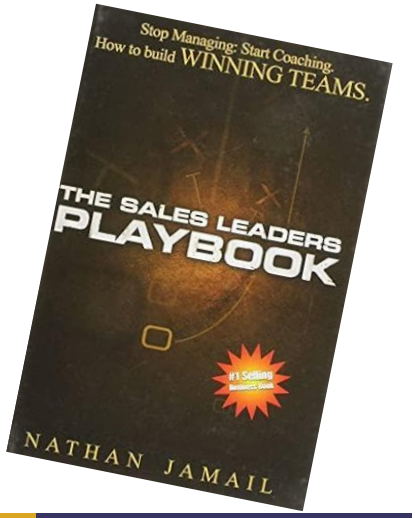
Book Club Reading Guide

THE SALES LEADERS PLAYBOOK



Stop Managing, Start Coaching

How to Build Winning Teams | Nathan Jamail

A reading and discussion guide for aviation business owners, sales leaders, and teams.

SET THE STANDARD	PRACTICE	COACH	FOLLOW THROUGH
Make the destination and expectations clear.	Rehearse the work before the live opportunity.	Observe, ask, give feedback, and build skill.	Review commitments and own the result.

The book's core challenge is practical: sales leaders should build capability through clear expectations, deliberate practice, coaching, and accountability. This guide turns that challenge into questions aviation teams can use. It also asks where the ideas need adapting to a regulated, trust-based industry.

How to use this guide

Read the chapters in order, or start with the leadership problem you need to address. For each chapter, identify one behavior the leader can model, one skill the team can practice, and one observable sign of progress. The chapter map below follows the published contents; the aviation questions and exercises are ABCI's applications.

In a reading session	In a team discussion
Underline an idea you would actually use.	Describe a real leadership situation without exposing confidential customer or employee details.
Notice what the leader must do, not only what the employee should do.	Separate what is within the team's control from market, capacity, and customer factors.
Write down a question or disagreement.	Choose one small practice to test, with an owner and review date.

Keep one distinction in view

"Stop managing, start coaching" is a memorable headline, but aviation businesses still need management: priorities, service capacity, safety and quality requirements, compliance, and financial controls. The useful shift is to add coaching to management—especially where people need practice, judgment, and timely feedback. Coaching does not replace clear standards or sound operating controls.

The book at a glance

The chapters move from the leader's role and team culture to the daily practices that help a team execute. This outline uses chapter titles and subtopics listed in the available contents preview.

Chapter	Published contents focus	Question for an aviation team
Successful Leadership	Leader attributes, coaching, learning, action, and confidence.	What leadership behavior does the team see consistently?
Sharing the Vision	Developing, communicating, and supporting the vision.	Can each person explain where the business is going and why?
Creating a Winning Culture	Positioning people, tough decisions, team accountability, and buy-in.	Do our standards and decisions reinforce the culture we say we want?
Transforming a Belief System	Understanding current beliefs and executing change.	Which team beliefs help performance, and which are contradicted by evidence?
Practice Makes Profit	Planning and prioritizing practice, with coaching.	What should the team rehearse before the next customer interaction?
Setting Clear Expectations	Defining expectations and communicating them.	Could two people describe "good" in the same observable terms?
Holding Your Team Accountable	Knowledge, discipline, and execution.	Are commitments clear, supported, and reviewed consistently?
Developing a Business Plan	Expectations, goals and activities, ownership, and accountability.	Does each goal connect to actions, an owner, and a review point?
One-on-One Coaching Sessions	Communication, accountability, development, and motivation.	Does the conversation build skill as well as inspect results?
Effective Sales Meetings	Recognition, communication, and practice.	Does the meeting improve the next week's performance, or just report the last one?
Productive Street Days	Field leadership through example, coaching, and accountability.	What should the leader observe and coach during a joint customer visit?
Taking the Bullet	The leader's responsibility to the people and team.	How can a leader own their part while preserving individual accountability and safety?

Aviation applications and cautions

The ideas are most useful when translated into the work your team actually does. Many aviation companies have small, founder-led sales teams; technical experts may also sell; and customer decisions can involve operations, maintenance, finance, safety, and executive leadership. A coaching routine should fit that reality.

Book practice	Aviation adaptation	Watch for
Practice	Rehearse a discovery call, proposal review, renewal conversation, trade-show follow-up, or response to a service concern.	Practice should build judgment and listening, not produce scripted answers.
One-on-ones	Review one opportunity and one skill. Ask what the employee observed, what the buyer needs, and what support would help.	Do not turn every coaching session into a forecast interrogation.
Sales meetings	Use a short customer lesson, recognition, or role-play alongside operational updates.	Avoid public pressure or disclosure of sensitive employee and customer information.
Street days	Join a customer visit, site walk, event follow-up, or service handoff when your presence helps. Agree on roles first.	Do not take over the relationship or undermine the person you intend to coach.
Accountability	Set a clear next action, owner, date, and follow-up. Examine both the result and the controllable behavior.	Do not equate a lost deal with poor effort when market, timing, or capacity affected it.
Taking responsibility	Leaders own unclear priorities, poor coaching, or commitments the organization failed to support.	Never use "taking the bullet" to conceal safety concerns, compliance problems, or misconduct.

Questions for the book club discussion

1. Which leadership behavior in the book would make the biggest difference in your team if it became routine?
2. Where are you managing activity when the real need is to coach a skill—or coaching when the real need is a clear decision or standard?
3. What does a "winning culture" mean in your company, beyond sales volume? Which behaviors show that it exists?
4. How do leaders communicate a vision in a way that connects to the team's daily choices and customer commitments?
5. What should your team practice before the next high-stakes customer conversation? How will you know the practice helped?
6. Are expectations explicit enough that an employee can tell what to do next without guessing? Where are standards inconsistent?
7. What makes accountability fair? What support, tools, authority, or training must be in place before someone can be held to an expectation?
8. How could a one-on-one help a salesperson become more capable instead of simply more closely monitored?
9. What should a useful sales meeting stop doing, start doing, and keep doing?
10. When should a leader join a customer visit? How can the leader support the seller without taking over?
11. What should leaders take responsibility for when a team misses a goal? What responsibilities remain with each team member?
12. Which principle in the book would you adapt for aviation, and what would you change before applying it?

Put the ideas into ABCI's weekly rhythm

A coaching culture grows through repeated behavior. These prompts connect the book to ABCI's Marketing Monday, Wins Wednesday, and Follow Friday rhythm without asking a team to add another meeting.

Weekly rhythm	Leadership application
Marketing Monday	Set one customer-facing priority for the week. Explain why it matters, what "done" means, and what support is available.
Wins Wednesday	Recognize a specific behavior or result. Ask what contributed to it so the team can learn, rather than celebrating without capturing evidence.
Follow Friday	Review commitments, close the loop with a customer or colleague, and identify one coaching point for next week.

A 30 day coaching experiment

Week	Leader action	Evidence to capture
1	Choose one skill or recurring team challenge. Describe the expected behavior clearly.	Baseline: what happens today and where the gap appears.
2	Demonstrate the skill and practice it with the employee using a realistic scenario.	What the employee can now do, explain, or decide.
3	Observe the skill in a real or simulated setting. Give specific feedback and ask for the employee's view.	Observed behavior, employee insight, and agreed next step.
4	Review the result together. Keep, adjust, or stop the practice.	What improved, what did not, and the next coaching focus.

Treat this as a learning cycle, not proof that one coaching technique caused a change in sales. Customer demand, timing, staffing, pricing, and technical capacity also affect results. Record those conditions when you review progress.

A one-on-one worksheet

Prompt	Notes
What outcome or customer situation are we discussing?	
What happened? What did the employee observe or hear?	
What went well, and what skill or decision should improve?	
What would the employee try next time?	
What practice or support will the leader provide?	
What action will each person own, and by when?	
When will we review what happened?	

About this guide

This ABCI guide for clients and prospects follows chapter titles and topics in public book information. The aviation examples, questions, meeting plan, and worksheets are ABCI applications, not an official Nathan Jamail workbook or a substitute for the book.

Nathan Jamail, The Sales Leaders Playbook: Stop Managing, Start Coaching — How to Build Winning Teams. ISBN 9780981778907.

Sources: Nathan Jamail author page; Google Books; published contents preview.