

PROFESSIONAL CERTIFICATION PROGRAM

Certified Sales Coach



Learn to coach salespeople toward stronger performance, resilience, and lasting customer relationships — using evidence-based coaching methodologies and real coaching practice.

4 MODULES

Total modules

LIVE ONLINE

Delivery format

12 HOURS

Total live training

3 HOURS

Per module

Rather than delivering traditional sales training, participants learn to coach salespeople to overcome limiting beliefs, build confidence, and consistently achieve their goals — through reflective conversation and accountability.

Certified Sales Coach (CSAC) — issued upon completion

What You Will Learn

- Differentiate sales coaching from sales management, mentoring, and training
- Coach sales professionals to develop a customer-centric mindset
- Help clients identify and overcome limiting beliefs and performance barriers
- Utilize coaching tools to support goal achievement and sustainable sales performance
- Apply coaching skills to improve sales performance and professional growth
- Facilitate coaching conversations that improve prospecting, communication, and closing skills
- Coach sales professionals to build resilience, confidence, and accountability
- Conduct complete sales coaching sessions aligned with ethical coaching principles

Program Structure — 4 Modules of 3 Hours Each

Total: 12 hours across 4 live 3-hour modules

1

MODULE 1

3 HOURS

Foundations of Sales Coaching

What is sales coaching, sales coaching vs. sales training vs. sales management, the sales coach mindset, ethics

2

MODULE 2

3 HOURS

Coaching Sales Performance

Prospecting and pipeline development, discovery and active listening, value-based selling, objection handling, closing conversations

3

MODULE 3

3 HOURS

Coaching Sustainable Sales Success

Sales resilience, overcoming limiting beliefs, motivation and accountability, emotional intelligence in sales, time and territory management

4

MODULE 4

3 HOURS

Sales Coaching Integration & Certification

Integrating coaching models, coaching across sales scenarios, ethics, and long-term development plans

How You are Assessed

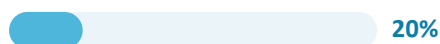
Live Coaching Demonstration

30-minute observed coaching session



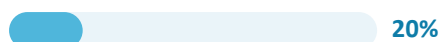
Knowledge Assessment

Sales coaching principles, models, sales psychology — 80% pass mark



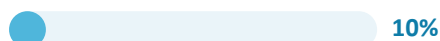
Sales Coaching Case Study

Develop a coaching strategy for a sales performance challenge



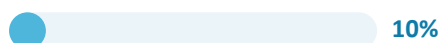
Reflective Learning Journal

Coaching insights, personal development, and learning application



Peer Coaching Feedback

Structured developmental feedback on peer sessions



Certification Requirements

- ✓ Attend and complete all 4 live modules (12 hours)
- ✓ Complete all coaching practice activities
- ✓ Complete the reflective learning journal
- ✓ Achieve at least 80% on the knowledge assessment
- ✓ Submit the sales coaching case study
- ✓ Demonstrate coaching competence in the observed live session

Highlights of Practical Coaching Exercises

Readiness Assessment

Assess your readiness as a sales coach and growth areas

Limiting Beliefs

Help a salesperson reframe beliefs that hinder performance

Objection Handling

Coach strategies for responding to customer objections

Development Plan

Create a personal development plan with goals and success measures

Ready to become a Certified Sales Coach?

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