

Coaching with AI: Multiply Your Impact

Week 11

For managers, team leads, and anyone ready to lead from the middle with AI fluency.



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Today, we're going to walk through a real scenario from a coaching client — we'll call her Ava —

Let's explore how AI helps managers coach smarter, prepare reps for AI-informed buyers, and measure their impact.

Ava's Situation

Ava leads a team selling complex technology into enterprise accounts. One of her reps, *Jordan*, walked into a discovery call expecting to educate the buyer. Instead, the buyer had already used AI to:

- Compare vendors
- Analyze pricing
- Summarize reviews
- Identify risks

Jordan froze. She wasn't prepared for a buyer who was already three steps ahead.

Insight:

74% of buyers now use AI tools for research before talking to a rep.



Ava realized her coaching needed to shift from:



product knowledge



decision coaching + confidence building

This is where **AI Fluency** becomes a coaching multiplier.

Conversation Intelligence + Feedback (10 min)

After the call, Ava used AI to analyze the transcript. She discovered:

Jordan missed two buying signals

He didn't ask a single confidence-building question

He defaulted to explaining instead of clarifying

HubSpot identified conversation intelligence as the highest-impact AI use case for sales leaders.

"AI can turn call notes into coaching insights in seconds — so you can coach more reps without burning out."

Here's the exact prompt Ava used:

“Analyze this call transcript. Identify missed opportunities to build confidence or guide decision-making. Provide three coaching points and two questions the rep should ask next time.”

Ava didn't need a 45-minute debrief.

She needed:

 **3 insights**

 **1 behavior to practice**

 **1 follow-up question to reinforce**

AI made that possible.

Measuring AI's Impact + Scaling Coaching

Ava's Results After 3 Weeks

Using AI-supported coaching, Ava saw:

Prep time drop from 40 minutes to 12

Reps asking sharper, more confident questions

Faster deal movement because reps addressed concerns earlier

More personalized follow-ups

Leaders must track AI ROI — time saved, personalization lift, deal velocity.

"AI fluency isn't about using tools. It's about proving impact."

Measuring AI's Impact

☐ "AI reduced prep time per seller by 30 minutes a day."

"That freed reps to spend more time in discovery and follow-up, improving deal quality."

Business Impact

"Across 50 sellers, that's roughly **6,000 reclaimed selling hours a year** — worth about **\$4.5M in potential revenue** without adding headcount."

