Strategic Sales Coaching for Peak Performance Training Course



23 - 27 Nov 2026

Milan

5900 € (Per Person)

Ref: #SAL7161_129353

Course Introduction / Overview:

This intensive training course is designed to transform sales managers into high-impact sales coaches who can unlock the full potential of their teams. In today's competitive market, traditional sales management is no longer sufficient; success requires a shift towards a coaching-centric leadership style that fosters growth, motivation, and sustained peak performance. This program moves beyond basic sales techniques to instill a deep understanding of sales psychology and effective coaching frameworks. Drawing on principles from thought leaders like Sir John Whitmore, a pioneer in performance coaching and author of "Coaching for Performance," this course emphasizes practical application. Participants will learn to implement structured models like the GROW model to guide their teams, analyze sales performance metrics for targeted interventions, and deliver feedback that inspires change. BIG BEN Training Center has developed this curriculum to provide a comprehensive roadmap for building a high-performance sales culture, ensuring that every manager leaves with the skills to develop sales talent, drive revenue, and lead with confidence and strategic insight.

Target Audience / This training course is suitable for:

- Sales Managers.
- Sales Team Leaders.
- Regional and National Sales Directors.
- Vice Presidents of Sales.
- Business Development Managers.
- Senior Account Executives preparing for a management role.
- Sales Enablement and Training Professionals.

Target Sectors and Industries:

- Technology and Software as a Service (SaaS).
- Financial Services, Banking, and Insurance.
- Pharmaceutical and Healthcare.
- Manufacturing and Engineering.
- Retail and Consumer Goods.
- Professional Services and Consulting.
- Telecommunications.
- Government Agencies and Public Sector sales divisions.

Target Organizations Departments:

- Sales Department.
- Business Development Department.
- Marketing Department.
- Customer Success and Account Management Teams.
- Human Resources and Learning & Development Departments.

Course Offerings:

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

- Differentiate between managing, mentoring, and coaching to apply the right approach in any situation.
- Implement structured coaching frameworks like the GROW model to facilitate productive sales conversations.
- Analyze sales performance data and KPIs to identify specific coaching opportunities for team members.
- Master active listening and powerful questioning techniques to uncover root causes of performance issues.
- Deliver constructive and motivational feedback that drives behavioral change and skill development.
- Develop personalized coaching plans tailored to the individual strengths and weaknesses of each sales representative.
- Lead effective sales meetings that are focused on coaching and collaborative problem-solving.
- Coach team members through complex negotiations and deal-closing scenarios.
- Foster a resilient and motivated sales team culture that thrives on continuous improvement.
- Address and manage underperformance proactively and effectively through targeted coaching interventions.

Course Methodology:

The training methodology for this course is centered on experiential learning and practical application to ensure skills are not just learned but mastered. BIG BEN Training Center believes that effective sales coaching is a hands-on discipline. Therefore, the program is highly interactive, moving beyond theoretical lectures to immerse participants in real-world scenarios. The course heavily utilizes sales-specific case studies, allowing managers to analyze complex team dynamics and performance challenges in a controlled environment. A significant portion of the training is dedicated to structured role-playing exercises where participants practice coaching conversations, feedback delivery, and performance reviews. These sessions are followed by peer and facilitator feedback to refine techniques in real-time. Group discussions, interactive workshops, and problem-solving activities encourage collaborative learning and the sharing of best practices. Participants will leave with not only proven coaching models and strategies but also the confidence to apply them immediately to drive their team's success.

Course Agenda (Course Units):

Unit One: Foundations of High-Impact Sales Coaching

- The Evolution from Sales Manager to Sales Coach.
- Understanding the Core Principles and Ethics of Coaching.
- The Psychology of Motivation for Sales Professionals.
- Distinguishing Between Coaching, Mentoring, and Managing.
- Introduction to the GROW Coaching Model for Sales.
- Establishing Trust and Psychological Safety within the Sales Team.
- Assessing Your Current Coaching Style and Identifying Areas for Development.

Unit Two: The Essential Sales Coaching Toolkit

- Mastering the Art of Active Listening and Empathy.
- Developing Powerful, Open-Ended Questioning Skills.
- Analyzing Sales Funnels and Performance Metrics for Coaching Insights.
- Setting Effective SMART Goals and Performance Objectives with Your Team.
- Frameworks for Delivering Constructive and Impactful Feedback.
- Conducting Effective One-on-One Coaching Sessions.
- Utilizing Technology and CRM Data in Your Coaching Process.

Unit Three: Coaching Through the Entire Sales Cycle

- Coaching for Effective Prospecting and Lead Generation.
- Guiding Reps in Pipeline Management and Accurate Forecasting.
- Role-Playing and Coaching for High-Stakes Sales Negotiations.
- Techniques for Coaching on Presentation and Demonstration Skills.
- Developing Strategic Account Planning and Management Skills in Your Team.
- Coaching for Closing Deals and Handling Objections.
- Post-Sale Coaching for Customer Retention and Upselling.

Unit Four: Managing Team Dynamics and Performance

- Coaching Top Performers to Prevent Stagnation and Foster Leadership.
- Strategies for Onboarding and Coaching New Sales Hires for Rapid Success.
- Addressing and Turning Around Underperforming Team Members.
- Conducting Motivational and Productive Sales Team Meetings.
- Managing Conflict and Fostering Collaboration within the Team.
- Building Team Resilience and a Positive Mindset.
- Customizing Coaching Approaches for Different Personalities and Experience Levels.

Unit Five: Advanced Strategies and Building a Coaching Culture

- Advanced Coaching Models Beyond GROW (e.g., OSKAR, CLEAR).
- Coaching Remote and Hybrid Sales Teams Effectively.
- Developing a Sustainable, Long-Term Coaching Culture in Your Organization.
- Measuring the ROI and Business Impact of Your Sales Coaching Efforts.
- Empowering Senior Sales Reps to Become Peer Mentors.
- Continuous Professional Development for the Sales Coach.
- Creating a Personal Action Plan for Implementing Coaching Strategies.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can a sales manager effectively balance the data-driven, analytical aspect of performance coaching with the empathetic, human-centric approach needed to build trust and motivate their team?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by moving beyond the surface-level "what" of sales coaching to deeply explore the "how" and "why." While many programs focus on generic coaching models, this training course is meticulously tailored to the high-pressure, results-oriented world of sales. It provides a unique synthesis of performance psychology, data analytics, and situational leadership, equipping managers with a versatile toolkit rather than a rigid, one-size-fits-all script. The curriculum emphasizes the critical skill of diagnostic coaching—teaching managers how to accurately identify the root cause of a performance issue, whether it's a skill gap, a mindset block, or a motivation problem, and then apply the precise coaching intervention required. Furthermore, a significant focus is placed on building a sustainable coaching culture. Participants learn not just how to conduct a coaching session, but how to embed continuous feedback and development into their team's daily operations, transforming coaching from an occasional event into a constant driver of growth and success. The practical, scenario-based methodology ensures managers leave with proven strategies and the confidence to implement them immediately.