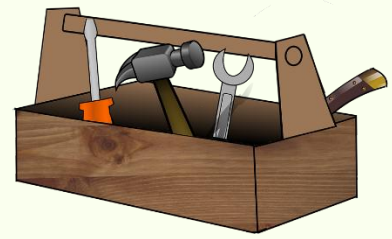


Forward's 2025 Monthly Sales Coaching

2025 Summaries & Resources



Over the past year we have covered a variety of coaching topics for sales professionals throughout the Home Instead network. We had 165 total participants from several franchise offices. Below is a summary of our monthly topics including follow up notes and shared resources all linked below for your easy reference!



JAN: GUARDED REFERRAL PARTNERS – We shared what great RP relationships look like, challenging relationships and tools to help both.

- Click here for [NOTES](#)
- Click here for [TOOLS](#)



FEB: GREAT PREP – Best practices for Prep stage of sales process – researching and documenting new and existing relationships/partnerships

- Click here for [NOTES](#)
- Click here for [TOOLS](#)



MAR: CALENDAR CONTROL – We discussed managing and maximizing your time.

- Click here for [NOTES](#)
- Click here for [TOOLS](#) & [VIDEO](#)



APR: STRATEGIC EXECUTION – We shared tips for creation, integration and accountability for growth.

- Click here for [NOTES](#)
- Click here for [TOOLS](#)



MAY: SALES COLLABORATION – We discussed connecting Inside & Outside sales in the franchise office.

- Click here for [NOTES](#)
- Click here for [TOOLS](#)



JUNE: KPIs & METRICS – We compared how each sales professional is held accountable and why that data matters.

- Click here for [NOTES](#)
- Click here for [TOOLS](#)



JULY: PERFORMANCE ANXIETY & REVENUE STRESS – We shared how we overcome the pressures of franchise growth responsibilities.

- Click here for [NOTES](#)
- Click here for [TOOLS](#)



AUG: SALES FAILS – We openly discussed failing and the valuable lessons we learned from our errors.

- Click here for [NOTES](#)
- Click here for [TOOLS](#)



SEPT: GOOD NEIGHBORS & CO-MARKETING – We talked about how best to partner with neighboring Home Insteads to co-market larger metro areas.

- Click here for [NOTES](#)
- Click here for [TOOLS](#)



OCT: HEALTHY BOUNDARIES – We collaborated on being personable vs. personal, and how to maintain healthy boundaries while networking during the upcoming holiday season.

- Click here for [NOTES](#)
- Click here for [TOOLS](#)

For Information on 2026 Monthly Calls visit www.GoFrwd.org