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The State of Sales Coaching in 2025

Insights, trends, and opportunities for coaching GTM teams – from the largest sales coaching survey ever undertaken.

www.mysalescoach.com
www.aircall.io



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EXECUTIVE SUMMARY

Executive Summary

We've always believed that effective sales coaching is the key to unlocking the true potential of sales teams. In partnership, MySalesCoach and Aircall, have set out to better understand how **sales coaching** is being delivered globally, what impact it has on performance, and whether there is room for improvement. This report represents a deep dive into the real-world experiences of over **1,600 sales professionals**, who took part in what we believe to be the **largest sales coaching-specific survey** ever conducted.

The findings are both revealing and surprising. For companies looking to maximise the impact of their coaching programs, the insights in this report offer invaluable guidance. They show a clear correlation between effective coaching and improved sales performance, while simultaneously highlighting the gaps and missed opportunities where organisations could be doing better. Whether you're a sales leader looking to refine your approach or an organisation ready to overhaul your coaching structure, this survey will challenge your assumptions and inspire you to think critically about the role of coaching in your sales strategy.

The data we've gathered is more than just statistics—it's a call to action. Leaders who read this report will be equipped with the insights needed to make meaningful, data-driven changes that could significantly impact their teams' success.

For sales reps, it validates the importance of coaching in their professional development and shows that their desire for better, more personalised coaching is shared by peers across the globe. Ultimately, this survey brings to light key issues that, if addressed, could lead to higher sales, improved quota attainment, and greater employee satisfaction.



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Here are the **KEY FINDINGS** before you dive into the detail



Sales reps are being **let down** both in the **amount** AND **quality** of coaching they are currently receiving.



There is a **huge disconnect** between what Sales Reps are **getting** and what Sales Leaders **feel they are delivering**



Sales Reps want **MORE focus on skills development** less time spent on 1:1 conversations with their managers, and **more time with external coaches.**



Everyone agrees that despite the gaps and challenges, **sales coaching is critical to success and quota attainment.**

WHO TOOK PART IN THE STUDY?

Sales Leaders and Sales Reps from these companies took part in this survey



HubSpot

workday

splunk>



ZIP



vmware®

AJG



loopio



kainos®

Reed

flexport.



yu life

EQUIFAX



Juro



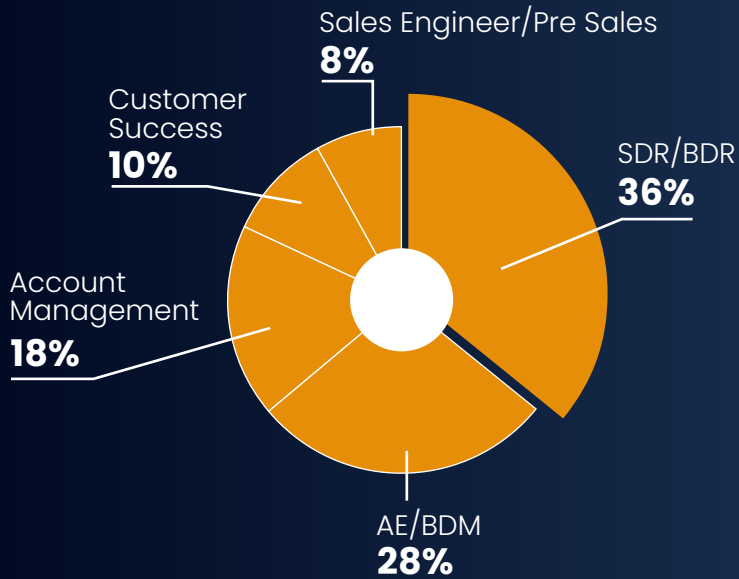
+ many more

WHO TOOK PART IN THE STUDY?

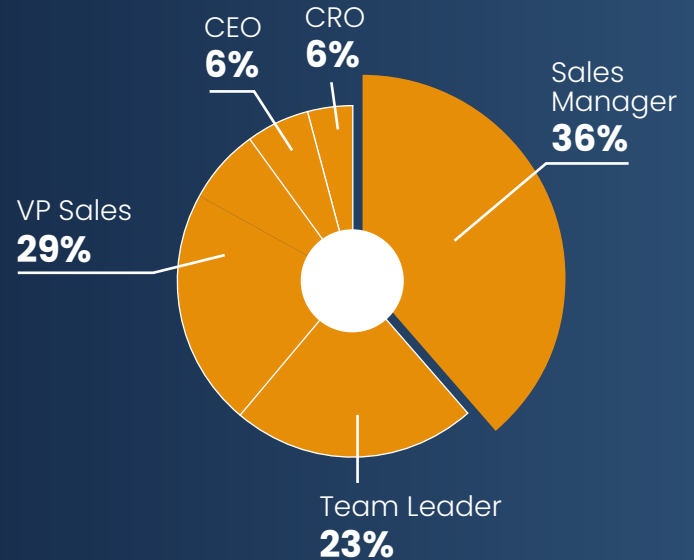
Before we jump into the key findings let's break down who participated in this critical piece of research.



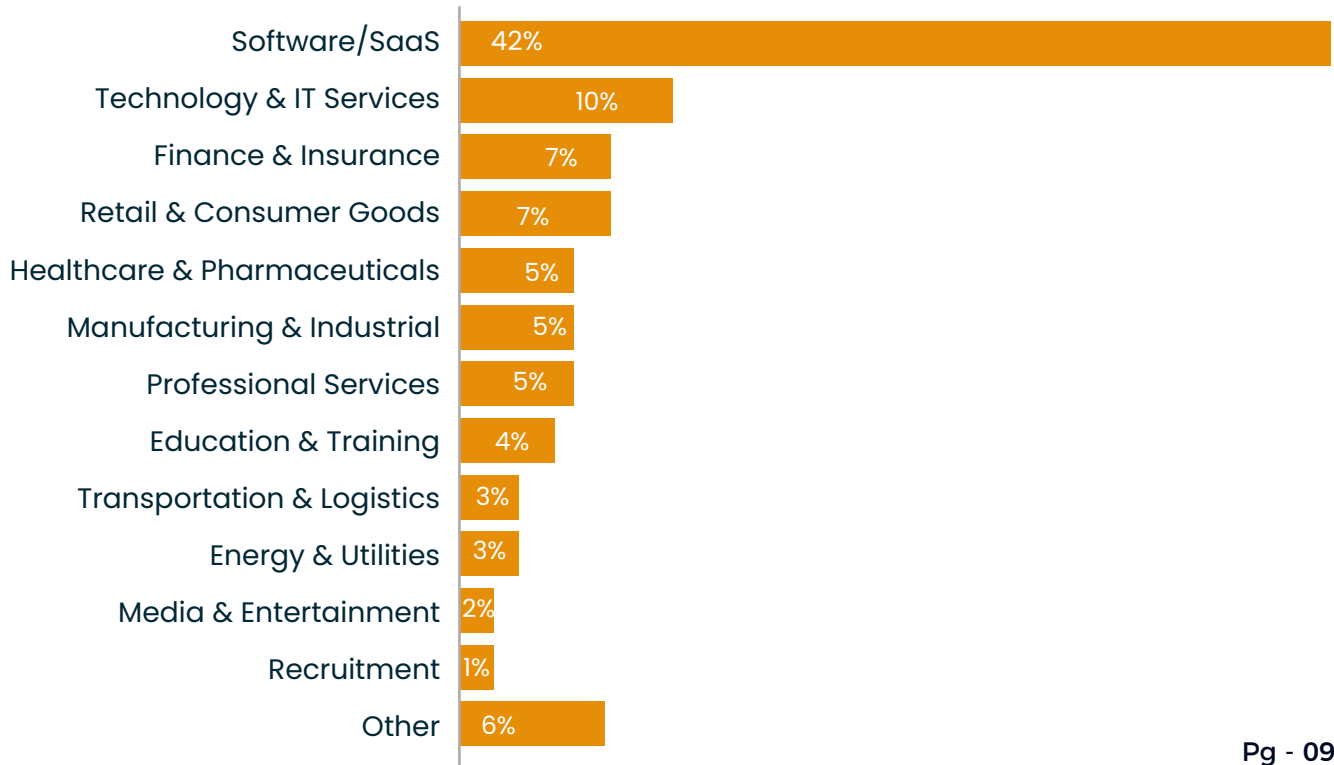
Breakdown of Sales Reps by Role



Breakdown of Sales Leader by Role



Breakdown of Industries

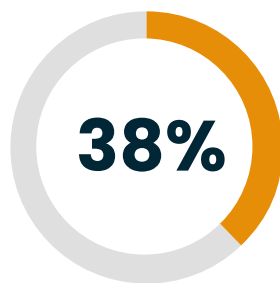


FREQUENCY **AND ACCESS** TO COACHING

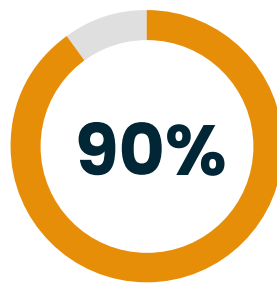
FREQUENCY AND ACCESS TO COACHING

“ The coaching gap: are reps being overlooked?

One of the most eye-opening discoveries of the survey is the **major disconnect** between how frequently **sales leaders think they are coaching** and how often **reps report receiving coaching**.



of Reps say they are rarely coached

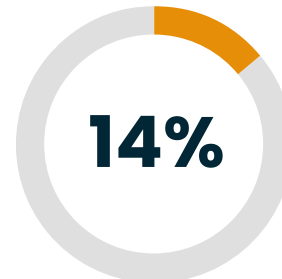


of Leaders claim they coach at least monthly

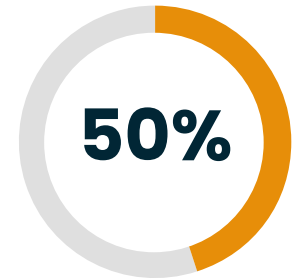
38% of reps said they **rarely or never** receive coaching, despite 90% of leaders claiming they coach their team **at least once a month**. This shows a massive disparity in perception and reality, highlighting the need for leaders to reassess how they deliver and communicate coaching.

Even more shocking, 14% of reps say they receive **no coaching at all**. That's 1 in 7 reps left without any direct coaching to improve their skills and performance.

Alarming, AEs are 50% more likely to rarely receive coaching compared to SDRs. Why are more AEs being left alone when quota attainment is so low in the industry?



of Reps get no coaching



AEs are 50% less likely to get frequent coaching than SDRs.

Leaders know that coaching is critical and good leaders invest time with their team, despite being time-poor. But while they think they are coaching, their team don't feel coached. Conversations are invariably focussed on achieving quarterly goals not skills development - meaning that despite the best efforts to devote time to help their teams, they rarely get the coaching they need to grow or achieve their potential. More focus on 'how can I help you level up?' versus 'when will this deal close?' will provide exponentially more sustained success.

Size matters when it comes to coaching frequency

If you work for a company with **fewer than five sales leaders**, you're **twice as likely** to go without coaching as those in larger organisations. This **suggests that smaller teams may struggle to provide structured and consistent coaching**, despite the obvious need for it.



43%

**of leaders are unaware their reps
want more coaching**

The numbers tell a clear story: many reps are **hungry for more coaching**. In fact, the largest majority of reps who took part expressed a desire for **more frequent coaching**, while shockingly **43% of leaders were surprised** their reps felt this way!

The gap between leader and rep expectations around coaching frequency presents an immediate opportunity for companies to address this discrepancy.

QUALITY AND **TYPE OF** COACHING

QUALITY AND TYPE OF COACHING



Is the coaching being delivered actually making an impact?

While sales leaders may feel confident about their coaching, the **reality from the reps' perspective** tells a different story. **Quality is a major issue**, & many reps believe their **coaching is not meeting their specific needs**.



VS



This is a serious red flag for leaders who believe their coaching is making a positive impact on their team.

This highlights the importance of coaching for the coaches. Managers and Team Leads can find themselves in leadership positions on the back of strong results as an IC. However, this doesn't always translate to coaching experience or expertise. Make time for your own development, just as you would prioritise coaching your team. Consider approaching your own coaching with the mindset you expect from your teams: be open to feedback and look for areas of improvement.

“Reps are demanding more tailored and actionable coaching

39%

of reps believe the coaching they receive is **too generic**

34%

say it's **repetitive**

“

These statistics indicate a fundamental flaw in the way coaching is being personalised.

29%

of reps report receiving coaching that **lacks practical, actionable advice**. Without clear takeaways, coaching sessions become just another task, rather than a powerful tool for improvement.

“

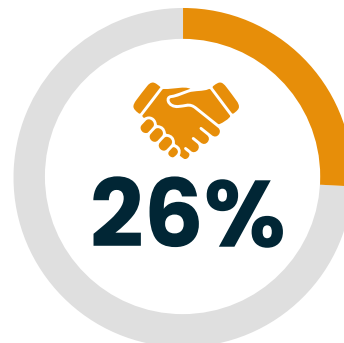
Different roles need different coaching approaches.

The survey also found that not all reps benefit equally from the same type of coaching. For instance

of SDRs/BDRs ranked call coaching as the most beneficial form of coaching.



In contrast



of AEs/BDMs found deal coaching more valuable, indicating a need for role-specific coaching that addresses different challenges across the sales team.

IMPACT OF **COACHING** ON PERFORMANCE



IMPACT OF COACHING ON PERFORMANCE

Does coaching directly affect sales
performance?

The data says YES! ...

One of the most compelling arguments for effective sales coaching is its clear correlation with quota attainment. The survey found a **strong link** between receiving **high-quality coaching** and **hitting sales targets**.



only 27% of reps
are hitting their
quota



However, reps who rate their coaching as "excellent" or "very good" are 50% more likely to **achieve or exceed their quota**.



Of those who are fortunate enough to get high quality coaching (excellent or very good)

99%

agreed it impacted
performance

57%

said it improved
performance significantly

Interestingly, **low-achievers** are more than **twice as likely** to **not receive coaching** at all. This is a remarkable statistic that reinforces the business value of investing in better coaching for your team.

Sales Leaders were also in unanimous agreement about the **impact of coaching** on their team's success.

96%

said it influenced quota attainment of the team



42%

saying it made a 'significant' impact.



It's a missed opportunity to not identify potential poor performance or coaching opportunities early. In addition to factoring in the potential missed revenue, ignoring poor performance is a recipe for stagnation.

Don't wait for them to ask—step in early and address the gaps. In a hybrid/remote world, access to the right tools for tracking performance and providing in the moment coaching is paramount to success.

Jack Melville, AE Team Lead, Aircall

External coaching delivers even greater results.

One critical statistic showed **those that hit quota** are almost



This statistic reveals an untapped opportunity for organisations: **investing in external, professional coaches** could **significantly boost quota attainment** across teams.

This finding proves the transformative impact of external coaching. While companies invest heavily in tech to boost productivity, they must also focus on developing their sellers' skills. It's not just about having more conversations with prospects; it's about having better conversations where the seller is more competent. Companies should consider investing in external coaching in order to drive that change, to support their internal efforts.

The myth of the self-sufficient top performer is debunked

Contrary to popular belief, **high performers don't want to be left alone.**



In fact, more than half of high-achieving reps (those hitting 100% or more of their quota) actively desire more coaching than they currently receive.

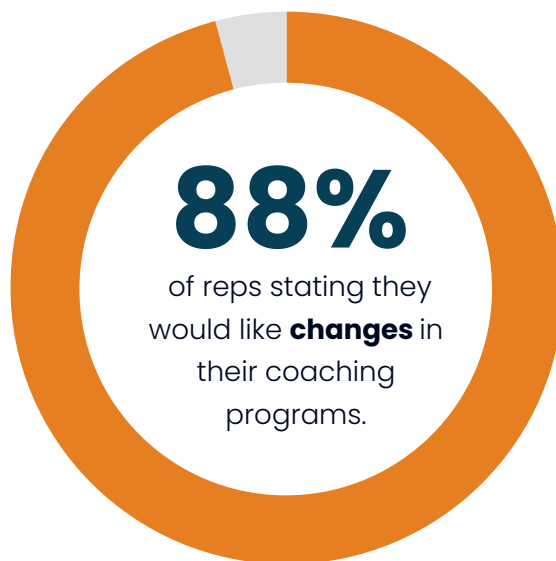
For leaders looking to maximise the performance of their team, this data is clear: coaching works, and when leveraging external expertise, the better the results.

OPPORTUNITIES FOR IMPROVEMENT

OPPORTUNITIES FOR IMPROVEMENT

Reps are calling for change – and they know what they need

The **desire for improvement** in coaching is widespread,



Why do they want change?

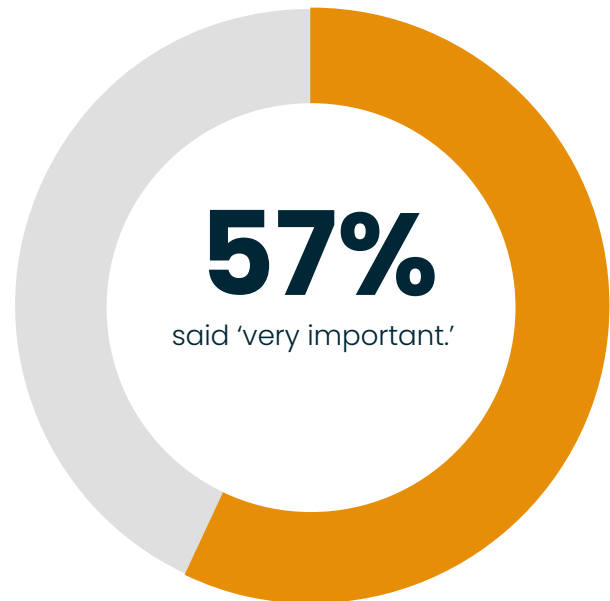
Well it's because

82%
said coaching was **'critical'** to their success

94%
said coaching **improved** their performance

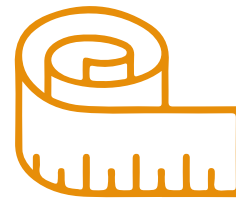
42%
saying their **performance improved significantly** when receiving coaching.

Furthermore, coaching was universally agreed to be **important** to **job satisfaction** for sellers.



50%

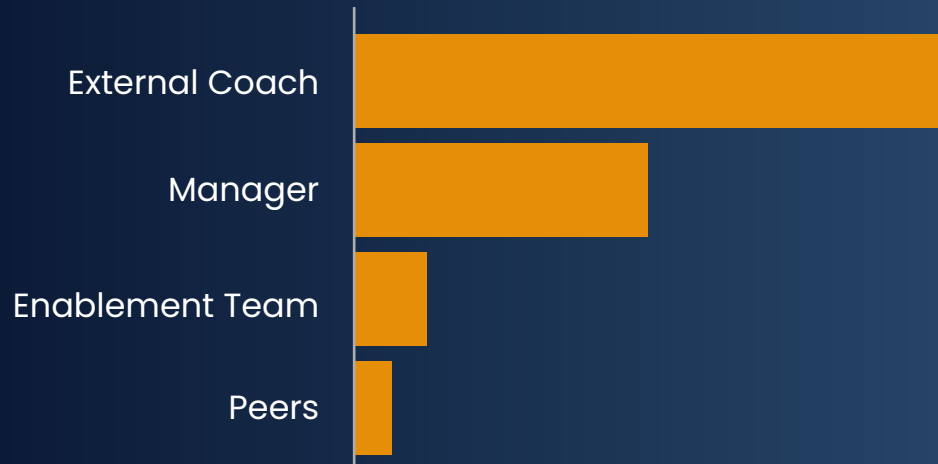
of reps want more focus on **skills development** in their coaching, indicating that current coaching is too focused on metrics like KPIs rather than real, **tactical skill-building**.



45%

of reps desire a **more personalised** approach to coaching, aligning with earlier data about the need for coaching to be **tailored** and specific to **individual needs**.

External coaching is also **craved** by sellers



Who would Sales reps prefer to be coached by?

a significant
66%
 of reps stated they would
prefer external coaches as
 part of their development
 journey

a significant leap
 from just
8%
 who receive
 it today.



Sadly though for Enablement teams, less than 5% of reps trust you as their coach of choice.

Leaders also recognise the need for better tools and methods.



89%

Perhaps unsurprisingly, the vast majority (89%) of sales leaders said **coaching was an expectation** in their role.

Yet despite that, they still feel like they **need support** in helping them to make improvements.



56%

of leaders want **better tools to track progress and outcomes** from coaching, showing a clear need for **tech-enabled solutions** that can measure and optimise coaching results.



48%

of leaders are asking for **more training** to become **better coaches themselves**, highlighting that even leaders see room for improvement in their own coaching skills.



44%

of leaders are calling for **more time to be allocated** for coaching, indicating that for many, time constraints are a **major barrier** to improving coaching effectiveness. Perhaps this is where external coaching and technology can step in to fill the gap.

CONCLUSION

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Coaching is the Key to Sales Success

The findings from this survey deliver an **undeniable truth**: coaching is not just an add-on to sales strategy; it is a **fundamental driver of sales performance**. From improving quota attainment to increasing job satisfaction, the numbers show that high-quality, personalised, and frequent coaching can **transform a sales team**.

The most outstanding data points speak for themselves:



In order to see the benefits not just in revenue, but in overall team satisfaction and retention, companies need to invest in effective and personalised coaching. Not only that, but their focus should be looking towards getting a blend of both internal and external coaching, in order to see maximum impact. With the data in hand, it's time to reimagine what sales coaching can achieve for your team.

ABOUT **MYSALESCOACH** AND AIRCALL

Who is MySalesCoach?



MySalesCoach expertly matches sales teams with world class coaches to improve performance, tackle the root cause of missed quotas, and enable sales reps to get the coaching they need to unlock their full potential. Trusted by ambitious sales leaders at companies such as Epicor and Cognism, our best in class coaches have the tools and knowledge to fast-track your team's development and growth to achieve your business goals.

Find out about how MySalesCoach is helping companies like [Datamaran](#), [elevate sales skills and increase performance here](#).

Who is Aircall?



Aircall is the communication and intelligence platform that empowers Sales and Customer Support teams to connect, communicate, and grow. More than 19,000 customers around the world use Aircall to interact with customers. The platform integrates seamlessly with all major CRM and Help Desk solutions, is easy-to-use and provides the insights companies need to make data-informed decisions about team staffing, performance, business growth and more.

Find out about how Aircall is helping companies like [CrowdProperty with data driven sales call coaching here](#).