

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
Buzz Word Bingo	Increase activity; break monotony.	Print out bingo cards with common sales objections/CRM errors.	1-2 Hours	Objections/CRM
Draw from the Hat	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
Dial/Activity Days	Drive high volume of outreach.	Pizza/lunch provided; music playlist; 5-minute interval stretch/dance breaks.	4 Hours	Volume/Cadence
Sales Story Swap	Knowledge sharing and confidence building.	Reps share their biggest recent success story or lesson learned from a lost deal.	30 Minutes	Best Practices
"Golden Call" Competition	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
The "Why We Sell" Session	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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SDR/AE Shadow Swap	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
Persona Deep Dive & Role Play	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
"Unsung Hero" Shout-Outs	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
Objection Battle Royal	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
Cold Call Roulette (or "Cold Email Roulette")	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
Lost Deal Debrief	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
Team Volunteering/Charity Event	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



CRM Hygiene Sprint	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
Book Club/Podcast Discussion	Encourage professional development.	Choose a sales book chapter or a specific sales podcast episode for the team to discuss.	30 Minutes (Weekly)	Growth Mindset
Peer Coaching Power Hour	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
Personal Branding Workshop	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.

