capital

What changed: Hiring spikes, management changes, new leadership, department growth, planned departures

Why it matters: People movement shows where pressure is building. A new sales leader reviews process. A growing team needs visibility tools.

Coaching question: "Does this person feel the problem you solve? Will they champion it internally?"

Mistake to Avoid:

Asking about all 30 accounts. Pick the 3–5 with the strongest signals. Master depth before breadth.

Pro Tip:

After a few weeks, look for patterns in your own numbers — which signal type converts best to conversations for your ICP and market. Track your own rates rather than borrowing benchmarks; the mix that works is specific to your offer. Focus your team where their data says the signal is strongest.

Spotting signals manually takes time.

TheGrid helps SEA and ANZ teams surface buying signals — hiring changes, funding, leadership moves — so your reps spend less time hunting data and more time on strategy. **See it in action.** Try TheGrid free (limited credits, no card needed) at sgpgrid.com.

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