Coaching Skills for SaaS Sales Managers

Public workshop · Live online

Thursday 19 November 2026 · 09:30–14:30 GMT · 4 training hours

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Workshop focus

- Open with a specific observation
- Ask for the seller's perspective
- Coach a repeat attempt
- Agree a follow-up you can observe

Sales Management Coaching

Practical people skills for tech teams

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Workshop overview

Coach a seller through a moment that matters in your team's customer conversations. Give feedback on what you heard, help the seller try a change and hear from them how your coaching landed.

Workshop focus

- Open with a specific observation
- Ask for the seller's perspective
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Workshop practice

In a group of up to four, you take turns practising situations agreed during your training needs analysis. A peer or your facilitator gives you feedback on what they saw and heard. You try the difficult part again.

Preparation and follow-up

Before the workshop

For a manager-sponsored place, we first ask your manager what they want the training to help you do. In a short, private training needs analysis (TNA), you tell us about your product or solution, the people you work with and a conversation or task you want to handle better. You and your facilitator agree what the group can use for practice.

Pick a coaching moment you encounter in your team. Recall what the seller said or did, what followed and what you would like to handle differently. Agree a short anonymised version for your group practice.

Bring · A shareable description of the sales moment, using role labels and anonymised details.

After the workshop

Submit a revised coaching response and a short plan for your next seller conversation. Choose two coaching behaviours and a review date.

Your personal report reviews approach selection and question design in the written work, alongside listening, feedback and action ownership observed during workshop practice. It identifies 2 development priorities and a review prompt.

Workshop agenda

09:30–10:00	**Open a coaching conversation** A peer plays a seller you coach. Use a moment from your own team's work to open the conversation, describe what you heard and ask for the seller's view. **Feedback** · The seller tells you which words helped them recognise the moment and how your question shaped their reply. Try the opening again.
10:00–10:45	**Give feedback a seller can use** Watch a peer replay a short buyer exchange from your brief. Quote one thing the seller said, describe the buyer's response and invite the seller to assess the effect. **Feedback** · The observer checks your wording against what actually happened and flags any assumption about the seller's intentions.
10:45–11:30	**Coach the seller to try a change** Coach a peer through a difficult part of your buyer conversation. Ask what they would change, give them time to answer and have them try their new wording aloud. **Feedback** · The seller identifies the question that helped them choose their own adjustment. The observer notes whether you gave them space to try it.
11:30–12:30	**Lunch break** Optional 10-minute 1-to-1 video check-in with your facilitator to review feedback and focus your afternoon practice.
12:30–13:15	**Work through pushback** Ask your partner to raise a concern you hear when coaching. Acknowledge it, check what is getting in the way and agree the help or practice the seller needs. **Feedback** · Your partner tells you whether you understood their concern. The facilitator pinpoints a question or instruction to rephrase.
13:15–14:00	**Replay the coaching and the buyer exchange** Repeat the hardest coaching exchange using the morning's feedback. Ask the seller to replay the buyer conversation and make their chosen change. **Feedback** · The observer compares the two attempts and identifies the change in your coaching that helped the seller act differently.
14:00–14:30	**Agree the next workplace practice** Close a coaching conversation with a seller. Agree what they will try in their next customer conversation, what you will observe and when you will review it together. **Feedback** · Your partner repeats the agreement in their own words. Tighten any action that either of you would find hard to observe.

Free workshop resources

Choose a recent sales call. Use the checklist to pick one moment to discuss with the seller and one skill to practise again.

Sales Coaching checklist

Sales Coaching e-learning

Browse all checklists