HIGH-PERFORMANCE SALES COACHING & TEAM LEADERSHIP COURSE

Introduction

The High-Performance Sales Coaching & Team Leadership Programme is an advanced professional development programme designed to equip sales managers, sales supervisors, commercial leaders and team leaders with the leadership, coaching and performance-management capabilities required to build high-performing sales teams, develop individual sales capability, improve accountability and create a sustainable culture of sales excellence. This programme moves beyond traditional sales supervision. It positions the sales manager as a coach, performance leader, talent developer and commercial strategist. Participants learn how to understand the different performance challenges experienced by salespeople and select appropriate interventions rather than relying on a one-size-fits-all management approach. A central focus is sales coaching. Participants learn how to conduct structured coaching conversations, observe sales behaviour, diagnose performance gaps, provide constructive feedback and create individualized development plans. Coaching is connected to actual sales activities such as prospecting, customer meetings, negotiation, presentation, pipeline management and closing. The programme also examines sales-team leadership and motivation, including goal setting, communication, delegation, recognition, accountability, team cohesion and management of performance differences. Participants explore how to establish a culture in which expectations are clear, performance is measured consistently and employees receive regular developmental support. The programme also covers sales talent development, succession planning, team meetings, conflict management and change leadership, enabling managers to develop stronger and more resilient sales teams.

Course Objectives

- Explain the principles of high-performance sales leadership.

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- Differentiate between sales supervision, management and coaching.
- Diagnose individual and team sales-performance gaps.
- Conduct structured and effective sales coaching conversations.
- Provide constructive, evidence-based performance feedback.
- Develop individualized sales-performance improvement plans.
- Set clear sales objectives, KPIs and performance expectations.
- Motivate and engage diverse sales teams effectively.
- Manage underperformance and difficult performance conversations.
- Build accountability and a culture of continuous improvement.
- Develop sales talent, succession and leadership capabilities.
- Lead sales teams through organizational and commercial change.

Course Modules

> Module 1: Foundations of High-Performance Sales Leadership
- The role of the modern sales leader
- Leadership versus sales supervision and management
- Characteristics of high-performing sales teams
- Building a culture of sales excellence

> Module 2: Sales Leadership Strategy & Performance Alignment
- Linking team objectives with organizational sales strategy
- Translating revenue targets into team expectations
- Sales KPIs and performance standards
- Aligning individual and team priorities

> Module 3: Sales Coaching Principles & Frameworks
- Principles and purposes of sales coaching
- Coaching versus training, mentoring and supervision
- Structured sales coaching models
- Creating continuous coaching cultures

> Module 4: Diagnosing Sales Performance & Capability Gaps
- Analysing individual sales performance
- Identifying skills, behaviour and knowledge gaps
- Distinguishing capability, motivation and process problems
- Developing individualized performance interventions

> Module 5: Advanced Sales Coaching Conversations
- Preparing and conducting coaching sessions
- Powerful questioning and active listening
- Constructive feedback and performance reflection
- Developing individual sales improvement plans

> Module 6: Motivation, Engagement & Sales Team Culture
- Understanding sales-team motivation
- Recognition, rewards and non-financial motivators
- Building trust and psychological safety in teams
- Creating a culture of accountability and achievement

> Module 7: Performance Management & Difficult Conversations
- Setting performance expectations and standards
- Conducting effective performance reviews
- Managing underperformance and performance improvement plans
- Handling difficult conversations professionally

> Module 8: Team Communication, Collaboration & Conflict Management
- Effective communication within sales teams
- Team meetings and performance-review sessions
- Managing interpersonal and performance-related conflicts
- Building collaboration and team cohesion

> Module 9: Sales Talent Development & Leadership Pipeline
- Identifying and developing sales talent
- Individual development and career planning
- Succession planning for sales leadership
- Developing future sales managers and leaders

> Module 10: Sales Leadership Analytics, Change & Continuous Improvement
- Using sales data to guide coaching decisions
- Measuring coaching and leadership effectiveness
- Leading sales teams through change and transformation
- Developing a continuous sales-performance improvement roadmap

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