

Sales Leadership Coaching

Sales Leadership Coaching is a reflective and strategic process, designed to help sales leaders prioritise high-impact activities, refine strategies, and focus on leadership rather than just selling.

It provides mentorship based on real-world experience, allowing leaders to learn from someone who has been there and done it. This strengthens their ability to motivate, mentor, and hold teams accountable, ensuring higher performance, stronger retention, and long-term growth. It also enhances decision-making, resilience, and adaptability in high-pressure sales environments, ultimately developing transformational leaders who build and scale high-performing sales teams.

Sales Coaching for teams is more hands-on and skill-based, blending coaching, mentoring, and performance analysis to help reps at all levels—from SDRs to AEs and Sales Directors—continuously improve their skills and mindset. Unlike traditional sales training, which tells reps what to do, this approach encourages self-analysis, shifts mindsets, and fosters long-term performance improvements.

For organisations, this means a more motivated, organised, and self-aware sales force, ultimately leading to higher revenue, better leadership within the team, and improved retention rates.

Beyond behavioural changes, sales coaching helps embed proven methodologies like Challenger, SPIN or MEDDPIC, ensuring sales reps can execute the right process effectively.

We bring real experience to the table, analyse sales calls, and provide actionable feedback to drive meaningful improvements.

Volker, originally from Germany, excelled academically in the UK, topping his class with a BEng (Hons) and an MBA, alongside his Master Practitioner in NLP and training in Emotional Intelligence. His credentials extend to Strengths Profiling, EQi-2.0/ EQ360 assessments, Counselling, and Psychotherapy.

Sales reps who receive dedicated sales coaching see 16.7% higher revenue growth over teams who don't receive sales performance coaching.

[Seismic](#)

With a rich leadership background, over 10 years in VP and CRO roles, managing teams of over 60 people and advising CXOs in technology companies, Volker's career is marked by adaptability and resilience. Beyond his professional pursuits, he values family time, adheres to a disciplined morning routine, and engages in continuous professional development.

He started his career in telemarketing, moved up the ranks to sales leadership and CRO positions, selling tech and SaaS solutions across a variety of sectors (Adtech, Martech, Edtech, HRtech) selling deals as low as £1,000 and up to £5m. Always focusing on consultative sales and strong relationship building.

Selected clients | [Testimonials](#):



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