# 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.

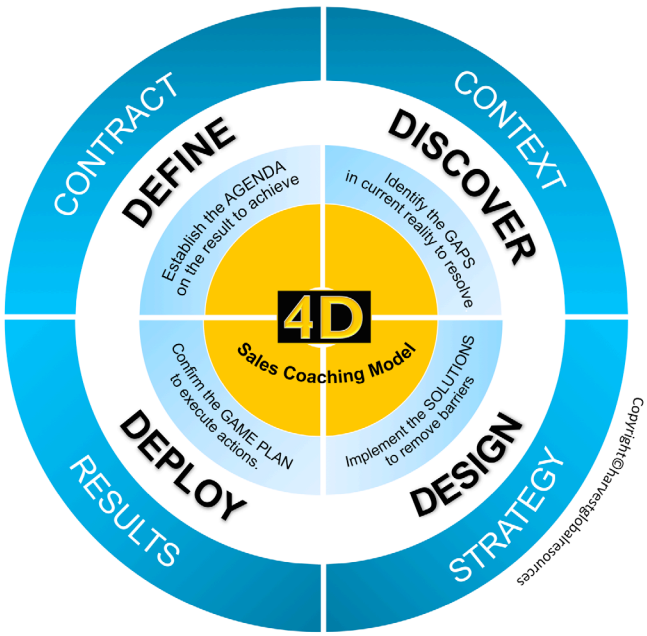
Our learning approach prepares our participants through reflective inquiry & practice labs. The program is designed in compliance with ICF Core Competencies and facilitated by ICF credentialed coaches who have vast sales leadership experiences.

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.

ICF-ACCREDITED COACHING EDUCATION
LEVEL 1
ICF

ICF Approved Coach Training Certification for **98 hours** under the ICF Level 1 Accredited Program

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## WHO SHOULD ATTEND

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

# PROFESSIONAL SALES LEADERSHIP CERTIFICATION

**98 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

+6012 3030 575
csc@harvestglobalresources.com

# CERTIFIED SALES COACH

LEAD FACILITATOR

**RAJIV MATHEWS GEORGE**

PCC, CPC, AFP

CO-FACILITATOR

**TANG WEE HEN**

PCC, CFP, IFP

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) Accrediited 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 neuro-science 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

## HIGHLIGHTS

**C-IQ**
Conversation Intelligence

**EI**
Emotional Intelligence

10 hours Mentor Coaching

Final Performance Evaluation

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