

## PROFESSIONAL SALES COACHING

*“Building High-Performing Sales Teams Through Structured Coaching, Motivation, and Accountability”*

### Schedule

Date	Venue	Fees
11 - 12 Feb 2026	Doha, Qatar	USD 1995 per delegate

### Introduction

In a competitive and fast-evolving sales environment, success no longer depends solely on individual sales talent—it depends on coaching. Professional sales coaching helps unlock performance, foster a growth mindset, and turn sales managers into effective mentors who inspire results.

This interactive 2-day training equips sales leaders, supervisors, and team leads with the coaching skills and tools required to elevate their teams. Participants will learn how to deliver impactful coaching conversations, drive accountability, and build confidence and resilience within their salesforce.

### Objectives

**By the end of this course, participants will be able to:**

- Differentiate between managing, training, and coaching
- Structure powerful one-on-one and field coaching sessions
- Use observation and feedback to improve sales behaviors
- Motivate salespeople through targeted development plans
- Build accountability systems using KPIs and activity tracking
- Create a culture of continuous learning and high performance

## Why Attend

- Improve team-wide sales performance, not just top performers
- Coach consistently and confidently, even under pressure
- Develop the coaching mindset to build trust and influence
- Reduce turnover and improve engagement through development
- Align sales coaching with business strategy and sales metrics

## Target Audience

### **This program is designed for:**

- Sales managers and team leaders
- Regional and national sales directors
- Field supervisors and business development leads
- Sales enablement and performance managers
- Anyone responsible for coaching and developing sales teams

## Individual Benefits

### **Key competencies that will be developed include:**

- Sales coaching frameworks and questioning techniques
- Behavior-based feedback and performance analysis
- Emotional intelligence in coaching conversations
- Motivation and resilience-building strategies
- Goal setting and progress evaluation

## Organizational Benefits

### **Upon completing the training course, participants will demonstrate:**

- Stronger performance across the entire salesforce
- Better alignment between strategy, targets, and activity
- A more consistent, scalable approach to developing sellers
- Higher sales conversion and customer engagement rates
- Reduced management time spent on performance issues

## Instructional Methodology

### **The course follows a blended learning approach combining theory with practice:**

- Sales-specific coaching models and scripts
- Role plays, simulations, and case-based feedback
- Self-assessment and peer review tools
- Coaching conversation templates
- Metrics-based coaching dashboards and field visit guides

## Course Outline

### Detailed 2-Day Course Outline

Training Hours: 7:30 AM – 3:30 PM Daily Format: 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

#### Day 1: Foundations of Sales Coaching

- **Module 1: The Role of a Sales Coach (07:30 – 09:30)**
  - Coaching vs. managing vs. training
  - Attributes of effective coaches
  - Barriers to coaching in sales environments
- **Module 2: Coaching Conversations & Questioning (09:45 – 11:15)**
  - The GROW model and variations
  - Asking vs. telling in performance discussions
  - Coaching templates for different scenarios
- **Module 3: Field Observation and Behavior Analysis (11:30 – 01:00)**
  - Structuring in-field sales coaching
  - What to observe: call planning, discovery, objections, closing
  - Giving real-time feedback without micromanaging
- **Module 4: Role Play – Live Coaching Session Simulation (02:00 – 03:30)**
  - Participants practice and coach peers through a sales scenario

#### Day 2: Building Accountability and a Coaching Culture

- **Module 5: Motivation and Development Planning (07:30 – 09:30)**
  - Tailoring coaching to personality and motivation
  - Creating individual development plans (IDPs)
  - Overcoming resistance and coaching mindset shifts
- **Module 6: KPI-Based Coaching and Dashboards (09:45 – 11:15)**
  - Using metrics for coaching, not micromanagement
  - Activity vs. outcome KPIs
  - Identifying leading vs. lagging indicators
- **Module 7: Group Coaching and Team Performance (11:30 – 01:00)**
  - Leading coaching huddles and team workshops
  - Sharing wins, handling underperformance
  - Creating peer accountability
- **Module 8: Final Exercise – Sales Coaching Strategy Plan (02:00 – 03:30)**
  - Participants design a 30-day coaching plan
  - Group review, feedback, and instructor coaching

## Certification

Participants will receive a **Certificate of Completion in Professional Sales Coaching**, validating their ability to lead, coach, and develop sales teams for long-term performance and motivation.

## Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

<p><b>In-House / Customized Training</b></p> <p>Interested in running this course for your team?</p> <p>Please contact us:</p>	<p>TEL:</p> <p><b>+601116373203</b></p>	<p>EMAIL:</p> <p><b>info@mawaevents.net</b></p>
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