

# Coaching Mindset, Not Just Training: The Real Sales Leadership Imperative

## Adaptive Coaching Excellence

It's no longer enough to train managers on coaching techniques - organisations must build **coaching mindset** as a core leadership belief. This means equipping sales managers not just with skills, but with the approaches, tools, and ongoing support to embed coaching into the fabric of their everyday leadership.

**Underpinned by neuroscience, the Adaptive Coaching Excellence Programme takes a unique approach to creating high-impact coaching interactions.**

### The Problem: A Coaching Gap Undermining Sales Performance

Frontline Sales Managers are key to team development, yet 42% lack coaching confidence and dedicate just 9% of their time to it. As sales reps seek real-time, peer-driven learning, only 38% feel supported in current skill growth - and just 34% for future development (Gartner<sup>1</sup>).

### The Solution: Building Coaching Capability for Long-Term Sales Impact

Effective sales coaching is widely recognised as a key driver of performance, engagement, and long-term growth. Yet, many organisations fall into the trap of viewing coaching as a one-time training event rather than a capability to be developed and sustained. Most first-line managers (FSLs) face challenges in delivering consistent, high-impact coaching - despite being expected to lead and develop their teams.

### The Shift: From Coaching Training to Coaching Capability

The challenge isn't just about teaching managers how to coach - it's about cultivating a 'coaching mindset' and embedding 'coaching as a continuous capability'.

**That's where the Adaptive Coaching Excellence Program comes in.** Grounded in neuroscience and designed to drive meaningful coaching conversations, the program helps Sales Leaders move beyond quick fixes to develop adaptive, outcome-focused, and impactful coaching behaviours.

### Adaptive Coaching Excellence

#### Case Study Insights

#### The Perception Gap Analysis Findings<sup>2</sup>

1 - SPs expressed **uncertainty about what good coaching looks like**. 2 - Many FLSs acknowledged their **own skill gaps & expressed a willingness to improve**, 3 - Coaching efforts were often focused on fixing immediate issues, with **limited emphasis on ongoing development**.

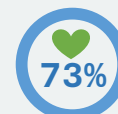
#### Sales Professionals Impact<sup>2</sup>



on the frequency of coaching interactions.



on the value of coaching discussions.



believe continued focus on Adaptive Coach principles will boost performance.

#### Sales Leader Feedback<sup>2</sup>



Would Recommend



Overall Value



Rated Tools Usefulness  
Perception Gap Analysis Report, Coaching Toolkit Workshop & Recorded Call Analysis

<sup>1</sup> Gartner - What Type of Sales Manager Are You? Gartner <sup>2</sup> Rubica Client Survey Data 25