

COURSE SYNOPSIS

Field Sales Coaching Skills

Practical sales coaching course
for Field Sales Managers

Minds & Senses Coaching Academy PLT

PREAMBLE

Sending Sales Professionals for training is important, but without on-the-job coaching, the learning often fails to translate into real sales results. Training provides knowledge, but field sales coaching ensures that salespeople apply that knowledge effectively in dynamic selling situations. This two-day course equips participants with the skills to coach sales teams in the field, bridging the gap between training and execution. They will learn a structured approach to coaching before, during, and after sales calls to improve performance, enhance customer engagement, and build sales confidence. Through practical exercises, real-time coaching, and hands-on feedback, participants will develop the ability to provide impactful field sales coaching that drives measurable sales success.

COURSE OBJECTIVES

By the end of the course, participants will be able to:

- a) Recognise the **impact of field sales coaching** on sales effectiveness.
- b) Apply **practical coaching techniques** that align with how adults learn best.
- c) Follow a **structured coaching approach** before, during, and after sales calls.
- d) Set coaching **goals**, assess **performance**, and provide **feedback** to Salespeople.
- e) Use different coaching techniques to **enhance sales call performance**.

LEARNING OUTCOMES

By the end of the course, participants would have gained or been able to:

- a) **Explain** the purpose and benefits of field sales coaching.
- b) **Use** effective coaching strategies tailored to adult learning needs.
- c) **Identify** key sales performance metrics for effective coaching.
- d) **Implement** structured coaching steps before, during, and after sales calls.
- e) **Provide** feedback that helps salespeople improve their performance.
- f) **Use** coaching tools to facilitate productive coaching conversations.

LEARNING MODULES

Module 1: Introduction to Field Sales Coaching

- Define developmental and performance coaching
- Recognise the benefits of field sales coaching
- Recognise how Salespeople learn and adapt coaching methods
- Apply the P.A.C.E. field sales coaching model

Module 2: PREPARE – The Coaching Goal

- Assess sales performance gaps
- Set clear field coaching objectives
- Use field coaching tools effectively

Module 3: ALIGN – The Coaching Objectives

- Plan and structure the coaching day
- Conduct pre-coaching briefings
- Engage in coaching role-play exercises

Module 4: COACH – The Sales Call Performance

- Apply demonstration call coaching
- Conduct observation call coaching
- Use simulated call coaching
- Facilitate post-call coaching

Module 5: EVALUATE – The Learning Takeaways

- Review and summarise coaching day outcomes
- Follow up on sales coaching commitments
- Practise coaching skills in guided exercises

Module 6: Skills Practice

- Engage in supervised coaching role-play
- Share learning feedback and takeaways
- Develop action plans for continued coaching success

LEARNING METHODOLOGY

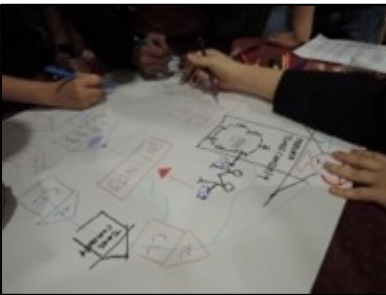
This instructor-led course combines experiential learning techniques, including facilitated discussions, video-based learning, role-playing, and live coaching practice.

WHO SHOULD ATTEND

Sales Managers, Sales Supervisors, Sales Team Leaders, Heads of Sales, and anyone responsible for coaching and leading sales teams.

HOW WE DELIVER HIGH-IMPACT LEARNING

Our learning methodologies are highly interactive and designed to drive measurable transformation. We combine **one-on-one coaching**, **group facilitation**, **hands-on training**, and **digital learning resources** to ensure a dynamic learning experience that leads to real-world application.



OUR CLIENTS & PARTNERS

We have worked with **leading global and regional organisations** across diverse industries, delivering impactful leadership and salesforce development programs.



CLIENT SUCCESS STORIES

Here's what our clients say about their transformational experiences:

“We were delighted to partner with Simon in the creation of the coaching program. He was able to bring his passion and expertise for coaching into our business and work alongside our Head of L&D to bring all the principles of coaching to help construct powerful frameworks and tools, giving us a sustainable, scalable solution to internal coaching certification.”

Chief Executive Officer, Evolution Wellness Holdings Pte. Ltd.

“Thank you for facilitating various training programs for our sales team and key distributors. It has given the sales team a good basic fundamental understanding of their roles and what they can do to make a difference in the business. Well done.”

General Manager SEA, AB Mauri

“Simon, thanks for bringing my team to the next higher level of sales success. It's our pleasure to have you as our partner!”

General Manager, BAKELS Malaysia

“Thank you for co-designing & delivering a successful ‘D&I’ program for us. We love your dedicated approach to program design & delivery. I personally like the way you teach and demonstrate effective ways of connecting difficult conversations with coaching solutions. The learners now are not only get to learn what and how coaching helping them every day, but also embracing the value of being Coach-Leaders to their people and the Organization.”

Organization Development Manager, Samsung Electronics Malaysia

“Being an experienced coach, Simon was able to gain my trust quickly and thus delve into my inner self and how to mitigate my negative feelings. I am now a better person and feel better.”

Vice President, Rubber Cluster Services of FGV Holdings Berhad

“Thanks a lot, Simon. Your coaching sessions helped me learn coaching skills systematically. I'm glad to see my young engineers have improved their technical competencies and independence at work.”

Engineer Manager, Infineon Technologies Kulim

“My team has portfolio growth despite pandemic. Done pretty good for cross-selling and have a stable team with no resignation in 2020. Many thanks to your coaching which helps me see from the satellite.”

Senior Vice President, Marsh Insurance Brokers (M) Sdn Bhd

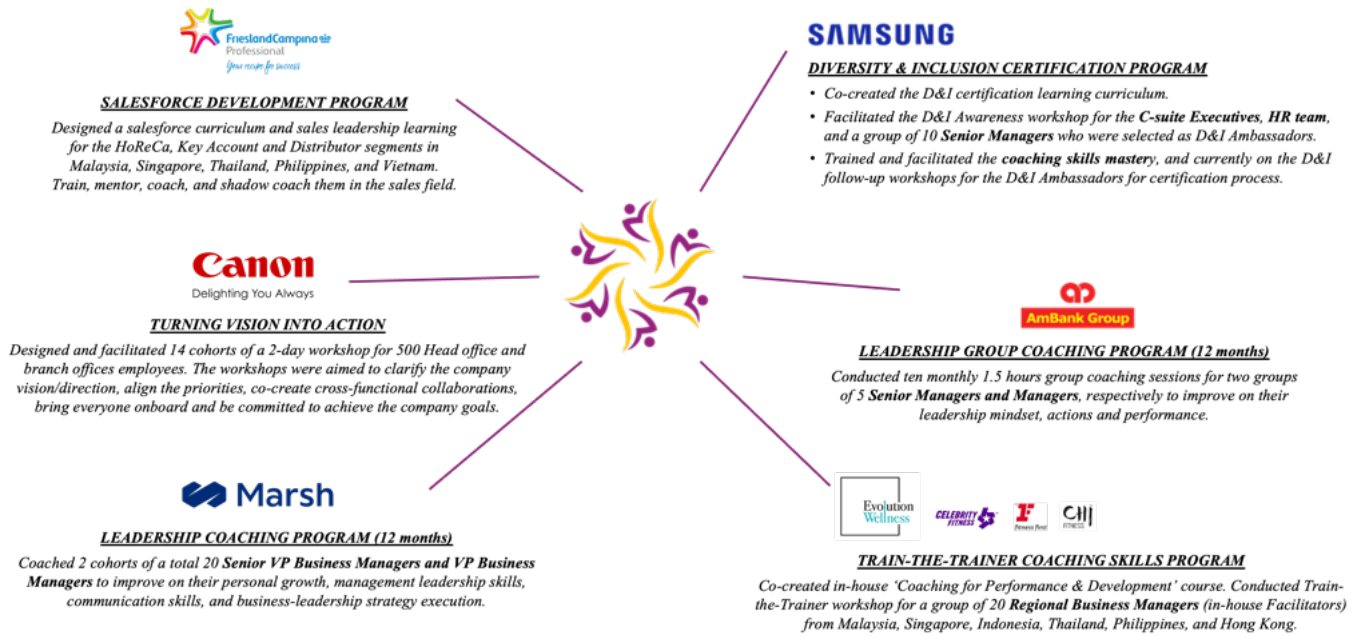
“Simon is a very mindful and systematic coach. I've enjoyed my sessions. Simon helped me to crystalise some of the ideas I have.”

Senior Manager of Camera & Commercial Printing Division, Canon Marketing (M) Sdn Bhd










“Simon is very good at leading me to think and kind to share real-life experiences to make my learning more meaningful and fun.”

Acting Head of CS, Samsung Malaysia Electronics (SME) Sdn Bhd

OUR IMPACTFUL DEVELOPMENT PROGRAMS



PRACTICAL TOOLS FOR LEADERS & SALES PROFESSIONALS

 <p>Strategic Leadership Compass (competency assessment included)</p> <p>Grab Your Copy</p>	 <p>The Sales Leader's Playbook (strategies for leading a high performance team)</p> <p>Get the Playbook</p>	 <p>G.R.O.W. to Lead: Sales Coaching for High Performance</p> <p>Get the Guide</p>
 <p>战略领导力指南针 (附带能力评估)</p> <p>获取您的副本</p>	 <p>销售领导者的攻略手册 (领导高效团队的策略)</p> <p>领取您的手册</p>	 <p>G.R.O.W. 领导之道: 销售教练迈向高绩效</p> <p>获取您的指南</p>
 <p>The Sales Manager's First 90 Days (90 days checklist included)</p> <p>Claim Your Copy</p>	 <p>60 Lead with Purpose Missions (900 coaching questions included)</p> <p>- Available Soon -</p>	 <p>60 Lead with Purpose missions (900 coaching questions + complimentary e-book)</p> <p>Get Started</p>

TRAINER PROFILE

Simon Yap

Sales Leadership Coach

Certified Trainer, Facilitator, Coach Trainer



Simon Yap is a distinguished **Sales Leadership Coach, Certified Trainer, Facilitator, and Training Evaluator**, holding the prestigious **Professional Certified Coach (PCC)** credential from the International Coaching Federation (ICF) USA. He was awarded the **Best Executive Coaching Provider** at the HR Vendors of the Year 2019 Awards by Human Resources Online Magazine Singapore. He was also featured in Britishpedia as one of the **Successful People in Malaysia & Singapore** 6th edition, 2024. With over 2,000 coaching hours, Simon has been instrumental in the growth and development of C-suite executives, heads of departments, segment leaders, and high-potential talents.

Simon's specialisation in business-to-business (B2B) sales and leadership coaching began during his tenure at Unilever Foodsolutions Asia in 2005. In his role as sales capability development lead for the SEA region, he collaborated with Country Heads, Sales Directors, and Sales Trainers to develop and execute leadership and salesforce strategies. His extensive training, coaching, and mentoring of sales managers and trainers spanned across Malaysia, Singapore, Indonesia, Thailand, Vietnam, and the Philippines.

Bringing over 20 years of experience in SME and MNC sectors, Simon's background includes chemical sales, training consultancy, direct sales, pharmaceutical, and food service industries. His diverse corporate experience in sales, business development, training, consultancy, human resources, and coaching enables him to adeptly guide clients through change management processes and overcome adversities to achieve outstanding performance. His sought-after programs encompass **Value-based Selling, Coaching for Performance & Development, Turning Vision Into Action, one-on-one, team and group coaching, and Train the Trainer program aimed at developing in-house coaches.**

Simon has served a broad client base, including food service, FMCG, insurance, healthcare, pharmaceutical, fitness, business services, industrial products, government-linked companies, and non-profit organisations. Some of his clients include FrieslandCampina Professional APAC and China, Mamee Food Service, KitchenAid Asia, URC Snack Foods, Canon Marketing, Samsung Malaysia Electronics, Marsh Insurance Brokers, HSBC, Ambank Group, and Fitness First Asia.

Coaching, facilitation, and training are Simon's passions. He loves what he does.



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