

# Course : Sales coaching, boosting team skills and performance

Methods, tools, know-how

*Practical course - 2d - 14h00 - Ref. MIT*

*Price : 1500 CHF E.T.*

Nouvelle édition

In an increasingly competitive environment, where the stakes are constantly changing, effectively supporting the performance of sales teams is an essential lever for adaptation. This training-workshop offers you the opportunity to explore a pragmatic approach to sales coaching and to experiment with concrete tools for developing the potential of your employees and sustainably supporting sales performance in the field.

## Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Distinguish between different approaches to sales support
- ✓ Integrating coaching principles
- ✓ Establishing a framework of trust
- ✓ Building an observation grid in a coaching posture
- ✓ Identify the motivations of the employee being supported
- ✓ Asserting your coaching posture through active listening
- ✓ Giving constructive feedback
- ✓ Structuring a coaching report
- ✓ Co-constructing an action plan

## Intended audience

Anyone in charge of supporting sales staff: sales managers, sales directors, heads of sales, senior sales staff, tutors  
randourchariot

## Prerequisites

Proficiency in sales techniques and experience in coaching employees

### PARTICIPANTS

Anyone in charge of supporting sales staff: sales managers, sales directors, heads of sales, senior sales staff, tutors  
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### PREREQUISITES

Proficiency in sales techniques and experience in coaching employees

### TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

### ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

## Practical details

### Hands-on work

Workshops for experimenting with sales coaching approaches and tools. Role-playing exercises adapted to the context of the participants. Building your toolbox

## Course schedule

### 1 Understanding the sales coaching approach

- Distinguish between different approaches to support: management, tutoring, mentoring, coaching
- Identify the roles and positions of the sales coach
- Identify the key stages of successful support

#### Exercise

Brainstorming in sub-groups: defining the roles and postures of a sales coach.  
Self-assessment: better self-knowledge for better coaching

### 2 Implement a sales coaching posture

- Developing active listening as a coach
- Respecting the pillars of a relationship of trust
- Structuring an observation grid as a coach

#### Role-playing

Workshops: Reformulating as a sales coach. Constructing a sales meeting observation grid in a coaching posture. Using the grid on a sales meeting simulation

### 3 Enhancing and formalizing sales coaching

- Identify the profile and motivations of the supported employee
- Practicing open-ended questioning
- Using the principles of positive communication
- Providing constructive feedback
- Structuring and communicating a post-coaching report

#### Role-playing

Workshops: Giving feedback and dealing with objections from sales staff. Using the previous exercises, structure the key elements of the coaching report.

### 4 Build an action plan to engage

- Co-construct a personalized and motivating action plan
- Formalize and plan actions
- Organize action plan follow-up

#### Role-playing

Workshops: structuring the content of an action and follow-up plan

#### TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

#### TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

#### ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at [psh-accueil@orsys.fr](mailto:psh-accueil@orsys.fr) to review your request and its feasibility.

## Dates and locations

**REMOTE CLASS**

2026 : 18 June, 1 Oct., 3 Dec.