London TDM

Customer Service and Sales Training Courses

Course Venue: Malaysia - Kuala Lumpur

Course Date: From 05 April 2026 To 09 April 2026

Course Place: Royale Chullan Hotel

Course Fees: 6,000 USD

Introduction

Effective coaching and mentoring are vital skills for sales leaders who aim to drive their team's performance and achieve outstanding results. This 5-day professional course is designed to equip sales leaders with the necessary tools and techniques to foster a culture of development and high performance. Participants will learn how to effectively guide their team members, enhance coaching skills, and develop robust mentoring programs that align with organizational goals.

Objectives

- Develop an understanding of the roles and differences between coaching and mentoring.
- Learn advanced coaching techniques to enhance team performance.
- Create and implement a personalized mentoring program.
- Develop skills for effective feedback and communication.
- Cultivate a culture of continuous development and learning.

Course Outline

Day 1: Introduction to Coaching and Mentoring

- Understand the differences between coaching and mentoring.
- Explore the benefits of coaching and mentoring in sales.
- Learn about the key skills required for effective coaching and mentoring.
- Discuss the role of a sales leader as a coach and mentor.
- Identify individual goals and expectations for the course.

Day 2: Building Effective Coaching Skills

- Explore core coaching techniques and strategies.
- Learn how to set SMART objectives for coaching sessions.
- Develop active listening and powerful questioning skills.
- Practice real-life coaching scenarios.
- Evaluate the impact of coaching on team performance.

Day 3: Designing a Mentoring Program

- Understand the components of a successful mentoring program.
- Learn how to match mentors with mentees effectively.
- Develop guidelines and structures for mentoring relationships.
- Identify potential challenges in mentoring and solutions.
- Create a blueprint for a personalized mentoring program.

Day 4: Effective Communication and Feedback

- Explore techniques for effective verbal and non-verbal communication.
- Learn how to give and receive constructive feedback.
- Understand the importance of emotional intelligence in coaching.
- Develop conflict resolution skills.
- Practice giving feedback through role-play exercises.

Day 5: Sustaining Development and Measuring Success

- Cultivate a culture of continuous learning and improvement.
- Explore tools and metrics for measuring coaching and mentoring success.
- Learn about keeping team members accountable and motivated.
- Develop action plans for continuous development beyond the course.
- Discuss long-term strategies for embedding coaching and mentoring in organizational culture.