

# The xDR Coach - Sales & SDR Team Activity and Culture List

Use this table structure in your Google Doc to create an easy-to-reference guide for team managers, SDRs, and AEs.

Activity Name	Focus/Goal	Setup Required	Duration	Buzz Word
<b>Buzz Word Bingo</b>	Increase activity; break monotony.	Print out bingo cards with common sales objections/CRM errors.	1-2 Hours	Objections/CRM
<b>Draw from the Hat</b>	Encourage proactive pipeline building.	Place a few \$20-\$50 gift cards in a hat. Reps get a ticket for every deal they advance a stage.	1 Day	Pipeline Progress
<b>Dial/Activity Days</b>	Drive high volume of outreach.	Pizza/lunch provided; music playlist; 5-minute interval stretch/dance breaks.	4 Hours	Volume/Cadence
<b>Sales Story Swap</b>	Knowledge sharing and confidence building.	Reps share their biggest recent success story or lesson learned from a lost deal.	30 Minutes	Best Practices
<b>"Golden Call" Competition</b>	Improve call quality, pitching, and discovery.	A panel of judges (manager/leadership) reviews anonymised call recordings. Reward for the best structure, clarity, or discovery questions.	1 Week (Judged Friday)	Call Quality
<b>The "Why We Sell" Session</b>	Boost team morale and connection to mission.	Have a leader, customer, or top rep share a powerful story about how the product/service positively impacted a customer.	15-20 Minutes	Purpose-Driven



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<b>SDR/AE Shadow Swap</b>	Improve alignment and empathy between roles.	Pair an SDR with an AE to observe a demo, and an AE with an SDR to observe a qualification/cold call block.	1-2 Hours	Alignment
<b>Persona Deep Dive &amp; Role Play</b>	Sharpen targeting and messaging.	Print 3-4 specific buyer personas. Teams craft a <i>perfect</i> 3-line opener for each, followed by a role-play.	1 Hour	Ideal Customer
<b>"Unsung Hero" Shout-Outs</b>	Foster a culture of recognition and gratitude.	Provide sticky notes/digital board for reps to publicly thank a team member for a specific act of help or support.	Daily/Weekly	Recognition
<b>Objection Battle Royal</b>	Build confidence in handling tough pushback.	A manager plays the toughest prospect. Reps take turns jumping in to handle a persistent objection until one rep wins.	30 Minutes	Resilience
<b>Cold Call Roulette (or "Cold Email Roulette")</b>	Drive activity with a 'surprise' element.	Reps pull a random, old, or challenging lead name out of a hat and immediately dial/email them live on the floor.	1 Hour	Immediate Action
<b>Lost Deal Debrief</b>	Facilitate learning from losses.	The rep who lost the deal shares the key reason/objection, and the team brainstorms what could have been done differently.	15-20 Minutes	Learning
<b>Team Volunteering/Charity Event</b>	Build non-sales related team bonds and social responsibility.	Organise a 2-hour shift at a local food bank or charity.	2-3 Hours	Giving Back

<b>CRM Hygiene Sprint</b>	Ensure data quality and focus on accuracy.	Challenge to clear out the most stale leads, update contact info, or attach meeting notes to the most opportunities.	1 Hour	Data Cleanse
<b>Book Club/Podcast Discussion</b>	Encourage professional development.	Choose a sales book chapter or a specific sales podcast episode for the team to discuss.	30 Minutes (Weekly)	Growth Mindset
<b>Peer Coaching Power Hour</b>	Leverage internal expertise and skill gaps.	Top-performing rep leads a mini-workshop on their specialty (e.g., leaving effective voicemails, researching prospects).	1 Hour	Skill-Up
<b>Personal Branding Workshop</b>	Empower reps to use LinkedIn and professional networks effectively.	A marketing/HR partner leads a session on optimising LinkedIn profiles and creating valuable content.	1 Hour	Social Selling

## Tips for Implementing Your List

- **Schedule Regularly:** Don't wait for a slow period. Add a "Sales Story Swap" or "Unsung Hero Shout-Outs" to your weekly team meeting agenda to ensure consistency.
- **Keep it Voluntary (Mostly):** While activity blocks are mandatory, make the culture/skill-building activities engaging enough that people *want* to participate.
- **Measure & Track:** For competition-based activities (like Dial Days), make sure to track the metrics (calls, emails sent, meetings booked) and publicly recognise the winners.
- **Solicit Feedback:** Ask your teams which activities they found most valuable or enjoyable and iterate on your list to keep things fresh.

