



GROW YOUR BUSINESS FAST

SALES TRAINING PROGRAMS

smarter selling

Stop talking and start listening!



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ABOUT US



Hi, I'm Charmaine and my purpose is to help you grow your business.

My background is over 27 years of sales, with the last 9 years concentrating on Sales Training. This includes Workshops, Events, Seminars and Conferences. As a trainer or speaker.

ANY SIZE COMPANY

Whether your company size consists of you alone, or you and a few sales people or if you manage a national sales force, we have the right support to catapult your team into success. (In this document we will refer here to 'you and your sales team' - that covers any sales/business development client services/client facing/customer service person).

WE SIMPLIFY

We focus on equipping you and your sales people with methods and tools which are so simple they will embrace them easily and effortlessly.

OUR KNOWLEDGE

Tapping into years of experience, our sessions are fun, upbeat and get results fast. We use real-life situations and thought provoking exercises to engage, inspire and empower you and your team.

SUCCESS BREEDS SUCCESS

Giving you and your sales people the knowledge and confidence is the best you can do. Once they are on the front foot there is no stopping them. Our sessions help them with motivation and momentum.

CLEAR PROGRAMS

We have clearly defined programs that will help you to grow your business.

PUBLIC WORKSHOPS (2 DAYS)

Our highly motivating workshops teach the most comprehensive skills and techniques in sales. You want rapid advancement of your teams abilities - this is what will get it!

Levels: beginner to 40 years in
(send any number of your team)

COMPANY WORKSHOPS (2 DAYS)

Bespoke training tailored to your company's needs. Participants emerge fully equipped with both the practical application and the confidence.

See immediate behavioural difference in their capabilities, motivation and attitude.



WHY CHOOSE US?

Sharing tips of the trade from the professionals

Our programs are written by high performing sales professionals. They are in the field, selling. They are at the top of their game.

The trainers share tips of their success to enable you and your team to Grow your Business FAST. They have over 20 years sales experience each and are also Trainers of NLP (Neuro Linguistic Programming), Hypnotherapy, Time Line Therapy™ and Coaching.

Our philosophy is to assist our clients to focus their attention on the client (not on themselves). This means, as sales people, we pick up everything the client does and says (and doesn't do or say). This 'outward' attention means we get to understand our client much better, allowing us to create solutions which fulfill the clients' need and delivered in a way which aligns with

how they operate. **This ultimately separates you from competitor offerings.**

What's the outcome?

When your team's focus is 'outward' they easily find and essentially, we teach them how to **create** more opportunities. Your sales team will recognise and know how to maximise every opportunity by upselling, cross selling and ultimately growing their business quicker. Your clients achieve their goals and so become loyal and refer you on. Sales people become empowered, motivated and full of confidence.

Why is it so successful?

It's simple. It's obvious. It's easily remembered and it's flexible.

In every workshop we've run, participants say "this feels exactly right. It feels like the professional way to sell and if I were a client and someone approached me like this I would buy from them".



WHO BENEFITS?

Our sales training works at every level

Whether you're just starting out or you've been in the industry for your entire career, we have training to suit your level of knowledge.

THE BEGINNERS

These people are fresh to sales. Whether they're starting in a new career, moving roles or have a couple of years under their belt and looking to expand their sales knowledge - we help set the beginners up with the right habits from the very beginning. We guide them through the essentials and stretch their thinking on sales so it becomes easy to grow their business fast.

THE EXPERTS

They are years in, with lots of training.

Our courses help The Experts polish up on an idea, present a new concept from an angle they have never considered and break them out of default behavior to find further revenue. We can become blinkered to assuming what the client needs, this course breaks that. Firing up creativity in brain cells is exhilarating - they will gain renewed energy and drive into their job.

THE OVER ACHIEVERS

So, they are already blasting their target each month. Imagine them being able to understand how that client operates, how to read their thoughts! And that's just the beginning! Give them some skills that will literally, blow their minds! Giving them even more reason to get out and get in front of potentials. Easily, oh so easily up selling and growing their business even faster and with more profit.



WHAT'S THE PROCESS?

PUBLIC WORKSHOPS (ALL 2 DAYS)



Our highly motivating workshops teach the most comprehensive skills and techniques in sales. You want rapid advancement of your teams abilities - this is what will get it!

Stage One: Sales Accelerator is learning the fundamentals to finding, creating and converting sales FAST. Incredibly powerful.

Each participant gets to fully understand a simple method to ensure business growth.

They will emerge up skilled, re-energised, motivated and raring to go.

You will learn the key principles of Observing and Adapting. The methodology of the alignment

funnel to elicit over 40 things your client is saying and doing.

This is the most advanced 'foundation' course in the market - Suitable for ALL abilities - Business owners, Sales Directors, Sales Managers, Sales people and those new to sales.

New Sales people learn exceptional habits from the beginning. Those more senior Sales people/ Managers easily adopt advanced thinking which assist them in how they provide their solution. Motivating their client to buy. Knowing how to grow the business fast.

Summary of topics on page 6, details on pages 7-13

COMPANY WORKSHOPS (ALL 2 DAYS)

Everything we do is simple and effective – including the process of how we work together. These six steps keep everyone informed of where the training is at, and ensures that everyone has mastered all the tools deemed necessary to over-achieve in your workplace.



Your company enjoys tailored material, great for rapidly up-skilling your team.

Getting to know you: We take time to understand your goals, team, clients etc.

Tailoring the workshops to focus on what they most need to succeed, we choose the topics that achieve and exceed your desired outcome. See page 6 for 'Stages of Development' which is often used as a guide for your team's development.

Engaging, practical and fun, the exercise based workshops deal with real life situations arming each person with solutions. They emerge fully equipped with both the practical application and the confidence.

See immediate behavioural difference in their capabilities, motivation and attitude.

Venue: We run workshops 'off site'. Your team will think, act, adopt ideas and behave differently when they are somewhere different.

Summary of topics on page 6, details pages 7-13



PUBLIC WORKSHOP

COMPANY WORKSHOP

WORKSHOPS

Our workshops are tailored to your needs. Here are the most popular.

STAGES OF DEVELOPMENT

STAGE 1

SALES ACCELERATOR 2 DAYS

- 7 foundations of sales. How to find, create and convert a sale FAST.
- Rapidly up skill your sales people and get them confident and ahead of the game.
- Techniques that win business.
- Learn how to observe and align with your customer.
- Learn questions that will get you the sale.

Essential knowledge for the sales professional

- Exploration
- Listening
- Objections
- Negotiation
- Managing Clients' expectations
- Business Development
- Presenting

For more details see pages 7-8.

STAGE 2

Course 1: BUSINESS DEVELOPMENT 2 DAYS

- Essential for growth, understand all elements of how to grow your business FAST.

Guidance for quick Business Growth

- Essentials
- Where to start looking/acquiring leads
- Who to target
- Approaches
- Plan, prepare, execute
- Your message
- Relevance
- Timing
- Cold calling
- Converting techniques
- Mindset
- Reframes
- Creating opportunities
- Deductive/Inductive
- Taking action!

For more details see page 9.

Course 2: PRESENTING 2 DAYS

- Confidence in all areas of the Presenting process.

Powerful presentations that have clarity and get results

- Plan & Prepare
- Structure
- Audience
- How to Influence
- Communication
- Materials
- The Message
- Body Language
- Different techniques
- Styles
- Audience
- Focus
- Energy
- Intention
- Anchoring
- 4 Mat System
- Modelling
- Installing
- Embedding
- Satir Categories
- Follow up

For more details see page 10.

Course 3: NEGOTIATION 2 DAYS

- Negotiation tactics that get you the best deal.

Be armed with powerful skills and the right mindset

- Preparation
- Mindset
- Fundamentals
- Styles
- Observation & Adaption
- Negotiation Tactics
- Different techniques
- Personality types
- Persuasion
- Influence
- Buyer position
- Value
- Reframes
- EI
- Build Trust
- Align
- Positioning
- Hierarchy
- Cartesian Coordinates

For more details see page 11.

STAGE 3

SALES MASTERY 2 DAYS

- NLP Techniques
- How the top 0.001% of sales people think, behave and communicate.
- Be the most successful sales person you know.

Advanced selling techniques

- Rapport
- Mindset
- Communication
- Eye patterns
- Strategies
 - Buying
 - Motivational
 - Convincer
- Meta Programs: Direction, Reason, Influencer, Convincer, Chunk size, Motivation, Listening and speaking style
- Values
- Awareness
- State of Excellence
- Goal setting

For more details see page 12.

STAGE 4

LEADERSHIP

- Lead and manage your team to excellence.

Management and Leadership

- Managing/Leading
- Reframing/Sleight of Mouth
- Modelling
- Personality types
- Motivating Team
- Empowering others
- Inspiring others
- Territory
- Team Work
- KPI
- Smart Goals
- Meetings
- Learning styles
- Enabling
- Delegating
- Values
- Meta Programs
- Mindset
- Coaching
- Recruitment

For more details see page 13.

The training flows in such a way that each stage follows the next.



PUBLIC WORKSHOP

COMPANY WORKSHOP

SALES ACCELERATOR

STAGE 1

STAGE 2

STAGE 3

STAGE 4

**SALES
ACCELERATOR**
2 DAYS

Course 1:
**BUSINESS
DEVELOPMENT**
2 DAYS

Course 2:
PRESENTING
2 DAYS

Course 3:
NEGOTIATION
2 DAYS

**SALES
MASTERY**
2 DAYS

LEADERSHIP

Successful Sales People are created - not born

Topics include:

- Exploration & Selling
- Questions
- Listening
- Objections
- Negotiation
- Managing Clients' Expectations
- Business Development
- Presenting

You want to be the Expert? Known as the Professional? Get deals that you thought were pipe dreams? This course is what will get you them. Most popular workshop – great for quickly up skilling your team to hit the ground running with powerful techniques across all the essentials of finding, creating and converting a sale. Expansion of skills to sharpen the tools and expand the knowledge of even the most experienced sales person.

This opens our mind to how we create and build trust. Why and How we get a sale. Two days of practical techniques which will get you working smarter and quickly bringing in more business.

Level: From beginner to someone 30 years in. See the next page for fuller content.

'The most advanced 'foundation' course in the market. Created by high level sales people, these topics have been created and are designed to have the most profound effect on someones abilities and confidence. When they finish the two days, participants have a different view of sales. Totally and utterly powerful. It 'shifts' mindsets about human behaviour. Practical and simple. The best 2 days you will have had in training.' **Charmaine Keegan**

SALES ACCELERATOR

Most popular – great for quickly up skilling your team to hit the ground running with powerful techniques across all the essentials of finding and converting a sale. Expansion of skills to sharpen the tools and expand the knowledge of even the most experienced sales person.

2 days

Level: beginner through to Sales Manager. Summary: 7 foundations of the sales process. Exploration, Listening, Objections, Negotiation, Managing Clients' Expectations, Business Development, Presenting.

TOPIC 1: Exploration & Selling

Why do people buy? How to effectively sell your product, service or idea. How to be the expert. How to be professional.

Essential underpinning to every business transaction, critical to the success of the business.

Covering: Exploration like you've never known it before. Mind-shift on how to elicit information from your client. Exploration of the clients needs, by framing and questions that keep that client discussing what they need - which arm you with more than 20 core areas of information including:- information, needs, drivers, trust, value, beliefs, Internal Representations, how to be creative... (and more)!

Once elicited, this puts your sales person in the most professional, powerful position imagined. Allowing them to simply and easily respond by feeding back the right solution in the client's language and style and in a way which makes total sense to the client.

Outcome: Total confidence in ability to put forward a solution (delivered in the clients style) which is so perfectly aligned that you get the business. You are the professional. You are the Expert. Your solution is the one that is now obvious. Get that contract out there and then. The deal is done.

Questions are the KEY to finding out what your client needs. Learn different type of questions, how questions open up the client, delivery and style. The simplest way to separate yourself from the competitor is to ask intelligent, meaningful and relevant questions. And the quickest way to get more money in – ask the right questions to find opportunities.

TOPIC 2: Listening

The backbone of all communication.

Covering: We are all listening aren't we? Exercises that shake up that theory.

Outcome: Awareness of when I'm actively listening and when I'm in default mode. How your client listens and what to do to ensure they hear what you are saying in the way you want them to.

TOPIC 3: Objections

Understanding what this really means and how to convert into a sale.

Covering: Different types of objections. Understanding what the objection means. What about if the potential client keeps smiling and saying 'I'll be in touch' but

that doesn't happen - those that can't be straight with you...

Insight to how we feel and react to feedback and objections.

Outcome: Embracing objections and using them to forge more meaningful relationships that get the sale.

TOPIC 4: Negotiation

Successful negotiators are created not born.

Covering: Preparation, techniques, styles, mindset.

Outcome: Confident, successful negotiators who have a plan of action and all bases covered. Professionals who shift the focus off price and onto aligning the perfect solution (watch how the price negotiation just disintegrates or becomes less important to the client).

TOPIC 5: Managing clients' expectations

Service excellence. Managing tricky situations.

Covering: Servicing excellence, communication styles. Buying Signals. Building client relationships. How to ensure your client is sold on all your products all the time. How to manage them their way. What to do if it's all unraveling and the wheels are falling off...

Outcome: Understanding what is motivating your client and how they want to be communicated with. Effective use of emails, phone calls and meetings.

TOPIC 6: Business Development/Prospecting

Essential to the growth of your business. How to make prospecting easy and comfortable.

Covering: Energy. Mindset. Who to target, when, how, what to say, what to do! How to convert, Relevance, Timing, Emails, Phone calls, networking, cold calling.

Outcome: Someone who embraces prospecting with a clear head, consistency and genuine enthusiasm.

TOPIC 7: Presenting

Structure to ensure seamless delivery of your message.

Covering: Plan, prepare and execute. Structure, purpose and clients expectations. Observing and adapting. Next Steps.

Outcome: Powerful presenters who understand how to embed a message (that makes sense to your 'audience') with clarity.



PUBLIC WORKSHOP

COMPANY WORKSHOP

BUSINESS DEVELOPMENT

STAGE 1

STAGE 2

STAGE 3

STAGE 4

**SALES
ACCELERATOR**
2 DAYS

Course 1:
**BUSINESS
DEVELOPMENT**
2 DAYS

Course 2:
PRESENTING
2 DAYS

Course 3:
NEGOTIATION
2 DAYS

**SALES
MASTERY**
2 DAYS

LEADERSHIP

Learn the essentials to Business Development
Topics include:

WHERE, WHEN, HOW TO APPROACH

- How to create business opportunities
- Target clients 80/20
- Plan, prepare, execute
- Different approaches
- How to get in the door
- What to do via email, what not to do
- Cold calling
- Phone calls
- Reframes
- Covering techniques

TIMING

- Knowing the best time to reach out

RELEVANCE

- Research, meaningful, creating a need

MESSAGE

- How to be creative
- Opening lines
- Structure of your call/email/meeting
- What's your message? Why you reaching out?
What solution does this provide the client?
- Inductive/ Deductive

TAKING ACTION

- How to make it happen!
- Keep moving forward with volition!

MINDSET

- Being mentally ready ensures success
- Learn how to be bullet proof in your offering
- Taking action!

'Business development is essential for growth. Let's make it easy and simple, let's keep it fun, let's discuss and learn how the masters do it. Start from the philosophy that If you don't contact them you're doing them a disservice.' Charmaine Keegan



PUBLIC WORKSHOP

COMPANY WORKSHOP

PRESENTING



Powerful presentations that get clarity and results.

Topics include:

FUNDAMENTALS

- Structure
- Plan & Prepare
- Techniques and Styles

COMMUNICATE

- What you are saying, why, how
- Body Language
- Satir Categories
- Anchoring
- Influence
- Installing
- Embedding

PURPOSE

- Whats your message
- Follow up
- Intention

MATERIALS

- Which, how, when, why

AUDIENCE

- Who, what, why
- 4 Mat System
- Focus

MINDSET

- Modelling
- Energy

'Being masterful at presenting separates your offering from the competitor. It shows confidence and volition. A voice thats worth being heard.' Charmaine Keegan



PUBLIC WORKSHOP

COMPANY WORKSHOP

NEGOTIATION

STAGE 1

**SALES
ACCELERATOR**
2 DAYS

Course 1:
**BUSINESS
DEVELOPMENT**
2 DAYS

STAGE 2

Course 2:
PRESENTING
2 DAYS

Course 3:
NEGOTIATION
2 DAYS

STAGE 3

**SALES
MASTERY**
2 DAYS

STAGE 4

LEADERSHIP

Be armed with powerful skills and the right mindset
Topics include:

FUNDAMENTALS

- Plan, prepare, outcome
- Focus
- Intention
- Build Trust
- How to Align

TACTICS

- Techniques
- Hierarchy
- Cartesian Coordinates

MINDSET

- You set the value
- Emotional intelligence

AUDIENCE

- Value
- Buyer position
- Drivers
- Meta programs

COMMUNICATION

- Persuasion
- Observation & Adaption
- How to motivate
- Positioning
- What can move
- Influence
- Reframes

'Negotiation is about aligning, tactics, congruency in your offer and above all, mindset. We teach that people don't buy on price, there's so many other things to consider – and how to manoeuvre successfully around that playing field with competitors.' Charmaine Keegan



PUBLIC WORKSHOP

COMPANY WORKSHOP

SALES MASTERY

STAGE 1

STAGE 2

STAGE 3

STAGE 4

**SALES
ACCELERATOR**
2 DAYS

Course 1:
**BUSINESS
DEVELOPMENT**
2 DAYS

Course 2:
PRESENTING
2 DAYS

Course 3:
NEGOTIATION
2 DAYS

**SALES
MASTERY**
2 DAYS

LEADERSHIP

- NLP Techniques
- How the top 0.001% of sales people think, behave and communicate.
- Be the most successful sales person you know

You want to be able to read what your client is thinking? Then this is for you. Not for the faint hearted, an interview is required to get onto this course (and completion of at least stage 1). Topics include:

META PROGRAMS

- How to convince your clients
- How to motivate your client to buy
- How to influence how much time they take to make a decision
- Know how your clients speaking style, listening style, processing style, information style

STRATEGIES

- How to elicit your clients buying strategy
- How to know what convinces them
- How to motivate them

RAPPORT

- How to quickly build rapport in seconds without saying anything (even by telephone)

COMMUNICATION

- How we communicate, how your client communicates and how to adapt for maximum results

MINDSET

- State of Excellence
- Achieving Goals

VALUES

- What does your client value?
- What value level is your client operating from? Knowing this allows you to adapt your approach

EYE PATTERNS/PREDICATES

- Reading your clients eye patterns/ listening for predicates can enable you to communicate in their language.

"Imagine knowing in less than 3 minutes the information needed to sell to this client at a completely different level.

You will learn how your client thinks, what they think and how they operate. This enables you to have better conversations and ultimately feed back your solution in the exact pattern that makes total sense to them. That's the power of the advanced Sales Mastery.' **Charmaine Keegan**



PUBLIC WORKSHOP

COMPANY WORKSHOP

LEADERSHIP

STAGE 1

**SALES
ACCELERATOR**
2 DAYS

Course 1:
**BUSINESS
DEVELOPMENT**
2 DAYS

STAGE 2

Course 2:
PRESENTING
2 DAYS

Course 3:
NEGOTIATION
2 DAYS

STAGE 3

**SALES
MASTERY**
2 DAYS

STAGE 4

LEADERSHIP

Topics include: All areas of Managing/Leading

WHAT YOUR COMPANY/TEAM NEEDS

- Managing/Leading
- Learning styles
- Motivate individuals
- Duties/KPI/team work
- Recruiting
- Empowering others
- Setting and achieving goals
- Delegating

COACHING EXCELLENCE

- Be the best person you can be and assist your team to be the best they can be.
- Reframing/Sleight of Mouth
- Modelling
- Personality types
- Recruitment
- Coaching

ENABLING

- Research, meaningful, creating a need
- Motivating Team
- Empowering Others
- Inspiring others

TERRITORY MANAGEMENT

- Running a team and a territory, time management
- Team work
- KPI
- SMART Goals
- Meetings
- Learning styles

VALUES

- Aligning business values within the organisation

MINDSET

- You are the captain, sometimes dashing below deck rowing, but usually steering.
- Realise that its your job to steer that ship. Everyone relies on your doing it well.
- Great attitude starts from the top down. Know how to be in charge of your state.

META PROGRAMS

- Completely understand how your team operate.
- Allowing you to know precisely how to assist them.

'You are the captain of the ship. Many are still running downstairs and rowing. Enable your team to use their initiative and know when to row and when to row fast'. Charmaine Keegan



EVENTS

Having a sales get together? A yearly conference or seminar? A quarterly review where everyone gathers? Whether you are after a pumped up session that has them energised or a powerful impactful sales session, we can tailor an event to your exact requirements. This could be for any length of time. The duration and material is customised.

Skilled at getting everyone engaged and learning, our event sessions are professional, known to quickly up skill, practical, stretch every level and are interesting and fun.

We are skilled at taking any level of group (most are mixed levels) and taking them on a sales journey that they have not had before. You want to get quick ROI on your event – get some powerful sales training in!! They won't be able to wait to try out these advanced techniques. This is usually the highlight of their time as a group.



ANY SIZE GROUP

We tailor all our topics and material for you and your team.

Discuss with us ways in which your group can quickly expand their sales skills. Delving into exactly what you need in order to be successful.

We take time to understand your business your goals, objectives, your team, your customers and then provide you with a powerful sales program that assists everyone in rapid advancement. Business Growth becomes easy. Everyone in the organisation speaks the same language, everyone knows how to support each other.

Finding and converting clients becomes easy. Retention becomes easy. Referrals become easy.

PUBLIC (2 DAYS)

Your team can join us on a public course. They have tasking to do before hand so we understand your goals. They will learn skills from the trainer as well as learn from each other in the group. Great for bringing different perspectives into the company and opening our eyes to how others quickly grow their business.

The first course is the popular Sales Accelerator for rapid advancement of their abilities.

(it caters for all levels - someone new through to the Business owner)

COMPANY (2 DAYS)

We can run a company tailored program. We take time to understand you, your goals, vision, your team, their challenges, the client (and the clients' client) the competitor. The training is based on how you all operate and what you need to exceed your goal.

Company workshops usually have a plan of training to ensure continuous growth of the company. This keeps them professional, on the front foot, motivated and exceeding goals.

Steps we take together are on page 5.

CONTINUING SALES LEARNINGS

FURTHER DEVELOPMENT

Keep everyone evolving, up skilled, fresh, motivated and energised... keep them on the front foot. Regular sales training keeps the team competitive, sharp, polished and professional. Success breeds success.

They also enjoy learning new topics regularly and advancing their development as the fruits of the training pay out in the winning of much more business.

Frequency: Monthly, Bi Monthly or Quarterly.

Set up: Re anchor them back in the 'learning space' off site.

Topics: Often the next stage is to expand further on a particular topic, (for example a day devoted to Business Development) and then to evolve onto the next program (see stages below and on page 6).



STAGE 1	STAGE 2			STAGE 3	STAGE 4
<p>SALES ACCELERATOR 2 DAYS</p> <ul style="list-style-type: none"> • 7 foundations of sales. How to find, create and convert a sale FAST. • Rapidly up skill your sales people and get them confident and ahead of the game. • Techniques that win business. 	<p>Course 1: BUSINESS DEVELOPMENT 2 DAYS</p> <ul style="list-style-type: none"> • Essential for growth, understand all elements of how to grow your business FAST. 	<p>Course 2: PRESENTING 2 DAYS</p> <ul style="list-style-type: none"> • Confidence in all areas of the Presenting process. 	<p>Course 3: NEGOTIATION 2 DAYS</p> <ul style="list-style-type: none"> • Negotiation tactics that get you the best deal. 	<p>SALES MASTERY 2 DAYS</p> <ul style="list-style-type: none"> • NLP Techniques • How the top 0.001% of sales people think, behave and communicate. • Be the most successful sales person you know. 	<p>LEADERSHIP</p> <ul style="list-style-type: none"> • Lead and manage your team to excellence.



ABOUT CHARMMAINE

Director of Smarter Selling

Charmaine Keegan has spent 26 years immersed in the world of selling.

Since 2008 she has channeled her sales expertise into helping others through her powerful, practical sales training.

She excels at understanding what clients need and thereby is a driving force in understanding how to bring in revenue quickly.

She's particularly noted for her outstanding strategies which build up a sales persons confidence, are simple to implement and get instant results. Constantly looking to expand on her own skills she has traversed the journey through NLP (Neuro Linguistic Programming) and Hypnotherapy through Practitioner, Coach, Master Practitioner & Coach to now a Trainer of NLP, NLP Coaching, Hypnotherapy and Time Line Therapy™.

She is a thought leader on everything and anything to do with sales, frequently seen at public engagements about a range of sales topics including: Mindset in Sales, How To Grow Your Business FAST, Eliciting your clients Buying Strategy to **SELL MORE!**

Charmaine started from humble beginnings in the UK, rolling your sleeves up and getting on with it, hard work, commitment and positive 'can do' attitude contributed to her success. She is company owner of Success Mindset Academy Pty Ltd (Smarter Selling is a subsidiary of that). Believing that your mindset has such a profound effect on your results and success in life. Her values are such that the company both banks ethically and supports The Smith Foundation.

Charmaine loves learning and embracing all new ideas. Currently keeping her up at night is her Master Trainer level of NLP, the latest books on how our mind works, 'Mind' and 'Behaviour' documentaries and any material related to Empowering people. Ask her about stand-up comedy, raising three boys and where to get the best Chai tea in Sydney.



FEEDBACK

Manny Rodrigues
Business
Development
Manager at
Gumtree.com

It was great to get training off someone who is in the sales field and not just someone reading off a script. I found the course very rewarding and I have been in the sales field for over 14 years. This was one of the most rewarding training courses I have attended. All my colleagues agreed with me. Often you forget so much being in the sales field so long so this was a great refresher as well as bringing me useful tools and methods which I put to use immediately.

Jordan Smith
Head of Branded
Content, Audio
Network Australia

From the very first session with Charmaine it was like a light bulb going on! That first session changed the way I think about sales and my clients! I now enjoy monthly sessions and therefore many more lightbulb moments.

Richard Gartner
Proprieter, Safe T Stop

Learned enormous amount on how to close the sale in a faster way. The course has helped us enormously – sales are up and the sales team are more positive.

Elena Di Palma
Group Manager
Westfield

Charmaine really understands how to motivate Sales People. Her ideas and tools are put forward in such a way that the team can implement them immediately to get results.

Sally Cull
GSM
WIN NBN

Charmaine's sessions are engaging, enlightening and full of very useful, practical sales methods to drive revenue.

Darren Matthews
APAC Sales Director
at CBS Interactive

As a sales professional with 27 years experience; I was admittedly dubious of the value that yet another sales training session would deliver.

I thought I'd heard everything about 'active listening', could have written and sold a book about 'buying behaviour' and would receive a thumbs up if ever there was a test about reading 'body language'. How wrong I was.

Charmaine delivered new information on these topics in a informative and uniquely engaging way and did so while explaining the neurological effect of her methods which helped my team and I truly understand their value.

I would recommend Charmaine to any sales professional regardless of their perceived knowledge and look forward to implementing her teachings in the years to come."



GET IN TOUCH

We care about you, your needs, your goals, your vision.

Thought and consideration has been put into each and every evolving exercise to ensure participants are engaged, enthused and know how to operate to maximum effectiveness. The result is confident individuals that go out and find, recognise, **create** and convert every opportunity. Easily. With Integrity.

Sales training offers us a lot of psychology – firstly your team feel invested in, secondly we handle the job (with you) of getting them open minded and ready by tasking and liaising before an workshop. Thirdly, we understand human behaviour, how to motivate people. We know how to quickly up skill them. If they are relaxed and having fun they embrace and pick up lessons

quicker. We teach about how to be in charge of our 'state'. So, that means how to be positive, congruent and bullet proof regardless of the challenges.

The essential training, for behavioural change, comes from the Inner Game. 'Mindset' and 'Skills' have equal importance. The right mindset is, quite frankly, a game changer.

We look forward to hearing your needs and seeing how we may be of support to you during this next phase of you and your sales team's career.

(Public workshop places can be booked directly through the website on the Public Workshops)

Charmaine Keegan, Director

Jay Patel, Big W

Charmaine was hired to inspire our 140 sales managers. Her brief was to help them understand how to grow their business. She delivered an interactive, engaging, practical workshop over two days. Her vast experience of sales was evident as she effortlessly answered questions on sales and passed on years of sale experience, tricks of the trade and enlightening insights all in their language, relevant to their day to day situations.

Each Sales Manager was motivated, up skilled and ready to take the learnings back to their stores. Easy to communicate with, Charmaine was diligent, professional, totally flexible and delivered much more than the brief.

Victoria Mallet, Client Service Manager

Charmaine caters for many different size groups, abilities and industries. Over the two days its incredible watching each person evolve so rapidly. Charmaine's ability to engage with everyone and get them excited about sales is remarkable. They emerge confident and motivated.

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smarter selling

Stop talking and start listening!