

COACHING CAPABILITIES

A deal coach that **never sleeps.**

Iron Yard sits inside the tools your team already uses — your CRM, their calendar, Slack — watching every open deal, spotting the moments that matter, and putting the right guidance in front of the right rep at the right time.

WHY THIS MATTERS

Reps don't lose deals because they're bad at selling. They lose them because a good deal quietly goes cold while they're heads-down on three others.

Iron Yard watches all of it at once — and hands your reps the next move before they'd think to ask.

Coaching at the moment it counts

Every 15 minutes, across your whole pipeline, Iron Yard checks each open deal against the patterns that predict a loss — a champion who's gone quiet, a deal with only one contact, a close date that keeps slipping, a new competitor in the room. When it finds one, the rep gets a specific, deal-aware nudge with the next move already worked out.

01

Fewer slipped deals

The coach catches quiet stalls, dark executives, and single-threaded risks **before they become losses.**

02

Better-prepared reps

Every meeting has a tailored brief. Every deal opens with the **next move already worked out.**

03

Faster ramp

Newer reps get **senior-level guidance on every deal**, coached up through real situations, not slide decks.

04

A pipeline that's honest

Every deal is re-tested against your qualification bar each time it advances — **weak deals surface early**, not at forecast time.

SEVEN CAPABILITIES · ONE COACH

The rest of this document walks through the seven things Iron Yard's coaching does — from watching every deal at once, to shaping itself to *your* process, to being honest when a deal isn't worth pursuing, and **new in August**, learning from the wins your team actually books.

01 A coach that watches every deal, so nothing slips

Reps don't lose deals because they're bad at selling. They lose them because a good deal quietly goes cold while they're heads-down on three others. **Iron Yard watches all of it at once.**

Every fifteen minutes, across your whole pipeline, it checks each open deal against the patterns that historically predict a loss — a champion who's gone quiet, a deal with only one contact, a close date that keeps slipping, a competitor who just entered the room.

When it finds one, the rep gets a specific, deal-aware nudge. Not "follow up with this account." A concrete next move, worked out from the deal's actual data:

"May Smith has been your only contact for 14 days and she's a stakeholder, not a signer — here's the exact question to ask in your next meeting to find the real buyer."

THE BENEFIT

Your reps stop relying on memory and gut feel to know which deals need attention today. **The coach surfaces them automatically — with the context and the next move already worked out.**

02 Guidance that meets reps where they work

Coaching is only useful if reps actually see it. Iron Yard delivers through three surfaces, matched to how urgent the moment is — so the urgent things reach reps fast, and the rest waits quietly until they're ready to look.

TIME-SENSITIVE

Slack

A meeting starting in two hours. A demo that just wrapped. A hot new lead. These interrupt, because they should.

STRATEGIC

Sales Hub

Strategic nudges and ambient observations live in a running **Coaching Feed** the rep reviews on their own time — no ping fatigue.

IN CONTEXT

Their CRM

A browser extension surfaces alerts and meeting prep **right beside the deal** they're looking at — no context switching.

Rep-controlled, in sync everywhere

Read or dismiss an alert in one place and it clears everywhere. Each rep picks their own delivery mix — full Slack, in-app only, or snoozed per trigger — so the coach adapts to how *they* like to work, not the other way round.

THE BENEFIT

Reps get coaching **without noise fatigue**. The urgent things reach them fast; the rest waits quietly until they're ready to look.

03

A daily plan, written before the rep sits down

Every morning at **7am** (in each rep's own timezone), Iron Yard delivers a **Morning Brief** to Slack: today's meetings, each with a full pre-meeting prep brief written specifically for that deal and that meeting type — first-contact call, discovery, demo, negotiation, or close. It knows the difference and coaches accordingly.

And the brief is a conversation, not a broadcast

A rep can reply in the Slack thread with a question — *"what CRM do they use?"*, *"what's the competitive situation here?"* — and get an answer grounded in that deal's real data. No leaving Slack. No digging.

THE BENEFIT

Reps walk into every meeting prepared, **without spending the first coffee of the day digging through the CRM**. The prep is done for them, tailored to the specific conversation they're about to have.

04 Open a deal, and the work is already done

Opening a deal lands on its **Deal Briefing** — one clear instruction at the top:

"Book a concrete next step with John Murphy before this deal goes dark."

Beneath it, a ranked list of what still has to be true before the deal can advance. That list isn't a generic checklist. **It's your stage requirements**, taken from your own playbook and worked through in the order you put them in, with anything already satisfied quietly dropped. So the first thing a rep reads is the first thing genuinely outstanding — "where am I up to?", answered without them having to work it out.

Two details that matter every day

INSTANT

Already there when you open it

The briefing and its coaching are written overnight and refreshed as deals change — so a rep sees the thinking done, not a spinner.

IN PLACE

The coach answers here

"Ask the coach" replies right on the page — no tab switching, no losing your place. Keep going with follow-ups, or open the full conversation.

DEEPER

Full coaching, one click

Every deal has the full coaching surface a click away — a coach that already knows the situation and pushes on the real risks.

What the full coaching surface does

- **Talk through the deal** with a coach that already knows the situation and pushes on the real risks.
- **Run a roleplay** — practise a tough discovery call, an objection, or a negotiation against an AI playing the prospect, then get an honest debrief.
- **Draft a follow-up email** personalised from the deal's actual context and history.
- **Build a proposal or business case** shaped around what's been uncovered.

Every deal also keeps a **coaching history** — everything the coach has flagged for it, in one place — so a rep (or their manager) can see the full arc of how the deal has been guided, not just the latest alert.

THE BENEFIT

Reps get **senior-level deal coaching on demand, for every deal**, without waiting for a 1:1 or pulling a manager away. Managers get a record of the coaching each deal has received.

05 Coaching that fits *your* sales process, not a generic template

This is where Iron Yard earns trust rather than imposing a system. Everything about how it coaches adapts to how *you* sell.

What adapts to you

- **Your methodology** — Challenger, MEDDIC, SPIN, BANT, Gap Selling, SPICED, or your own. The coach frames its guidance in the language your team already uses.
- **Your deal strategies** — direct sale, partner-led, co-sell, tender, and more.
- **Your sales approach** — land-and-expand, trial, normal cycle, and others.
- **Your pipeline stages** — the coach maps its advice to *your* stage names and *your* definition of what each stage requires. If you don't run a Discovery step, you switch it off and are never coached against it.
- **Your disqualifiers** — you define what makes a deal not worth pursuing, and the coach enforces it honestly, flagging deals that should be cut before they drain months of selling time.

Start with a world-class playbook — then shape it to how you sell

You **never face a blank page**. Iron Yard ships with a complete, battle-tested playbook built from thousands of live B2B sales conversations — a full stage-by-stage guide that covers what "good" looks like at each step, what has to be true before a deal moves on, and what to re-check the moment a deal arrives. Turn Iron Yard on and your reps are being coached against a proven standard from day one.

Then, section by section, you shape it to your business. You edit the way you'd explain something to a new rep — **in sentences, not settings**. No rule builder. No config screen. What you wrote is what the coach says.

Three things follow from that, and they're the point:

YOURS TO SHAPE

Edit only what you want

Every section you leave alone keeps Iron Yard's wording — and **quietly gets better** as we improve it. Edit one line and that line becomes yours. You're never forced to adopt or maintain the whole thing.

YOUR ORDER

The sequence is yours

Move "budget confirmed" above "authority confirmed" and the coaching reorders with it. Reps are asked about things in the sequence *you* think matters.

YOURS ALONE

Never shared, never mixed

Your edits apply to your team only. Iron Yard's master playbook is never altered, and no other customer sees your version.

You can also tune which coaching triggers are active, how they're delivered, and edit the guidance per meeting type.

THE BENEFIT

You **start with a world-class playbook** and end with one shaped to your business. The coach reinforces your way of selling and your qualification bar — making your process stick, instead of fighting it. When your process changes, you change a paragraph, not a support ticket.

06

Honest qualification, not optimistic hope

The most valuable coaching is often *"walk away."* Iron Yard assesses every new deal against your qualification criteria the moment it enters the pipeline, and keeps re-checking as the deal evolves.

When a deal trips a hard disqualifier or its health drops, it says so plainly — **with the evidence** — and gives the rep a clear choice: a genuine path forward, or a clean exit.

And it asks again every time a deal changes stage

The first time a rep opens a deal at a new stage, the briefing leads with a verdict: *does this deal earn its place here at all?* You set the bar — "qualify out below 30% health" is a line in your playbook, not a hidden setting — and the answer comes with the reasoning, so a rep can disagree with it knowingly rather than ignore it blindly. Once they've read it, it stays out of the way until the deal moves again.

THE BENEFIT

Your pipeline stays honest. Reps invest energy in deals that can actually close, and **your forecast reflects reality instead of wishful thinking.**

07 Coaching that learns from what actually wins in *your* business

Every open deal is checked against **your own past wins and losses** — not a generic playbook, but the patterns from *your* closed deals. If a signal is there in the deals you win and missing in the one you're working, you see it before it costs you the deal.

"83% of your wins had the economic buyer engaged by Proposal — this one doesn't yet."

Each comparison comes with the **real numbers behind it**: how many of your wins, how many of your losses, at exactly which stage. So a rep never gets a rule dropped on them from above — they see the evidence, straight from their team's own history.

Why this matters

Two deals never look the same, but patterns repeat. The signals that keep showing up in your wins — a certain kind of contact engaged by a certain stage, a specific piece of information gathered before Proposal, an executive touch at the right moment — are the ones a rep can't afford to skip. Iron Yard learns those patterns from your closed data and holds every open deal to that bar. **You always know why, not just what.**

THE BENEFIT

Your coaching gets sharper **every time your team closes a deal**. Reps stop guessing what "good" looks like — they see it measured, in numbers drawn from wins you actually booked.



THE PICTURE, IN SEVEN LINES

What this adds up to

Seven capabilities, one coach that runs across your whole pipeline — here is what each of them delivers in one line.

Fewer slipped deals

The coach catches quiet stalls, dark executives, and single-threaded risks **before they become losses.**

Better-prepared reps

Every meeting has a tailored brief. Every deal opens with the **next move already worked out.**

Faster ramp

Newer reps get **senior-level guidance on every deal**, coaching them up through real situations rather than slide decks.

A process that sticks

Coaching speaks **your methodology, your stages, your standards** — in wording you wrote yourself.

A qualification bar that holds

Every deal is re-tested against your standard each time it changes stage — **weak deals surface early, not at forecast time.**

Manager leverage

Managers see what's been flagged and coached across every deal, and **step in where it counts** instead of chasing status updates.

NEW · AUGUST 2026

Grounded in your own wins

Every open deal is measured against **your own past wins and losses** — not a generic benchmark. Coaching gets sharper every time your team closes another deal.

Correct at time of writing, August 2026. Iron Yard is under active development — specific features, delivery surfaces, timings, and interfaces described in this document may change without notice as the product evolves. For the current picture, please speak to your Iron Yard contact.