



THE CHECKLIST • FOUNDATION GUIDE

Coach Signals, Not Call Counts

The thinking behind signal coaching, plus a one-glance field reference for your reps. This guide is the foundation. Your working tool is the Signal Coaching Tracker in Excel.

THIS GUIDE • PDF

The foundation

Why signal coaching works, the 3 questions, the 3 signal types, and a printable quick reference. Read it once. Pin the score page near your desk.

COMPANION • EXCEL

The working tool

Where you score accounts, log the week, and watch the rates move. Five tabs that do the math, so your 1:1s stay about thinking, not admin.

Rule of thumb: if you are reading, you are in this guide. If you are scoring or logging, you are in the Excel tracker.

01 The 3 questions behind every 1:1

Ask these before the rep dials. They stop you auditing effort and start you auditing thinking.

1. What signal brought this account onto your list?

Not “they fit our ICP.” That is a someday account. Look for something that actually changed.

Coaching move. Rep says “they fit our ICP.” You say “What changed here recently?” If nothing did, it goes to nurture, not the dial list.

2. Who actually owns this decision, and can you verify it?

In SEA the person who replies is often not the person who signs. Finance signs off. A regional head approves. A founder has final say.

Coaching move. Rep says “I’m calling the VP of Sales.” You say “Who approves the spend, and can you verify it?” Now you are playing chess, not bingo.

3. Can you defend the “why now” in one sentence?

A real, time-bound reason to call today. “They’re growing and might need tools” is everyone, always. “They hired 5 salespeople this month and are expanding a new market” is a reason.

Coaching move. Rep says “we should call, they’re our ICP.” You say “Defend why now in one sentence.” If they can’t, it goes to nurture. No wasted week.

In the tracker: the Signal Reference tab keeps these three questions and the signal types on one screen. Keep it open during 1:1s.

02 The 3 signal types

Every signal your reps chase falls into one of three buckets. Name the bucket, then ask the question. This is the same list as the Signal Reference tab in the tracker.

1	Business information updates Contact details change, address updates, company structure or entity shifts. Stale data quietly burns pipeline in SEA. Ask: <i>“Did this change create a new pain for the team, or is it just admin?”</i>
2	Financials Fresh funding, capital injection, announced expansion or M&A. Money moving usually creates urgency. Ask: <i>“What pressure does this create? Hiring? Expansion? New systems?”</i>
3	Human capital Hiring spikes, leadership changes, new departments, planned departures. Shows where pressure is building. Ask: <i>“Does this person feel the problem you solve? Will they champion it internally?”</i>

03 The 6-check pre-call score

Score every account before the rep dials. One point per Yes.

This is auto-scored in the Excel tracker's Pre-Call Checklist tab.

1	Has a signal? A business update, financial, or human-capital trigger.	☐
2	Verified buyer? You can name the real economic buyer, not just the contact.	☐
3	Can defend “why now”? One time-bound sentence, not a hunch.	☐
4	Buyer path mapped? You know the approval chain: finance, regional, founder.	☐
5	Timing real? A trigger in the last 90 days, not “someday.”	☐
6	Real next step? A concrete move whether they say yes or no.	☐

5–6 YES

Dial this week

Signal, buyer, and timing all hold. Open with the signal.

3–4 YES

Watchlist

Gather the missing piece, then revisit.

0–2 YES

Nurture

No signal or no timing yet. Come back later.

Where a rep cannot answer a check, that is where you coach. *The Pre-Call Checklist tab totals the score and prints the verdict for you as you tick each box.*

QUICK REFERENCE · THE WEEKLY RHYTHM

04 Replace “how many dials?” with three numbers

Once a week, Friday works. Fifteen minutes per rep.

01 Signals spotted How many real triggers did the rep find this week?	02 Signals dialed Of those spotted, how many did they act on?	03 Conversations booked Of those dialed, how many became real conversations?
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Spot to Dial % Are they selecting the right signals to act on? Aim to climb toward 75%+.	Dial to Conversation % Your real pipeline predictor. Track it month over month.
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In the tracker: the Weekly Signal Audit tab calculates both rates the moment a rep types the three numbers. The Team Dashboard tab rolls every rep and every week into one view, so your Friday check is a glance, not a spreadsheet exercise.

A signal is not a deal. It's a reason to ask a sharper question.

If a rep thinks spotting a signal equals closing, they dial everything.
The order holds: spot the signal, verify the buyer, defend the timing, then dial.

WHICH TOOL, WHEN

05 This guide vs. the tracker

You want to...	Use
Understand the system or brief a new rep	This guide
Score accounts before a 1:1	Excel · Pre-Call Checklist
See the 3 signal types and their questions	Excel · Signal Reference
Log the week and get conversion rates	Excel · Weekly Signal Audit
See the whole team's funnel at a glance	Excel · Team Dashboard
Get started and understand the flow	Excel · Start Here

SEE IT IN ACTION

06 The system needs signals your team can actually see

New contacts. Changed company structures. Funding. Hiring spikes. If the data is stale or scattered, the checklist stalls on check one, “Has a signal?”, because the rep cannot answer.

That is why we built TheGrid.

Verified company records and account movement tracking, pulled from official SEA registries ([ACRA](#), [SSM](#), [SEC](#), [AHU](#)). So hiring spikes, funding rounds, and leadership changes surface before your reps dial, and every check above has an answer.

Run the system for one week with the tracker. Then let TheGrid fill the gaps.

[START FREE at sgpgrid.com](https://sgpgrid.com)

TheGrid · Sales Intelligence for Southeast Asia & ANZ