

Evidence-Based Coaching

Most managers coach. Top managers coach differently.

Evidence-Based Coaching™ (EBC) is an integrated leadership development platform that closes the gap - transforming your middle-tier managers into consistently high-impact coaches, and driving measurable gains in sales performance

75K+

Coaching conversations
& FCRs analyzed

5%

Increase in
Market Share

29%

Increase in
Sales Productivity

200%

Increase in
Coaching Effectiveness

Most field coaching looks the same: the manager talks, the rep nods, and **by the next visit, little has changed.** It's not a motivation problem. It's a *coaching effectiveness* problem - and it's solvable.

THE METHODOLOGY

Four Best Practices that Separates Top-Performing Managers

Echelon's analysis of 75,000+ coaching conversations reveals four best practices that consistently distinguish top-performing managers - and EBC operationalizes all four.

- 1 Coach to Strategy-Aligned Skills**
Focus on the 1-2 skills that move the needle on commercial priorities - not everything, everywhere, all at once.
- 2 Set Clear Skill Development Goals**
Articulate current state, desired state, and a path forward.
- 3 Full-Contact Coaching**
Engage the rep before, during, and after every field visit - not just in the debrief.
- 4 High-Quality Written Coaching**
Reinforce development through actionable field coaching reports.

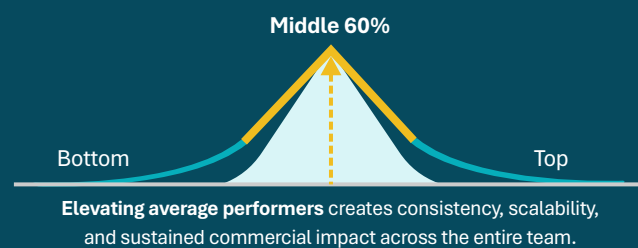
“This completely reshaped how I think about coaching. I left with a real plan - not just inspiration

- First-Line Sales Leader

WHY THE MIDDLE MATTERS MOST

Move the Middle, Move the Business

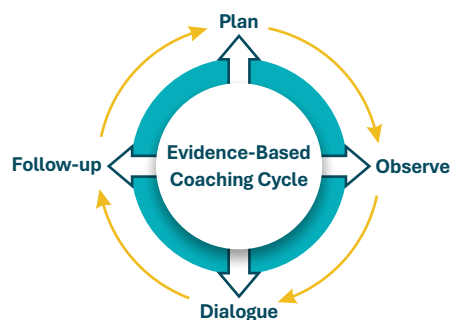
The greatest performance upside isn't at the top or bottom - it's in your middle 60%. Small improvements in average performers produce outsized commercial gains.



THE COACHING CYCLE

A Repeatable System, Not a One-Time Event

EBC is founded in the Effective Coaching Cycle a four-phase cycle that creates shared ownership between manager and rep - and keeps skill development top-of-mind between field visits.



WHAT YOU GET

Consistency

A shared standard of high-quality coaching across all field managers

Visibility

Clear insight into coaching strength and development needs by team

Performance

Measurable improvement across sales, market share and productivity

Sustainability

A repeatable system that keeps delivering long after launch

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