



TOOLS

**SAMPLE
COMPLETED
WIN/WIN
AGREEMENT**

Sample completed win/win agreement

This is a sample outline plan to explain and guide people on a proposed coaching and support package for a client, to be used as an example to help you with your win/win agreements



Intent

*a coaching and support process that adds value, is enjoyable, and is enthusiastically looked forward to each month by the team, and continually helps them develop and excel at their 'Customer Focused Mission' to **Always Care about Getting it Right***

Desired Results

- *A monthly programme of short 1:1 sessions that are enthusiastically supported by all*
- *Resulting in at least one small step per person per session that they are committed to achieving*
- *That helps the individual and their team continually develop and improve and work consistently towards the execution of the Mission*
- *That measurably affects results and supports the achievement of the agreed goals of X, Y and Z of the business*

Guidelines

The issues you have currently are

- *List of issues and impacts*
- *How this affects the bottom line*
- *Upside of getting this right*

(Note: there may be a lot of information here: this will all come from the guided discussions you have during the SLOW SELLING process')

We have agreed to help you address these issues and achieve the desired results through

- *A monthly 1:1 session for 45 minutes with each person each month.*

Each session will follow this format

1. *Review of last month's agreed action and output from it*
2. *Thoughts of problems and / or opportunities that have arisen in the last month (related or unrelated to last month's subject)*
3. *Discussion and coaching, centred on the Mission, about what could be done to move forward effectively*
4. *Agreement on the 'Extra Inch' this month (one thing to move this forward in a small way that you feel enthusiastic, committed and empowered to do), and how this will be accountable next month*

Verbal briefing shared by ABC with XYZ following completion of the exercise each month (leaving out anything confidential or uncomfortable) on the key inches agreed.

XYZ to share same with the team.

(Anything that's uncomfortable or confidential discussed in the sessions will be left out of the review process and instead reviewed confidentially with the individual in a way that they agree to beforehand: we are professionally obliged (and personally committed) to maintain any confidentiality at all times).

Resources

Resources that will help with this process are:

General

- *Agreed resources at the meeting (eg YouTube video on a specific point discussed)*
- *These specific learning points and issues address [followed by a list]*
- *Actions and exercises agreed to continually extend people's comfort zone*
- *Feedback from customers*
- *Feedback between your people (we need to proactively ask for and welcome feedback)*
- *Help each other: a problem shared is a problem halved: you are a team aiming to deliver your 'Customer Focused Mission': use this constantly and always look for ways to ask for and give help to each other*
- *ABC available by email or phone between sessions for ad hoc information*

Time:

- *Monthly full day sessions in [location]*

People

- *Led by XYZ*
- *Delivered by ABC*
- *Supported by all of you between you*

Money

- *As a long-term customer, you get 15% discount on our standard rates which are ...*
- *This means the monthly budget is ...*
- *Plus anticipated monthly expenses of ...*

Other

- *This may well lead on to other activity and support (eg training, owner feedback exercise, etc etc)*

Accountability

All expenditure of time, money and effort should be accountable: we offer a guarantee on all we do: if you're not happy at any stage for any reason, please tell us and we'll put it right; if you're still not happy, we only expect you to pay what you think we're worth to you.

The key measures of accountability will be:

Lead measures

- *People's commitment to the extra inch each month*
- *People's action during the month to deliver the extra inch*
- *Feedback to XYZ*

Lag measures

- *People's action during the month to deliver the extra inch*
- *Measurable monthly progress on results*

Consequences

- *All top performers have coaches: if you are to genuinely deliver on your intent to live by the Mission, it makes sense to have a small amount of outside help to support and help you. If you do this you will have more of a chance of excelling.*
- *If this happens we will continue to work together to find ways to increase and improve our support and your results*
- *Without a coach it is far too easy to get caught in the 'rut of the mundane': if you do this, you'll definitely struggle to deliver on your mission and your budgeted results*
- *If the coaching is done badly, this will be a waste of time and resources. The accountability needs to be rigorously assessed every month to ensure this is delivering the value we need it to. If not, then the guarantee would be invoked and if this happens more than once this work will need to be re-examined, redefined or ceased.*

