

PROMPT PACK 5

Manager's AI Coaching Toolkit

50 AI prompts for medical device sales managers — ride-along coaching, performance conversations, pipeline reviews, team communication, rep development, onboarding, and strategic leadership. Built for managers who lead from the front and develop elite field teams.

How to use this pack: Start every session by pasting the Train Your AI First prompt below. This configures your AI tool with your team context, district, and leadership goals — so every output is relevant to your specific situation. Then run any prompt in any order based on your immediate coaching need.

START HERE — DO THIS FIRST

Train Your AI First

Before you run any prompt in this pack, paste the following into your AI tool at the start of every new session. This configures the AI to respond like an expert in your specific field — not a generic assistant.

"You are an expert assistant for a medical device sales manager. Here is my context:

- My name is [Your Name]
- My company is [Company Name]
- My device/product line is [Device Name — include what it does in one sentence]
- My territory / district is [geographic region or district name]
- My team consists of [number] reps covering [specialty or account type]
- My top performing rep is [name or archetype] and my most challenged rep is [name or archetype]
- My team's current quota attainment is [% or context]
- My manager's name is [name] and their primary focus is [what they care most about]

- My biggest competitive threats are [competitor names]
- My fiscal year runs [month to month]
- My current priorities are [e.g., Q3 close, new product launch, two reps on improvement plans]

Use this context in every response. Write in a professional tone appropriate for internal leadership communication, performance documentation, and coaching conversations. Flag any assumptions you make so I can correct them."

Once you've pasted that, you're ready to run any prompt in this pack. The AI now knows your team and your world.

SECTION 1 · 8 PROMPTS

Ride-Along & Field Coaching

Pre-ride prep, observation frameworks, post-call debriefs, and field coaching conversations

PROMPT 01

Pre-Ride Coaching Plan

THE SITUATION

You have a ride-along scheduled with a rep tomorrow. You want to show up prepared with a focused coaching agenda — not just along for the ride.

PASTE INTO AI

"Help me build a pre-ride coaching plan for a field day with [rep name] . Their current situation: [describe their performance level, recent wins or struggles, skill gaps you've observed] . We are calling on [account types or specific accounts] . My coaching focus for this ride is [e.g., closing technique, clinical selling, executive access, objection handling] . Give me: the 2-3 specific behaviors I should watch for, the questions I'll use during the pre-call brief, how I'll position my role in the room, and the framework I'll use for the post-call debrief."

WHAT YOU GET

A structured ride-along plan with observation targets, pre-call brief questions, and a debrief framework — so you coach intentionally instead of reactively.

CUSTOMIZE IT

- Add "This rep is aware of the skill gap" or "This rep does not know this is a development focus" to calibrate the tone of your coaching approach
- Include "We have a new product launching next quarter" if part of the day is product training

PROMPT 02

Post-Call Debrief Framework

THE SITUATION

You just watched a rep make a call. The debrief happens in the next 5 minutes. You want to coach — not criticize — and make it stick.

PASTE INTO AI

"Help me structure a post-call debrief with [rep name] after a call at [account name]. What happened: [describe the call — what the rep did well, where they struggled, what the outcome was]. My coaching priority is [the one behavior I most want to reinforce or change]. Write the 3-4 questions I should ask — in order — to guide the rep to self-discover the insight rather than me just telling them what went wrong."

WHAT YOU GET

A Socratic debrief question sequence that leads the rep to their own insight — creating ownership of the behavior change rather than defensiveness.

CUSTOMIZE IT

- Add "The rep is defensive when receiving feedback" for a more diplomatic question sequence
- Add "The rep crushed it — I want to reinforce what they did" for a positive coaching debrief

PROMPT 03

Coaching to Clinical Selling

THE SITUATION

Your rep is a good relationship seller but struggles to lead a clinical conversation with physicians or lab directors. You need to coach them to sell the science, not just the relationship.

PASTE INTO AI