

CERTIFIED SALES COACH

Pathway to ICF credential - industry gold standard for professional coaches across the globe

Sales Coaching is an essential development initiative that enables sales leaders to coach sales teams for consistent & sustainable growth in sales.

Our learning approach prepares our participants through reflective inquiry & practice labs. The program is designed in compliance with ICF Core Competencies and facilitated by ICF credentialed coaches who have vast sales leadership experiences.



With 15 years of experience in sales coaching, we identified the challenges faced by Sales Managers - mental blocks, perceptions and lack of know-how in team engagement and development.

We aim to build coaching capabilities of Sales Leaders to empower salespeople and resolve their performance gaps using our proven coaching model.

ACSTH

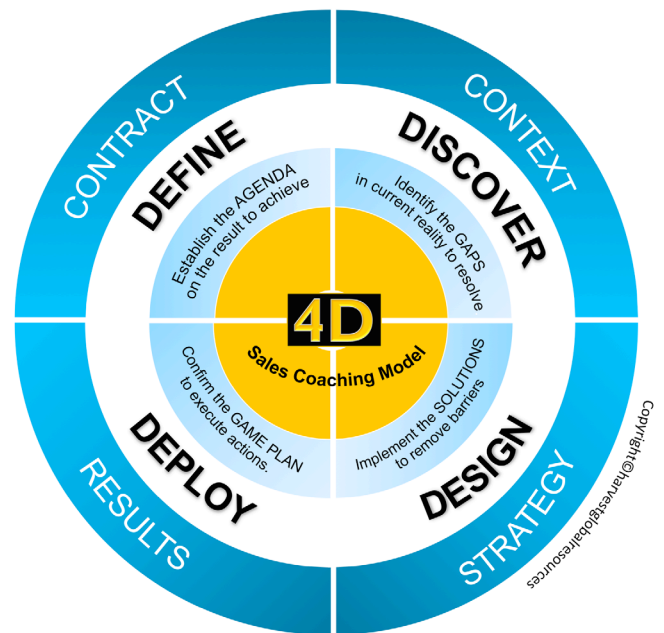
ICF APPROVED COACH SPECIFIC TRAINING HOURS

ICF Approved Coach Training Certification for **88 hours** under the ACSTH program

**in the process of transitioning to ICF Level 1 accreditation. This is to align with ICF's on-going effort to set the highest standards for coach-specific education in the world*

WHO SHOULD ATTEND

- ✓ Sales Managers or Leaders
- ✓ Business Owners
- ✓ Coaches / Trainers



PROFESSIONAL SALES LEADERSHIP CERTIFICATION

88 LEARNING HOURS
+10 HOURS MENTOR COACHING

 **CERTIFIED SALES COACH**
Transforming Sales Leadership

Brought to you by:
Sales Leadership Institute (SLI)

 **HARVEST GLOBAL RESOURCES SDN BHD**
Growing People, Performance & Purpose

ENQUIRE HERE

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CERTIFIED SALES COACH

ACSTH

ICF APPROVED COACH SPECIFIC TRAINING HOURS

ICF

Participants are to complete 4 modules + 10 hours of mentor coaching + final performance evaluation to earn the certification as Certified Sales Coach.

This program is available in a modular basis and can also be customized to fit client's needs.

**Level 1 accreditation is designated as Associate Certified Coach (ACC) Accredited Program. Graduates from a Level 1 education training programs may apply for the ACC Credential using the Level 1 application path if they meet the credentialing requirements.*



M1 ACTIVATING SALES COACH MINDSET

- » Develop the core mindsets of a sales coach
- » Implement the key behaviour traits
- » Introduce the 4D coaching model



M2 ENHANCING SALES COACH AS AN EFFECTIVE COMMUNICATOR

- » Introduce the neuroscience in achieving effective conversations
- » Illustrate paradoxical traits and harness EQ skills
- » Infuse the 4D Model with essentials behaviours



M3 DEVELOPING HIGH PERFORMANCE SALES TEAMS

- » Understand the core principles of performance coaching
- » Instil the Theory of Inner Game
- » Use real time case scenarios to experience 4D coaching conversations



M4 CHAMPIONING DEVELOPMENT CULTURE FOR SALES SUCCESS

- » Recognize the importance of sales metrics and implement a tracking system
- » Cultivate the best practices, tools and models
- » Design a clear framework to map the journey of each sales person



LEAD FACILITATOR

RAJIV MATHEWS GEORGE

PCC, CPC, AFP



CO-FACILITATOR

TANG WEE HEN

PCC, CFP, IFP

HIGHLIGHTS

- C-IQ
Conversation Intelligence
- EI
Emotional Intelligence
- 10 hours Mentor Coaching
- Final Performance Evaluation



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