

**MSS SUCCESS SPACES**

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SALES MANAGEMENT, LEADERSHIP, AND COACHING TRAINING IN THE PHILIPPINES

A 1-Day Practical Training Program on Managing Sales Performance, Leading Sales Teams, Coaching Sales Professionals, Strengthening Accountability, and Achieving Sustainable Revenue Results

TRAINING OVERVIEW

Consistent sales success does not depend solely on recruiting talented salespeople, assigning ambitious targets, or offering attractive incentives.

Sales teams need managers who can translate organizational goals into clear sales priorities, establish effective performance systems, monitor the right indicators, coach individual salespeople, remove execution barriers, strengthen accountability, and lead their teams through pressure, uncertainty, competition, and changing customer expectations.

This 1-day **Sales Management Training in the Philippines** is designed for sales managers, sales supervisors, team leaders, branch heads, account management leaders, business development managers, entrepreneurs, and other professionals responsible for directing and improving sales performance.

Many sales leaders were promoted because they were successful individual contributors. However, being an excellent salesperson does not automatically prepare someone to manage, lead, and coach an entire sales team.

New and experienced sales managers may encounter challenges such as:

- Continuing to sell personally instead of managing the team
- Giving sales targets without establishing an execution plan
- Monitoring revenue but ignoring the activities that create revenue
- Focusing only on underperformance after results have already declined
- Conducting pipeline reviews that become reporting sessions rather than decision-making discussions
- Giving instructions without developing sales capability
- Taking over difficult accounts instead of coaching the salesperson
- Providing feedback only when something goes wrong
- Applying the same leadership approach to every salesperson
- Failing to distinguish skill problems from motivation, discipline, resource, or process problems
- Avoiding difficult performance conversations
- Depending excessively on pressure, incentives, or fear
- Allowing inconsistent follow-up and weak sales discipline
- Accepting inaccurate forecasts and stagnant opportunities
- Holding meetings without clear decisions, commitments, or next steps
- Coaching only low performers while neglecting average and high performers
- Failing to recognize achievements and reinforce effective behavior

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- Creating unhealthy internal competition instead of productive collaboration
- Solving immediate sales problems without building long-term team capability

This practical **Managing Sales Training in the Philippines** helps participants establish a structured system for planning, organizing, monitoring, reviewing, and improving sales execution.

The program also serves as a **Sales Leadership Training in the Philippines** by developing the ability to provide direction, influence behavior, strengthen commitment, communicate priorities, create trust, and build a performance-oriented sales culture.

For organizations looking for **Sales Coaching in the Philippines**, the program introduces a practical coaching process that sales leaders can use during one-on-one meetings, field observations, pipeline reviews, customer-call preparation, opportunity discussions, and performance-improvement conversations.

Participants learn how to:

- Translate business goals into sales targets and priorities
- Establish the activities and standards required to achieve results
- Monitor leading and lagging sales indicators
- Conduct productive sales meetings and pipeline reviews
- Diagnose performance gaps accurately
- Adapt leadership to different levels of competence and commitment
- Coach salespeople without immediately giving them all the answers
- Provide specific, timely, and actionable feedback
- Develop stronger questioning, listening, and problem-solving skills
- Coach sales activities, customer conversations, and active opportunities
- Manage underperformance firmly and fairly
- Motivate salespeople beyond commissions and incentives
- Strengthen accountability and disciplined follow-through
- Build a sales culture focused on customers, collaboration, learning, ethics, and results

Using the MSS EnterTRAINment approach, participants engage in sales-management self-assessments, performance diagnosis, sales-metric exercises, leadership scenarios, coaching demonstrations, questioning drills, pipeline-coaching simulations, feedback conversations, and team action planning.

TRAINING GOAL

To equip sales leaders with a practical and integrated system for managing sales execution, leading people effectively, coaching individual and team performance, strengthening accountability, and achieving sustainable sales results.



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TRAINING OBJECTIVES

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

1. Explain the distinct but interconnected responsibilities of sales management, sales leadership, and sales coaching
2. Shift from being the team's primary salesperson to becoming an effective sales manager and capability builder
3. Translate organizational revenue goals into clear sales targets, priorities, activities, and standards
4. Establish practical sales plans and execution rhythms
5. Distinguish leading indicators from lagging sales results
6. Select appropriate measures for activities, pipeline health, conversion, productivity, account growth, and revenue
7. Conduct more focused sales meetings, pipeline reviews, and one-on-one conversations
8. Diagnose sales-performance gaps accurately before prescribing solutions
9. Distinguish problems involving skill, knowledge, motivation, discipline, resources, process, territory, or market conditions
10. Adapt leadership behavior to the salesperson's competence, confidence, and commitment
11. Apply practical techniques for setting expectations and gaining team alignment
12. Use coaching questions that help salespeople think, analyze, decide, and act
13. Coach prospecting, discovery, presentations, objections, negotiations, closing, account management, and pipeline execution
14. Provide specific, balanced, timely, and actionable feedback
15. Manage weak performance through clear expectations, support, monitoring, and accountability
16. Motivate different salespeople without relying solely on financial incentives
17. Strengthen trust, psychological safety, collaboration, ethical selling, and learning within the sales team
18. Create a practical Sales Management, Leadership, and Coaching Action Plan

TRAINING OUTLINE

One-Day Sales Management, Leadership, and Coaching Training Program

Time	Modules, Topics, and Subtopics	Supporting Activities and Outputs
8:00–10:00 AM	<p>MODULE 1: BUILDING AN EFFECTIVE SALES MANAGEMENT SYSTEM</p> <ul style="list-style-type: none"> • Understanding sales management, sales leadership, and sales coaching • Why successful individual selling does not automatically produce effective management 	<p>Sales Leadership Reality Check</p> <p>Participants assess their current management practices, leadership strengths, coaching habits, and performance challenges.</p> <p>From Target to Execution Challenge</p>

	<ul style="list-style-type: none"> • Shifting from personal production to team performance • The changing responsibilities of a sales manager • Balancing results, customers, people, processes, and organizational requirements • Translating business goals into sales objectives • Converting sales objectives into territories, accounts, activities, standards, and responsibilities • Establishing clear performance expectations • Leading indicators versus lagging indicators • Revenue, gross profit, account growth, conversion, activity, productivity, and pipeline measures • Choosing meaningful sales metrics without creating excessive reporting • Establishing daily, weekly, monthly, and quarterly sales-management rhythms • Conducting effective sales meetings and performance reviews • Creating accountability without micromanaging • Clarifying sales roles, priorities, ownership, and decision authority • Building consistency between targets, processes, resources, and capability 	<p>Teams convert a sales target into the activities, standards, responsibilities, measures, and management routines needed to achieve it.</p> <p>Sales Metric Sorting Activity</p> <p>Participants distinguish leading indicators, lagging indicators, useful measures, and distracting vanity metrics.</p> <p>Output: Sales Performance Management Scorecard</p>
<p>10:00–10:15 AM</p>	<p style="text-align: center;">Morning Break</p>	
<p>10:15 AM–12:00 NN</p>	<p>MODULE 2: LEADING, MOTIVATING, AND ALIGNING THE SALES TEAM</p> <ul style="list-style-type: none"> • Understanding sales leadership beyond position and authority • Providing clear direction, standards, support, and accountability • Communicating sales priorities and organizational expectations • Aligning personal goals with team and 	<p>Leadership Response Challenge</p> <p>Participants analyze sales-team situations and determine whether to direct, teach, coach, support, empower, or correct.</p> <p>Motivation Decoder</p> <p>Teams identify what may motivate different salespeople and recommend appropriate</p>



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	<p>company goals</p> <ul style="list-style-type: none"> • Building credibility and trust as a sales leader • Leading by example without taking over the salesperson’s responsibilities • Recognizing differences in competence, confidence, motivation, experience, and work style • Adapting leadership to the salesperson and situation • Knowing when to direct, teach, coach, support, empower, or hold accountable • Understanding what motivates different salespeople • Motivation beyond commissions, contests, and financial incentives • Purpose, progress, mastery, recognition, autonomy, belonging, and career growth • Recognizing achievement and reinforcing effective sales behavior • Managing internal competition without weakening teamwork • Building collaboration, peer learning, and shared accountability • Maintaining morale during difficult targets, lost opportunities, and market pressure • Communicating change and managing resistance • Creating a customer-focused, ethical, resilient, and performance-oriented sales culture 	<p>leadership actions.</p> <p>Sales Culture Stop–Start–Continue Workshop</p> <p>Participants identify behaviors and management practices that should be stopped, introduced, or sustained.</p> <p>Output: Sales Team Leadership and Motivation Plan</p>
<p>12:00 NN–1:00 PM</p>	<p>Lunch Break</p>	
<p>1:00–3:00 PM</p>	<p>MODULE 3: COACHING SALESPEOPLE FOR SKILL, CONFIDENCE, AND OPPORTUNITY DEVELOPMENT</p> <ul style="list-style-type: none"> • Understanding sales coaching and its role in capability development • Coaching versus directing, teaching, 	<p>Ask, Do Not Rescue Challenge</p> <p>Participants transform advice-giving statements into coaching questions that encourage analysis and ownership.</p> <p>Sales Coaching Conversation Simulation</p>



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mentoring, advising, counseling, and disciplining

- Why sales managers should not immediately provide every answer
- Creating ownership through questions, reflection, and action
- Introducing the MSS R.E.S.U.L.T.S.™ Coaching Framework
- Preparing for a focused coaching conversation
- Establishing the coaching purpose and desired outcome
- Using evidence, observations, data, and actual sales situations
- Asking open, probing, clarifying, reflective, and action-oriented questions
- Listening for facts, assumptions, emotions, barriers, and possibilities
- Helping the salesperson identify the real performance or opportunity issue
- Exploring options without taking over the decision
- Converting insight into specific commitments
- Coaching sales knowledge and skills
- Coaching prospecting activity and lead generation
- Coaching customer discovery, questioning, and listening
- Coaching sales presentations and value communication
- Coaching objection handling, negotiation, and closing
- Coaching key accounts and customer relationships
- Coaching active deals and complex sales opportunities
- Preparing a salesperson before a customer call
- Debriefing after customer meetings
- Conducting field observation and ride-along coaching

Participants conduct a structured coaching conversation involving a sales skill, activity, or behavioral challenge.

Deal Coaching Laboratory

Teams coach a salesperson through an active opportunity involving stakeholders, competition, customer concerns, and next steps.

Output: Sales Coaching Conversation Planner

	<ul style="list-style-type: none"> • Avoiding coaching conversations that become lectures or interrogations 	
3:00–3:15 PM	Afternoon Break	
3:15–5:00 PM	<p>MODULE 4: MANAGING PERFORMANCE, PIPELINES, FEEDBACK, AND ACCOUNTABILITY</p> <ul style="list-style-type: none"> • Diagnosing performance before correcting the salesperson • Distinguishing knowledge, skill, motivation, discipline, resource, process, territory, and market problems • Using data and observation rather than assumptions • Reviewing sales activity, conversion, pipeline movement, and results • Conducting effective pipeline reviews • Moving beyond opportunity reporting toward decision-making and action • Examining customer need, value, stakeholders, competition, risk, probability, and next steps • Identifying stalled, inflated, weak, and unqualified opportunities • Strengthening forecast accuracy and pipeline integrity • Giving specific, timely, balanced, and actionable feedback • Reinforcing effective behavior and correcting performance gaps • Conducting difficult sales-performance conversations • Addressing missed commitments, weak activity, poor follow-through, and repeated excuses • Establishing clear improvement expectations and support • Separating coaching from formal performance management when necessary • Documenting commitments, responsibilities, deadlines, and follow-up 	<p>Diagnose Before You Prescribe</p> <p>Participants analyze underperformance cases and identify whether the primary issue involves knowledge, skill, motivation, discipline, resources, process, territory, or market conditions.</p> <p>Pipeline Coaching Simulation</p> <p>Participants conduct a pipeline review focused on opportunity quality, barriers, decisions, and next steps rather than simple reporting.</p> <p>Feedback and Accountability Practice</p> <p>Participants practice reinforcing effective performance and addressing a missed commitment professionally.</p> <p>Final Outputs:</p> <ol style="list-style-type: none"> 1. Sales Coaching and Performance Improvement Plan 2. Personal 30-Day Sales Management, Leadership, and Coaching Action Plan

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| | <ul style="list-style-type: none">• Monitoring improvement without micromanaging• Managing persistent underperformance fairly and consistently• Celebrating progress while maintaining standards• Creating a consistent one-on-one coaching rhythm• Developing individual salespeople while protecting team results | |
|--|---|--|

TRAINING METHODOLOGY

The program uses the MSS EnterTRAINment approach, combining practical instruction, active participation, realistic sales-leadership situations, collaborative problem-solving, and enjoyable experiential learning.

The methodology includes:

- Interactive lecturettes and facilitated discussions
- Sales management and leadership self-assessment
- Sales target and execution-planning exercises
- Sales metric and scorecard development
- Sales leadership scenario analysis
- Motivation and team-alignment activities
- Coaching-question laboratories
- MSS R.E.S.U.L.T.S.™ coaching practice
- Skill and performance diagnosis exercises
- Sales-call preparation and debriefing simulations
- Opportunity and pipeline coaching
- Feedback and accountability role plays
- Difficult performance-conversation practice
- Sales meeting and one-on-one planning
- Peer observation and structured feedback
- Facilitator coaching and guided debriefing
- Personal sales leadership action planning

The program may be customized using the organization's actual:

- Sales structure
- Products and services
- Customer segments
- Sales targets
- Performance standards
- Key performance indicators

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- Sales process and pipeline stages
- Common coaching challenges
- Sales competency requirements
- Customer objections
- Territory and account assignments
- Incentive arrangements
- Existing performance-management practices

KEY PROGRAM DESIGN STRENGTHS

- Integrates sales management, sales leadership, and sales coaching in one coherent program
- Helps successful salespeople transition into effective people managers
- Moves sales leaders from reactive problem-solving to proactive performance management
- Connects sales targets with activities, standards, measures, and management routines
- Balances revenue results with customer value, team development, and ethical selling
- Strengthens leading-indicator and pipeline management
- Develops adaptable leadership rather than a one-style-fits-all approach
- Helps managers motivate salespeople beyond commissions and contests
- Builds practical coaching-questioning and listening skills
- Introduces the MSS R.E.S.U.L.T.S.™ Coaching Framework
- Covers skill coaching, activity coaching, opportunity coaching, and performance coaching
- Helps managers distinguish coaching needs from disciplinary or resource issues
- Develops better feedback and difficult-conversation capabilities
- Improves pipeline reviews and forecast discipline
- Strengthens accountability without encouraging excessive micromanagement
- Produces practical tools and plans that can be applied immediately
- Applicable to B2B, B2C, retail, field, technical, service, account-based, and relationship-selling teams

WHO SHOULD ATTEND

This Sales Management, Leadership, and Coaching Training Program is suitable for:

- Sales managers
- Sales supervisors
- Sales team leaders
- Regional and area sales managers
- Branch managers
- Territory managers
- Business development managers
- Key account management leaders
- Customer relationship leaders
- Channel and distribution managers

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- Retail sales leaders
- Technical sales managers
- Sales operations leaders
- Entrepreneurs and business owners
- Newly promoted sales managers
- Experienced sales leaders who need a more structured coaching system
- High-potential sales professionals being prepared for leadership roles

EXPECTED TRAINING OUTPUTS

At the end of the program, participants will produce:

1. Sales Performance Management Scorecard

A practical scorecard connecting organizational goals with sales results, leading indicators, pipeline measures, customer-development activities, and management routines.

2. Sales Team Leadership and Motivation Plan

A plan identifying team priorities, leadership approaches, motivational considerations, recognition practices, and desired sales-culture behaviors.

3. Sales Coaching Conversation Planner

A structured guide for preparing and conducting sales coaching conversations using clear objectives, evidence, questions, options, commitments, and follow-through.

4. Sales Coaching and Performance Improvement Plan

A focused development plan covering the identified performance gap, possible causes, expected behavior, coaching support, activities, deadlines, and measures of improvement.

5. Personal 30-Day Sales Management, Leadership, and Coaching Action Plan

A practical action plan covering management rhythms, team communication, coaching priorities, pipeline reviews, feedback conversations, accountability actions, and individual leadership commitments.

WHAT IS SALES MANAGEMENT?

Sales management is the process of planning, organizing, directing, monitoring, and improving the activities and resources used to achieve sales and customer-development objectives.

It may include:

- Establishing sales goals and priorities
- Developing sales plans
- Assigning territories and accounts

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- Clarifying roles and responsibilities
- Monitoring sales activities and results
- Managing the sales pipeline
- Reviewing forecasts
- Coordinating resources
- Conducting sales meetings
- Evaluating performance
- Developing sales capability
- Managing accountability
- Improving processes and productivity

Effective sales management creates the structure within which salespeople can perform consistently.

WHAT IS SALES LEADERSHIP?

Sales leadership is the ability to provide direction, influence behavior, build commitment, create trust, develop confidence, and inspire people to pursue challenging sales goals responsibly.

Sales leadership includes:

- Creating clarity and purpose
- Modeling expected behavior
- Building credibility
- Communicating priorities
- Strengthening team commitment
- Adapting to different people and situations
- Maintaining morale during pressure
- Reinforcing customer focus and ethical conduct
- Encouraging learning and collaboration
- Recognizing progress and achievement
- Guiding the team through change
- Holding people accountable fairly

A sales manager may possess formal authority, but effective sales leadership requires influence and trust.

WHAT IS SALES COACHING?

Sales coaching is a structured developmental process that helps salespeople improve their thinking, behavior, skill, confidence, and performance through purposeful questions, observation, feedback, reflection, practice, and action.



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Sales coaching may focus on:

- Prospecting and lead generation
- Customer discovery
- Sales questioning and listening
- Presentation skills
- Value communication
- Objection handling
- Negotiation and closing
- Account development
- Opportunity strategy
- Pipeline execution
- Time and territory management
- Customer relationship management
- Confidence and mindset
- Career and capability development

Sales coaching should not be reduced to giving instructions, criticizing results, or telling salespeople exactly what to do.

SALES MANAGEMENT, LEADERSHIP, AND COACHING

Sales Management	Sales Leadership	Sales Coaching
Creates structure and discipline	Creates direction and commitment	Creates insight and capability
Establishes goals and processes	Aligns people with purpose and priorities	Helps individuals improve performance
Monitors activities and results	Influences behavior and culture	Uses questions, feedback, and practice
Allocates resources and responsibilities	Builds trust and motivation	Develops ownership and problem-solving
Manages pipelines and forecasts	Guides the team through pressure and change	Focuses on specific skills and situations
Addresses execution gaps	Reinforces standards and values	Converts experience into learning
Protects short- and long-term results	Strengthens collective performance	Builds individual competence and confidence

Effective sales leaders integrate all three responsibilities.

THE SALES MANAGEMENT CYCLE

1. Plan

Clarify:

- Revenue objectives
- Customer priorities
- Market opportunities
- Sales strategies
- Account and territory goals
- Required activities
- Resources and support

2. Organize

Establish:

- Roles
- Responsibilities
- Territories
- Account ownership
- Sales processes
- Standards
- Communication rhythms

3. Enable

Provide:

- Product and service knowledge
- Sales skills
- Tools and technology
- Customer information
- Marketing support
- Coaching and training
- Cross-functional assistance

4. Monitor

Review:

- Activities
- Pipeline health
- Conversion
- Sales-cycle movement

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- Forecasts
- Customer development
- Revenue and profitability

5. Coach

Help salespeople:

- Analyze performance
- Identify obstacles
- Develop options
- Improve skills
- Strengthen opportunities
- Commit to action

6. Improve

Adjust:

- Strategies
- Processes
- resource allocation
- Coaching priorities
- Performance expectations
- Team practices

LEADING AND LAGGING SALES INDICATORS

Lagging Indicators

These describe results that have already occurred:

- Revenue
- Gross profit
- Sales volume
- New customers acquired
- Account growth
- Market share
- Customer retention
- Closed deals
- Average transaction value

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Leading Indicators

These provide earlier evidence of future sales performance:

- Prospecting activity
- Qualified leads created
- Discovery meetings conducted
- New stakeholders engaged
- Proposals advanced
- Follow-ups completed
- Opportunities progressing by stage
- Customer reviews conducted
- Pipeline coverage
- Conversion between stages
- Coaching commitments completed

Sales leaders should monitor both results and the activities that produce results.

SALES PIPELINE MANAGEMENT

Effective pipeline management requires more than asking salespeople for opportunity updates.

A productive pipeline review may examine:

- Customer need or business problem
- Value and impact
- Opportunity qualification
- Relevant stakeholders
- Decision authority
- Decision criteria
- Competition and alternatives
- Customer urgency
- Risks and barriers
- Latest confirmed customer action
- Next mutual commitment
- Expected decision date
- Probability based on evidence
- Internal support required

Opportunities should not remain indefinitely in the pipeline without verifiable progress.

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TYPES OF SALES COACHING

Skill Coaching

Develops a specific capability such as questioning, presenting, negotiating, or closing.

Activity Coaching

Improves the quality, consistency, or prioritization of prospecting, follow-up, account planning, or pipeline activity.

Call Coaching

Prepares the salesperson before a customer interaction or debriefs the interaction afterward.

Opportunity or Deal Coaching

Helps the salesperson analyze stakeholders, needs, competition, value, risk, and next steps within an active opportunity.

Account Coaching

Strengthens account strategy, relationships, retention, value creation, and growth opportunities.

Performance Coaching

Addresses a measurable gap between expected and actual behavior or results.

Development Coaching

Supports longer-term career growth, confidence, judgment, and leadership potential.

DIAGNOSING SALES PERFORMANCE GAPS

A sales-performance problem may arise from different causes.

Knowledge

The salesperson may not understand the product, service, customer, process, market, or policy.

Skill

The salesperson may understand what to do but be unable to perform it effectively.

Motivation

The salesperson may not see sufficient value, purpose, reward, or possibility in the required action.

Confidence

The salesperson may possess basic ability but hesitate because of fear, uncertainty, or previous setbacks.

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Discipline

The salesperson may know and be capable of the required behavior but repeatedly fail to follow through.

Resources

The salesperson may lack appropriate tools, information, time, leads, support, or capacity.

Process

The sales system itself may be unclear, inefficient, inconsistent, or poorly designed.

Territory or Market Conditions

The target market, account assignment, competitive environment, or customer demand may create genuine constraints.

Managers should diagnose before deciding whether to train, coach, motivate, support, redirect, or formally manage performance.

COACHING QUESTIONS FOR SALES LEADERS

Useful coaching questions may include:

- What outcome are you trying to achieve?
- What do you know about the customer's situation?
- What evidence supports your assessment?
- Which stakeholder has the greatest influence over the decision?
- What important information is still missing?
- What appears to be preventing progress?
- What assumptions might you be making?
- What options have you considered?
- What would the customer need to believe before proceeding?
- What could you do differently during the next conversation?
- What support do you need from me or the organization?
- What specific action will you take?
- When will you complete it?
- How will we know that progress has occurred?

The manager should select questions relevant to the situation rather than conducting an artificial interrogation.

EFFECTIVE SALES ONE-ON-ONE MEETINGS

A productive sales one-on-one may include:

1. Current priorities and concerns
2. Progress against previous commitments

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3. Sales activity and performance indicators
4. Pipeline and opportunity development
5. Customer or account challenges
6. Skills or behaviors requiring improvement
7. Coaching and problem-solving
8. Resources or support required
9. Recognition of progress
10. Specific commitments and deadlines

The meeting should not consist entirely of status reporting or criticism.

PROVIDING EFFECTIVE SALES FEEDBACK

Good feedback should be:

- Specific rather than vague
- Based on observed behavior or evidence
- Timely
- Connected with an expected standard
- Focused on impact
- Balanced when appropriate
- Actionable
- Respectful and direct
- Followed by clear next steps

Instead of saying:

“You need to improve your sales performance,”

the manager should identify the specific behavior, result, impact, expected improvement, support, and deadline.

MOTIVATING SALES TEAMS

Financial rewards may be important, but sales motivation may also be influenced by:

- Clear goals
- Meaningful work
- Progress
- Achievement
- Recognition
- Mastery
- Autonomy
- Fairness
- Belonging
- Trust

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- Career opportunities
- Supportive leadership
- Confidence in the offer
- Customer impact
- Access to appropriate tools and resources

Managers should avoid assuming that every salesperson is motivated by the same factor.

MANAGING SALES UNDERPERFORMANCE

A fair performance-management process may involve:

1. Clarifying the expected standard
2. Reviewing relevant facts and data
3. Listening to the salesperson's perspective
4. Diagnosing the likely causes
5. Agreeing on required behavior and results
6. Providing appropriate coaching or resources
7. Setting timelines and measures
8. Documenting commitments
9. Monitoring progress
10. Recognizing improvement or applying formal consequences consistently

Coaching should not be used to avoid necessary accountability, and discipline should not replace capability development when coaching is appropriate.

COMMON SALES MANAGEMENT MISTAKES

Sales managers may weaken team performance when they:

- Continue behaving primarily as individual contributors
- Rescue salespeople from every difficult situation
- Take over customer relationships
- Manage only through targets and pressure
- Monitor too many low-value metrics
- Focus entirely on revenue after it is too late to influence the outcome
- Conduct reporting-heavy sales meetings
- Accept inaccurate pipeline information
- Avoid difficult performance conversations
- Give vague feedback
- Coach only poor performers
- Treat coaching as advice-giving
- Use the same leadership style with everyone

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- Motivate solely through incentives
- Reward results while ignoring unethical behavior
- Allow high performers to disregard team standards
- Micromanage activities without explaining purpose
- Fail to recognize progress
- Make commitments to customers without consulting internal teams
- Confuse activity with productivity
- tolerate recurring excuses and missed commitments
- Neglect their own development as leaders

ETHICAL SALES LEADERSHIP PRINCIPLES

Professional sales leaders should:

- Set realistic but challenging expectations
- Avoid encouraging misleading claims or improper selling behavior
- Protect customer and organizational information
- Ensure that sales commitments can be fulfilled
- Reward both results and responsible conduct
- Apply standards fairly and consistently
- Avoid manipulating or humiliating employees
- Provide honest feedback
- Respect individual dignity during performance conversations
- Address conflicts of interest appropriately
- Encourage accurate forecasts and reporting
- Avoid pressuring employees to misrepresent pipeline information
- Balance short-term targets with long-term customer relationships
- Create an environment in which employees can raise concerns safely

WHAT THIS PROGRAM IS NOT

This program is not limited to:

- Setting higher sales targets
- Monitoring sales numbers
- Conducting motivational speeches
- Giving commissions and incentives
- Pressuring salespeople to work harder
- Taking over difficult sales opportunities
- Reviewing reports
- Criticizing weak performance
- Providing memorized coaching scripts
- Holding more sales meetings

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- Micromanaging sales activity
- Teaching managers to become the team's "hero salesperson"

It is an integrated system for managing execution, leading people, developing capability, improving decisions, strengthening accountability, and achieving sustainable sales results.

WHY SALES MANAGEMENT, LEADERSHIP, AND COACHING TRAINING MATTERS

Organizations may invest heavily in products, marketing, technology, incentives, and sales recruitment but still struggle when sales leaders lack the ability to manage execution and develop their people.

A practical **Sales Management, Leadership, and Coaching Training in the Philippines** helps organizations move from:

- Individual selling success to team performance
- Target setting to execution planning
- Result monitoring to leading-indicator management
- Reporting meetings to decision-focused reviews
- Advice-giving to developmental coaching
- One leadership style to adaptable leadership
- Pressure-based management to meaningful accountability
- Manager dependence to salesperson ownership
- Inaccurate pipelines to evidence-based forecasting
- Occasional feedback to consistent development
- Short-term activity to sustainable revenue performance

COMMON SALES MANAGEMENT, LEADERSHIP, AND COACHING TOPICS

The program may include or be customized around:

- Sales management fundamentals
- Managing sales teams
- Sales leadership
- Leading sales teams
- Sales coaching
- Coaching sales professionals
- Coaching in sales
- Sales planning
- Sales target setting
- Sales performance management
- Sales key performance indicators
- Leading and lagging sales indicators
- Sales pipeline management

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- Sales forecasting
- Sales meeting management
- Sales one-on-one meetings
- Sales motivation
- Sales team accountability
- Coaching questions
- Coaching sales calls
- Deal and opportunity coaching
- Account coaching
- Feedback conversations
- Managing sales underperformance
- Sales culture development
- Sales-team action planning

RECOMMENDED FOLLOW-THROUGH PROGRAMS

- Sales Prospecting and Lead Generation
- Consultative Selling and Solution Selling
- Sales Negotiation, Objection Handling, and Closing
- Key Account Management
- B2B Sales and Business Development
- Value-Based Selling
- Sales Presentation Skills
- Strategic Account Management
- Customer Relationship Management
- Influencing and Persuasion Skills
- Performance Management
- Coaching and Counseling
- Leadership and People Management
- Difficult Conversations
- Strategic Thinking and Decision-Making

FREQUENTLY ASKED QUESTIONS

What is Sales Management Training?

Sales Management Training develops the ability to plan sales execution, establish goals and standards, organize people and resources, monitor activities and results, manage pipelines, evaluate performance, and improve team productivity.

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What is Sales Leadership Training?

Sales Leadership Training develops the ability to provide direction, influence behavior, build trust, motivate salespeople, manage change, reinforce standards, and create a customer-focused and performance-oriented team culture.

What is Sales Coaching?

Sales coaching is a developmental process through which a manager helps a salesperson analyze situations, improve skills, strengthen decisions, and take ownership of specific actions and results.

What is the difference between managing, leading, and coaching salespeople?

Managing creates the structure, priorities, measures, and operating discipline. Leading creates direction, alignment, trust, and commitment. Coaching develops individual thinking, capability, confidence, and performance.

Who should attend this program?

The program is suitable for sales managers, supervisors, team leaders, branch managers, business development managers, territory managers, account management leaders, entrepreneurs, newly promoted managers, and high-potential sales professionals.

Is this suitable for newly promoted sales managers?

Yes. It is particularly useful for successful salespeople transitioning into roles where they must achieve results through other people rather than relying mainly on their own selling ability.

Is this suitable for experienced sales managers?

Yes. Experienced managers can use the program to strengthen their performance-management system, leadership adaptability, coaching conversations, pipeline reviews, feedback, and accountability practices.

Does the program cover pipeline management?

Yes. Participants learn how to examine opportunity quality, customer needs, stakeholders, value, competition, risks, probability, next steps, and forecast evidence.

Does it include coaching practice?

Yes. Participants practice questioning, listening, performance diagnosis, skill coaching, opportunity coaching, feedback, and accountability conversations.

Does the program cover underperforming salespeople?

Yes. Participants learn how to distinguish skill, knowledge, motivation, discipline, resource, process, territory, and market issues before selecting the appropriate management response.

Can the training be customized?

Yes. The content, activities, scorecards, coaching cases, pipeline scenarios, performance standards, and sales metrics may be customized around the organization's actual sales environment.

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What outputs will participants produce?

Participants develop a Sales Performance Management Scorecard, Sales Team Leadership and Motivation Plan, Sales Coaching Conversation Planner, Performance Improvement Plan, and 30-Day Sales Management, Leadership, and Coaching Action Plan.