



Minds & Senses Coaching Academy PLT

# COMPANY PROFILE

Building Sales Capability &  
Commercial Leadership Across Asia

## WHO WE ARE

**We build structured sales capability and commercial leadership across Asia.**

Minds & Senses Coaching Academy PLT supports organisations that want stronger sales discipline in the field, confident frontline leaders, and consistent execution across teams.

We focus on practical capability building, not one-off training events.

### 1. Sales Skills Development

We strengthen the core selling skills required for consistent results.

- **Professional Selling Skills** – Structured and disciplined selling approach
- **Key Account Management** – Managing strategic customers with clarity and focus
- **Distributor Management** – Improving channel performance and accountability
- **Sales Clinics & Field Practice** – Practical skill application and field observation feedback

### 2. Sales Leadership & Coaching

We help Sales Leaders lead, coach, and develop their teams.

- **Leadership & Coaching Foundations** – Building practical coaching discipline for Sales Leaders
- **Field Sales Coaching** – Observation and practical coaching in real field situations
- **Coaching for Performance & Development** – Structured performance conversations
- **Group & One-to-One Coaching** – Strengthening leadership mindset and execution discipline

### 3. Team & Strategy Alignment

We support organisations in turning direction into action.

- **Turning Vision Into Action** – Aligning teams to business priorities
- **Strategy Into Action** – Translating plans into practical execution
- **Cross-Functional Alignment Sessions** – Improving collaboration and accountability

## HOW WE ENGAGE

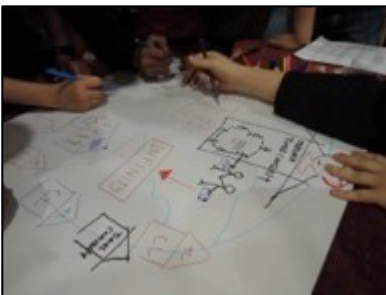
We work with organisations through a mix of training, coaching and field support. The approach is adjusted based on your business needs and team maturity.

- Training workshops
- Skills clinics and practice sessions
- Field observation and coaching
- Group or individual coaching
- Capability programme design

## HOW WE DELIVER

We deliver through practical, hands-on learning experiences designed for real business situations.

We combine training, coaching, and field support to ensure learning is applied on the job, not left in the classroom.



# ORGANISATIONS WE HAVE SUPPORTED

We have worked with global and regional organisations across Asia to strengthen sales capability, develop leaders, build coaching discipline, and align teams for stronger execution.



## WHAT OUR CLIENTS SAY

Real feedback from leaders and teams we have supported across Asia:

“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 are not only able to learn what and how coaching helps 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

# WHERE WE MADE A DIFFERENCE



## SALESFORCE DEVELOPMENT PROGRAM

Designed a structured sales curriculum covering Key Account and Distributor segments across Malaysia, Singapore, Thailand, Philippines, Vietnam, and China. Included field coaching and shadowing for practical skill transfer.



## PERFORMANCE COACHING TRAIN-THE-TRAINER PROGRAM

Co-created an in-house Coaching for Performance & Development program. Delivered regional workshops to Business Managers from Malaysia, Singapore, Indonesia, Thailand, Philippines, and Hong Kong.



## LEADERSHIP COACHING PROGRAM (12 months)

Coached three cohorts of mid- and senior-level leaders to strengthen strategic thinking, leadership capability, and business alignment.



## GROUP COACHING PROGRAM (10 months)

Conducted structured monthly coaching sessions for Senior Managers to improve leadership mindset, accountability, and execution discipline.



## DIVERSITY & INCLUSION IN-HOUSE CERTIFICATION PROGRAM

Co-designed the D&I certification journey. Trained selected senior managers as internal ambassadors and supported their coaching practice.



Delighting You Always

## TURNING VISION INTO ACTION PROGRAM

Facilitated 14 cohorts of alignment workshops for 500+ employees to clarify direction, align priorities, and strengthen cross-functional execution.

# TOOLS THAT SUPPORT CLIENT DEVELOPMENT



Strategic Leadership Compass  
(competency assessment included)

Grab Your Copy



The Sales Leader's Playbook  
(strategies for leading a high performance team)

Get the Playbook



G.R.O.W. to Lead:  
Sales Coaching for High Performance

Get the Guide



战略领导力指南针  
(附带能力评估)

获取您的副本



销售领导者的攻略手册  
(领导高绩效团队的策略)

领取您的手册



G.R.O.W. 领导之道：  
销售教练迈向高绩效

获取您的指南



The Sales Manager's First 90 Days  
(90 days checklist included)

Claim Your Copy



60 Lead with Purpose Missions  
(900 coaching questions included)

- Available Soon -



60 Lead with Purpose missions  
(900 coaching questions + complimentary e-book)

Get Started

## FOUNDER & LEAD CONSULTANT

### Simon Yap

Sales Capability & Leadership Coach  
Certified Trainer | Facilitator | Coach Trainer



Simon Yap is a Sales Capability and Leadership Coach, Certified Trainer, Facilitator, and Training Evaluator, holding the Professional Certified Coach (PCC) credential from the International Coaching Federation (ICF), USA. He was awarded Best Executive Coaching Provider at the HR Vendors of the Year 2019 Awards by Human Resources Online (Singapore) and was featured in Britishpedia as one of the Successful People in Malaysia and Singapore (6th Edition, 2024).

With over 2,000 hours of coaching experience, Simon works with C-suite Executives, Senior Leaders, and Sales Leaders to strengthen sales effectiveness through clearer selling approaches, stronger leadership practices, and disciplined execution, supported by structured training and coaching.

Simon spent part of his corporate career with Unilever Food Solutions Asia, working at regional level with Country Heads, Sales Directors, and Sales Leaders across South East Asia. His work focused on sales execution, leadership development, and structured approaches to selling, coaching, and performance management across multiple markets.

With more than 20 years of experience across SME and MNC environments, Simon's background includes chemical sales, training consultancy, direct sales business development, human resources, pharmaceutical, and food service. This enables him to work comfortably with both Leadership teams and frontline Sales Professionals, aligning business objectives with day-to-day execution.

Based on this experience, Simon is commonly engaged across four core sales capability areas. His work covers Professional Selling Skills for sales teams; Key Account Management focused on account planning, execution, and follow-up embedded within value-based and solution selling; Distributor Management covering distributor selection, partnership, and execution, including Business Review Meetings and Joint Business Planning; Sales Leadership Coaching and Train-the-Trainer programs that build effective on-the-job coaching capability.

Simon has worked with clients across food service, FMCG, insurance brokerage, healthcare, pharmaceutical, fitness, business services, industrial products, government-linked companies, and non-profit organisations. His clients include FrieslandCampina Professional (APAC and China), Flora Food Professional (APAC), Mamee Food Service, KitchenAid Asia, URC Snack Foods, Canon Marketing, Samsung Malaysia Electronics, Marsh Insurance Brokers, HSBC, AmBank Group, and Fitness First Asia.

Simon's work centres on coaching, facilitation, and structured sales capability development, helping organisations improve sales effectiveness in a practical and sustainable way.

# WHY ORGANISATIONS WORK WITH SIMON

Organisations engage Simon for structured sales capability development that is practical, credible, and sustainable.

## 1. Strong Commercial Background

Over 20 years of experience across food service, FMCG, pharmaceutical, chemical, direct sales, and training consultancy. Understands both B2B and B2C environments across Asia.

## 2. Professional Coaching Credentials

Professional Certified Coach (PCC) accredited by the International Coaching Federation (ICF), USA. Combines coaching discipline with real commercial experience.

## 3. Recognised Industry Credibility

Awarded Best Executive Coaching Provider at HR Vendors of the Year 2019. Featured in Britishpedia Malaysia and Singapore (2024).

## 4. Experience Across Organisation Types

Worked with SMEs and multinational corporations across multiple industries, understanding both leadership and frontline sales challenges.

## 5. Multilingual Delivery Across Asia

Delivers programs in English, Malay, Mandarin, and Cantonese. Ensures clarity and alignment across different markets.





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