



COACHHOUSE
Program guide

1. Sales APPROACH™ Training Programs
2. Advanced & Targeted Sales Training Programs
3. Sales Transformation, Consulting & Leadership

YEAR 2026



1. COACHHOUSE Sales APPROACH™ Training Programs

YEAR 2026



ABOUT OUR Sales APPROACH™ PROGRAMS

CoachHouse consultants each have more than 25 years sales leadership and sales training experience

We have incorporated this collective knowledge and experience into our Sales APPROACH™ Programs outlined here

- Sales APPROACH™
- Coach APPROACH™
- Commercial APPROACH™

CoachHouse training programs are delivered in consultant facilitated classroom sessions, consultant led online sessions and classroom / online hybrid formats - according to your business needs and preference

All of the programs can be tailored to fit your specific business needs and we offer a bespoke training program design and delivery service

Our classroom and online programs are brought to life through our expert and engaging consultants that maximise the learning and development of all CoachHouse program attendees. Our consultants offer follow up support for all delegates and managers as we are totally invested in maximising your return on investment

Sales APPROACH™

8-STEP SELLING SYSTEM FOR SUCCESSFUL TERRITORY MANAGEMENT

Enabling sales professionals to optimise their account planning, meeting planning and customer interactions that drives improved sales success

Practical & effective approach - supported by tangible tools for daily utilisation



THE 8 STEPS of Sales APPROACH™



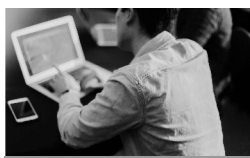
ATTITUDE

- Adopting a winning mindset & delivering a personal best every day
- Developing self awareness
- Personal values alignment
- Controlling the controllables
- Visualisation



PRIORITISE

- Territory planning
- Prioritisation matrix
- Pareto law
- Time allocation and management
- Sales target alignment



PLAN

- Meeting & call planning
- Pre-call plans
- Post-call analysis
- Mental preparation
- Mapping & navigating the customer Decision Making Unit



RAPPORT

- Engaging all customers
- Understanding personality types and adjusting communication accordingly
- Customer Empathy
- Use of body language and tone of voice
- Introduction to NLP and how to use for mutual benefit



OPEN

- Opening sales calls and meetings for maximum impact
- Establishing rapport
- Creating the environment for a successful meeting
- Stimulating the sales conversation



ASK

- Managing the conversation
- Asking powerful questions
- Triangle questioning to identify pain points & understand customer value
- Active listening
- Encouraging the customer to consider change



CLARIFY

- Clarify the points of pain and value identified in the Ask step
- Matching features to benefits to specific needs
- Communicating and presenting value
- Checking for understanding and assessing timing for moving forward



HANDSHAKE

- Trial closing
- Mastering objection handling
- The nine closes
- Agree next steps and follow up

Coach APPROACH™

Coaching fundamentals program

Providing leaders with practical understanding and tools for effective coaching incorporating the 'Disciplines of Sales Excellence'

Coach the Coach program

Enabling leaders to coach their teams in Sales APPROACH™ & Value-Based Selling systems on a day to day basis for maximum success

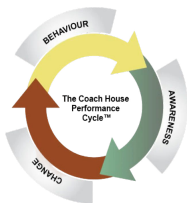


THE 6 ELEMENTS of Coach APPROACH™



• PLAN | DO | REVIEW

- Implementing continuous improvement methodology
- Scheduling & running effective meetings & communications that drive continuous improvement culture
- Messaging & challenge approach



• The Performance Cycle

- Implementing & leading the Performance Cycle
- 1:1 performance meeting
- Enabling positive change
- Empowering learning & fostering individual and team accountability



• Mastering feedback

- Incorporating feedback as a regular aspect of your leadership
- When & how to give effective and empowering feedback
- Removing judgement & developing trust
- Feedforward to accelerate change



• Structured coaching for longer term goal achievement

- Leading a structured coaching process to maximise performance review
- Facilitating personal growth of team members
- Building accountability



• Powering up your coaching

- Using Powerful Coaching Questions
- Practice powerful questioning that cause a shift and facilitate change
- Questions to avoid



• 10-minute coaching

- Effective in-field coaching
- Cutting through quickly
- Coaching on the go
- Quick & regular coaching that drives results

COACH THE COACH



• Coach the Coach

- Achieving mastery in Sales APPROACH™ and Value Based Selling
- Field coaching program and tools
- Facilitator coaching
- Enabling selected leaders to embed process in their organisation

Commercial APPROACH™

Fundamental & Advanced Commercial Excellence for improved outcomes in Account Management, Contract Management and Negotiation

Commercial APPROACH™ builds advanced elements on the foundations of Territory & Account Management in Sales APPROACH™

Introducing contract & tender management for commercial executives and negotiation skills at introductory and advanced level for sales leaders



THE 5 COMPONENTS of Commercial APPROACH™



- **Advanced Account Management**
- Building a comprehensive account analysis
- Mapping & prioritising accounts to maximise target achievement and return on investment
- Building a key account plan
- Executing the key account plan



- **Advanced key stakeholder mapping in Decision Making Unit (DMU)**
- Understanding the interposing dynamics of role, hierarchy, influence levels and personality types
- Communicating and influencing the DMU
- Managing the DMU as part of Key Account Management



- **Contract Management**
- Understanding and mapping the contract management process (internal and customer processes)
- Responding effectively to RFPs
- Key contract elements to be considered and included
- Optimising contract clauses
-



- **Negotiation**
- Understanding negotiation timing (after sale is made)
- Negotiation compass - different types of negotiation and when to use them
- Planning for negotiation - ZOPA and BATNA
- Reading customer tactics and responding appropriately



- **Advanced Negotiation**
- Understanding & practising more complex scenarios
- Advanced techniques
- Group negotiations
- Practising advanced techniques



2. COACHHOUSE Focused, Advanced Sales & Leader Programs

YEAR 2026



FOCUSED, ADVANCED SALES & LEADER PROGRAMS

COACHHOUSE delivers a range of sales training programs that are foundation for, or build on, concepts and processes that are core to the Sales APPROACH™ programs.

COACHHOUSE provides training for aspiring and experienced sales leaders at first line, middle management and VP / Director level.

FOCUSED SALES TRAINING PROGRAMS



SALES BASE CAMP

- Provides a solid base & developing understanding of fundamental skills for successful selling
- For team members relatively new to a sales role
2 days



PRESENTING WITH IMPACT

- Foundational skills for delivering impactful and effective presentations - confidence builder
- For team members relatively new to a sales role
2 days



CRITICAL THINKING & PROBLEM SOLVING

- Encourages entrepreneurial thinking and deeper analysis - provides effective approaches & tool kit
- For established & performing sales people
2 days



ADVANCED SELLING SKILLS

- Elevate selling skills to advanced level - building on base camp or Sales APPROACH™
- For experienced & effective sales team members
2 days



THE SKILLED SALES NEGOTIATOR

- Utilising negotiation processes & how to achieve win:win outcomes to deliver business objectives
- For experienced & effective sales team members
2 days + pre-work



COACHED FIELD VISIT SUPPORT

- COACHHOUSE coach in field 1:1 coaching for a sales representative or manager
- For experienced & developing sales team members
1 day



OPEN ACCESS SALES EFFECTIVENESS TRAINING

- The following 'open' programs are available (mixed organisation groups make up training cohort)
- Sales APPROACH™ - 8 step consultative Sales & Account Management
- Value-based Selling fundamentals : Medical selling for 1st time sales people : Presenting with impact
- For smaller sales teams and organisations who may only have 2 or 3 team members to train

This can be cost effective, however, please note that these courses are scheduled based on demand

LEADERSHIP DEVELOPMENT



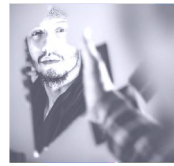
ASPIRING LEADER

- Management fundamentals - planning, effective communications, performance management etc.
- For high potentials and / or new sales managers
2 days



COACH THE COACH

- Coaching fundamentals - including 10 min field coaching & remote coaching
- For new and established sales managers
2 days + online facilitated follow up sessions



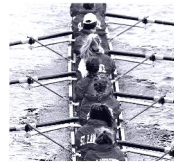
THE EMOTIONALLY INTELLIGENT LEADER

- Build a practical understanding of EI and self awareness - identifying and focusing on strengths
- For new and established and senior sales leaders
1 day



COACHING FOR PERFORMANCE

- Feedforward, coaching change, setting long term goals, how to develop accountability in others
- For new and established and senior sales leaders
2 days



BUILDING TEAMS & CONFLICT MANAGEMENT

- Creating team dynamic, avoiding & dealing with dysfunction, critical conversations & conflict
- For new and established and senior sales leaders
2 days



THE ADAPTABLE SITUATIONAL LEADER

- Adapting leadership style for different personalities and situations - Adapting communication
- For new and established and senior sales leaders
1 day

3. COACHHOUSE Sales Transformation Consulting & Leadership

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SALES TRANSFORMATION CONSULTING & LEADERSHIP



Jim Backhouse | Commercial Leadership coach

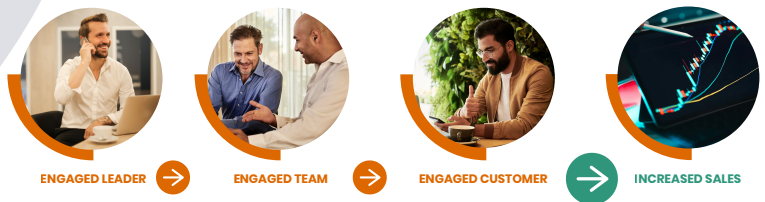
Sales Leadership

Enabling leaders to achieve sustainable high performance

- Sales Leadership development
- Commercial improvement consulting projects
- Sales Coaching

PHILOSOPHY

- High performance is an outcome of appropriate strategy executed in a simple and reproducible way within a highly engaging and positive environment
- Developing a high performance culture enables optimum execution



APPROACH

COACHHOUSE enables sales leaders to develop: -

- the right **culture** - through coaching of leaders in advanced engagement and communication strategies
- the right **strategies** - consulting process of evaluation, recommendation and execution planning
- **execution** at the right frequency and level of quality - supported by project management or interim management
- a systematic approach to **performance** improvement utilizing the CoachHouse Performance Cycle



SALES LEADERSHIP PROJECTS

- Transformation of sales leadership team in Gulf [Acino]
- Coaching & mentoring of 2 Sales Directors [Acino]
- Sales Effectiveness and sales reorganisation Home sales [OSN]
- Sales turnaround as Interim VP Commercial [OSN]
- Go To Market planning & execution medtech project [Healthium]

COMMERCIAL IMPROVEMENT

- Led Commercial mindset & process change project [Acino]
- Returned Gulf business to revenue & EBIT growth +24% [Acino]
- CRM for sales & introduced funnel opportunity approach [OSN]
- Led design & implementation of regional KAM team [Eurotaxglass's]
- Led price harmonisation project EMEA [Johnson & Johnson]

SALES COACHING

- Design and implementation of Sales APPROACH™ program
- Coaching for sales leaders across many industries & sectors
- Sales training & coaching in 33 countries
- Expansive suite of coaching & training programs available
- e.g. Coach the Coach, Commercial, Negotiation, Advanced selling

COACHHOUSE CLIENTS (SELECTION)



TESTIMONIALS

“Working with CoachHouse is one of the best investments we have made and will continue to make.” Anthony Doyle, General Manager Beckman Coulter

“The CoachHouse selling program was built around our existing sales and marketing, objectives, products and services and has enabled our products and services to be delivered through a “Consultative Sales Process. The program has facilitated a move toward a culture of continuous sales development through professional selling skills and management coaching” Chris Portis, Director Clinisupplies Ltd.

PLEASE CONTACT US

We are always available to discuss your specific needs and provide more detail about our programs or bespoke services

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