



Championship Coach Workbook

A practical course for commercial and fleet managers ready to move from managing tasks to coaching a winning sales team.

This workbook accompanies the on-demand **Championship Coach** course. Work through it at your own pace: watch a module, pause, and complete the matching pages. The goal is a repeatable system for growing commercial and fleet sales and profits.

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Welcome to the Championship Coach

As a commercial and fleet manager you have a full plate: inventory and ordering, reports, manufacturer programs and requirements, operational issues, and when you have time, actually leading your sales team. The Championship Coach helps you grow sales and profits by becoming a true sales coach and leader.

Too often the sales team is expected to "perform" without the guidance and support to do it. This course gives you the system to change that.

Six Modules, Self-Paced

01

Characteristics of Great Leaders

Look inward, then measure yourself against the traits that define great coaches.

03

Supporting the Team

Learn what drives each person, then guide lasting change.

05

Creating the Winning Edge

Match goals to high-yielding activities and master the ten-minute review.

02

Managers & Leaders, Missions & Visions

Write the mission and vision your team will rally around.

04

Key Leadership Skills

Eliminate the de-motivators and put the core skills to work.

06

Managing Your Time Wisely

Organize your world, hold the standard and build a winning team.

Motto for the day: "The road to the extra mile is never crowded."

Before You Start

This course is yours to run at your own pace. There is no instructor to call on you, so the work only counts if you do it. Write in this workbook, and be honest and specific.

Name and role

Dealership

Start date

How to Use This Workbook

01

Watch a Module

Take one module at a time. Take notes on what hits home.

03

Pick One Action

Choose the single idea you will use this week. Put it on the 90-day plan.

02

Pause and Write

Complete the matching pages before you move on. Your answers are for you.

04

Apply It With Your Team

Several exercises ask about your team. Use real names and real situations.

What I want from this course

Examples: correcting subpar performance, keeping the sales staff motivated, organizing my time.

1. _____
2. _____
3. _____

Set yourself up to finish. Block time on your calendar for each module, silence your phone, and finish one module before starting the next.

Characteristics of Great Leaders Exercises

Great leaders share traits you can name, measure and develop. Start by looking inward.

An Exercise in Awareness

Before we explore what makes a great leader, look inward. Reflect on someone who shaped your path.

Who was your mentor? Describe this person and the qualities that made them stand out to you.

How did they motivate you? Did their approach work the same way for everyone around them, or just for you?

What did you learn? What does this reflection reveal about your own leadership style and potential?

Rate Yourself: 12 Characteristics of Great Leaders

Rate yourself from 1 (rarely) to 5 (consistently). Then name one behavior from the last 30 days that proves it.

Characteristic	Rating (1-5)	One behavior that proves it
Goal-Oriented Relentlessly focused on outcomes and results that matter.	----	
Accountability-Centered Holds themselves and the team to the highest standard.	----	
Strong Communicator Clear, confident and intentional in every exchange.	----	
Emotional Intelligence Self-aware and attuned to the emotions of others.	----	
Persuasion Skills Moves people through inspiration, not just authority.	----	
Powerful Vision Sees the future clearly and helps others see it too.	----	
Walk the Walk Models the behaviors they expect from others, no exceptions.	----	
Approachable Open-door presence that invites honest dialogue and trust.	----	
Resolute Unwavering in conviction even when challenged or pressured.	----	
Decisive Quick but accurate: makes sound calls without hesitation.	----	
Team Builder Consistently develops the people and culture around them.	----	
Tough Love Delivers hard truths with care, compassion and purpose.	----	

My top three strengths

1. _____
2. _____
3. _____

The three I will develop first

1. _____
2. _____
3. _____

Managers & Leaders, Missions & Visions

Exercises

Managers carry out the vision. Leaders inspire it. A written mission makes it real.

Managing vs. Leading

Managing

Directing tasks, redirecting actions, measuring performance and evaluating progress. Essential, but not enough on its own.

Leading

Instilling in others the desire to excel: motivating them to self-motivate and take consistent, positive action.

Where my week goes today: ____% managing ____% leading _____

What would have to change for me to lead more?

Create the Organizational Mission

A mission is a plan driven by passion. The most powerful missions are written down, time-bound and co-created with the team.

Step

My answer

Start with the end

What does success look like?

Link actions to results

Which activities produce which results?

Set a timetable

By when, and at which milestones?

Write and commit

Where will the plan live in writing?

Involve for buy-in

Who needs to help build it?

Draft Your Mission and Vision

Our mission, in one or two sentences

The top five activities that lead to success

Activity	Result it produces	Weekly standard
A.		
B.		
C.		
D.		
E.		

Vision Is Essential

"Only big dreams have the power to stir the soul."

Vision is the ability to see beyond obstacles and imagine what is possible before it exists. A true leader pairs that vision with a step-by-step plan and the ability to bring the whole team along.

My vision for this team three years from now

Key Insight: No mission, no true success. No team can reach its full potential without a detailed plan.

Supporting the Team Exercises

Know each person, then guide change instead of forcing it.

Know Your People, Plan for Each One

Buy-in requires knowing each person's values and ability level, not just their role. Develop each plan together.

Team member	What they value	Current ability level	Individual plan (built together)

Creating Change in One Person

Pick one team member and one habit. Lasting change is never forced. It is guided. Reward the behavior first and the results will follow.

Step	My plan
Pick one habit Which team member, and which single habit?	
Plan gradually What are the small steps?	
Monitor often How and how often will I check?	
Recognize change How will I reward progress?	

Pick one habit

Which team member, and which single habit?

Plan gradually

What are the small steps?

Monitor often

How and how often will I check?

Recognize change

How will I reward progress?

Break old patterns: the habit I personally need to change first

Key Insight: Light the pilot light. The ability to instill motivation in others is what makes your vision take flight.

Key Leadership Skills Exercises

Before you can inspire your team, eliminate what is quietly draining them.

De-motivator Audit

De-motivator	On my team today?	What I will do about it
No clear goals Vague or missing plans leave people directionless.	☐ Yes ☐ Somewhat ☐ No	
Lack of recognition Failing to acknowledge contributions.	☐ Yes ☐ Somewhat ☐ No	
Poor communication Unclear or inconsistent information collapses trust.	☐ Yes ☐ Somewhat ☐ No	
Other:	☐ Yes ☐ Somewhat ☐ No	

Key Leadership Skills in Action

Skill	How often I do this	My first step
Set crystal-clear expectations People perform best when they know exactly what is expected.	☐ Always ☐ Sometimes ☐ Rarely	
Recognize contributions quickly, with detail Name the behavior. Mean it.	☐ Always ☐ Sometimes ☐ Rarely	
Review actions and results consistently Regular reviews create accountability.	☐ Always ☐ Sometimes ☐ Rarely	
Keep goals in writing Written goals are commitments.	☐ Always ☐ Sometimes ☐ Rarely	
Participate in the process Get in the field with your team.	☐ Always ☐ Sometimes ☐ Rarely	

Key Insight: Timely, specific recognition is more motivating than any bonus.

Creating the Winning Edge Exercises

The winning edge belongs to leaders whose team activities are consistently high-yielding.

Match Goals and Activities

Every action produces a distinct result. Identify exactly what a high-yielding activity looks like and why it works.

Team goal

Activity that drives it

How I will know it is high-yielding

--	--	--

--	--	--

Creating Positive Feedback

Own your role. Use directive questioning: ask, don't tell. Require frequent check-ins. Ten-minute reviews done regularly beat lengthy quarterly evaluations.

Exercise: How do I give feedback today?

What results am I honestly getting from it?

The Ten-Minute Review

Plan one review for one team member. Do not hand them the answer. They will commit far more deeply to a plan they built themselves.

Team member: _____

Review date: _____

Step

My plan

01 Prepare with purpose

Decide in advance where to focus.

02 Build directed questions

Aim them at specific shortcomings. Do not lecture.

03 Require their response

Let them talk. Clarity and ownership emerge.

04 Let them solve it

Do not hand them the answer.

05 Agree on next steps

Set a follow-up within two weeks. Track it. Honor it.

Key Insight: Ask, don't tell. Directive questions give your people room to tell their story and find their own solutions.

Managing Your Time Wisely Exercises

You cannot lead others through chaos if you have not organized your own world first.

Time Tips for Leaders

Tip	Where I stand	My next step
Get organized first	☐ Strong ☐ Needs work	
Hold the standard No exceptions without a documented reason.	☐ Strong ☐ Needs work	
Act quickly, with compassion	☐ Strong ☐ Needs work	
Learn to say no Protect your highest priorities.	☐ Strong ☐ Needs work	
Respond with questions Ask before offering opinions.	☐ Strong ☐ Needs work	
Get into the field Show up where the work happens.	☐ Strong ☐ Needs work	

Championship Coach Checklist

Check what you do consistently today.

- ☐ **Catch people doing it right.** Recognize the wins, big and small.
- ☐ **Be the example.** Lead with the standard you want to see.
- ☐ **Track, react, elevate.** Require all contacts and details in the CRM.
- ☐ **Allow upward evaluation.** Welcome honest feedback from the people you lead.
- ☐ **Never stop raising the bar.** Complacency is the enemy of growth.

Building Your Winning Team

Idea	What we will do	When
Unite around a common goal Everyone aligned and bought in.		
Build community Monthly team touchpoints.		
Choose mentoring models Pair emerging talent with proven leaders.		
Team up with customers Bring clients into the story.		
Run contests and have fun Healthy competition ignites energy.		
Key Insight: Learn to say no, often and skillfully. It is a leadership superpower.		

Getting to the National Championship

"Everybody wants to win, but very few are willing to pay the price to prepare to win." Bobby Knight

What will you take away from this course and implement with your team? List your actions in priority order.

1. _____
2. _____
3. _____
4. _____
5. _____

Your 90-Day Action Plan

Implement one insight from each module within 90 days of finishing the course. Growth comes from applied knowledge, not collected ideas.

Module	Insight and action	Target date	Success metric
1. Characteristics			
2. Mission & Vision			
3. Supporting the Team			
4. Key Skills			
5. Winning Edge			
6. Time			

Accountability & Final Reflection

Solo learning needs outside accountability. Choose a manager or peer, share this plan with them, and schedule your first check-in now.

My accountability partner: _____

Our first check-in: _____

What is the single biggest obstacle keeping your commercial department from its growth potential?

What would change in your business if you implemented these priorities?

Remember: The coach prepares, communicates and holds the standard. The road to the extra mile is never crowded.



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