

TODAY'S SALES COACHING

Strategies That Drive Performance

Derived from capturing L&D perspectives through rigorous surveys and thorough analysis, Training Industry research offers data-backed insights and best practices for corporate training professionals.

In recent Training Industry research about the popularity of different types of coaching used in modern organizations, sales coaching was endorsed by 33% of respondents.

We explored this data further to understand how sales coaching is applied, its effectiveness and its challenges.

Sales coaching is seen as fairly effective.

78%

of organizations that deploy sales coaching said their programs were effective.

Most sales coaching programs aren't new.

53%

of the sales coaching programs in our sample have been operating for more than 5 years, and only 1% were less than one year old.

Overall, 80% are considered mature, with just 6% rated as underdeveloped.

Struggles are commonplace.

The two prominent challenges facing sales coaching programs are:

Employee motivation to be coached

51%

Lack of time to participate

47%

Roughly **30% of organizations** also cited:



Implementation complacency



Weak metrics



Stalled progress in salespeople

The top outcomes expected from sales coaching included:

81%



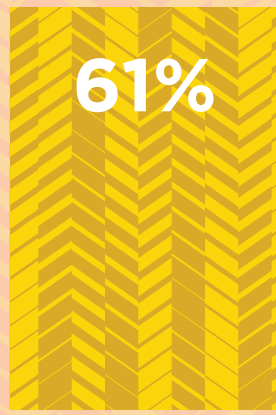
Improve job performance

76%



Enhance career development

61%



Improve team dynamics

Recommended practices to improve sales coaching at your organization:



Prioritize Motivation and Engagement

Involve sales professionals in setting their own goals to increase ownership and commitment to the process. Clearly communicate the benefits, such as improved job performance, career development and stronger team dynamics.

Integrate Coaching Into Daily Workflow

Address time constraints by embedding coaching into existing workflows. Keep sessions short and focused, and use digital tools or asynchronous options to make participation more flexible and sustainable.



Support Long-Term Coaching Success

Preserving coaching program maturity and delivery consistency is a maintenance task more than it is about improvements. Standardize frameworks, provide ongoing coach training and refresh content regularly to prevent stagnation and align with evolving sales strategies.

Measure Impact and Continuously Adapt

To avoid complacency and support salespeople's progress, track clear performance metrics such as quota attainment or win rates. Use data and feedback to refine the coaching program and demonstrate its impact on performance.

