

smarter selling

Selling with integrity and creativity

Smarter Selling:

Sales Training
Programs

About

Us



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Selling with integrity and creativity

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

My background is over 20 years of sales, with the last 6 years concentrating on Sales Training (workshops) and Sales Coaching (one-on-ones).

ANY SIZE COMPANY

Whether your company size consists of you alone, or your sales team is over 200, we have the right support to catapult your team into success.

WE SIMPLIFY

We focus on equipping you and your team 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, up beat and bite sized! We use real-life situations and thought provoking exercises to engage, inspire and empower your team.

SUCCESS BREEDS SUCCESS

Giving your sales people both 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.

FIVE CLEAR PROGRAMS

We have five programs that will help you to grow your business - keep reading to find out which program is right for your business.



Why

choose us?

Our business mantra is to “Sell with Integrity”.

“Selling with Integrity” has been crafted over 20 years and is based on an intimate understand of why someone buys. It takes into account the psychology behind our thoughts and behavior, both conscious and unconscious.

Our philosophy has always been to **focus our efforts on the client**. This tiny shift in the way we think enables us to sell with more honesty, professionalism and with authenticity - genuinely caring about the client’s goals, challenges, strengths and vision.

What’s the outcome of this approach?

When people sell with integrity, they grow their business quicker and have a stronger competitive edge. Their 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 straight from University or starting in a new career, we help set the beginners up with the right habits from the very beginning.

The Faithfuls

These are the staff doing just nicely (thank you) with limited training.

These 'natural' sales people will get a kick out of learning tricks of the trade to catapult them even further over their target.

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 behaviour to find further revenue.

Firing up creativity in brain cells is exhilarating - they will gain renewed energy and drive into their job.

The Originals

They stand by values ingrained into them in the 90s 80s 70s... Steadfast and reliable, The Originals are professional and diligent - the playing field keeps changing. For the first time in 10 years we frequently have Sales Directors with 30 years experience joining a 20 year old on Sales Training. We help The Originals gain some new methods and stay ahead of the curve.



What's the process?

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

- 1 Evaluation** Where are you now? Where do you want to be? What are the challenges? Who has what skills?
- 2 Approach** We decide on the right approach to the team/which program suits where they are right now.
- 3 Training Commences** Comprehensive training on how to grow your business. Learning selling techniques, sales methods, client alignment and trust.
- 4 Evaluation** Where are you at now? What further skills need to be developed?

Programs

Once we've evaluated your situation, we'll choose the right training program for you:

INDIVIDUAL SOLUTION	Sales STARTER 6 x 45 minute one-on-one sessions	The SALES STARTER is a tailored, personalised sales training program. Each week for six weeks we will personally coach you on essential sales skills.
	Sales ACCELERATOR 1.5 day intensive	The SALES ACCELERATOR is a 1.5 day off-site course where we teach the foundations of the sales process.
	Sales PRO 6 months of sales support	The SALES PRO program covers all sales material to run your patch for success. A mix of workshops, one-on-one's, mentoring and online support. Supports (and creates) "Gun Sales People".
TEAM SOLUTION	Sales Team ESSENTIALS 1.5-2hr workshops for 5 weeks	The SALES TEAM ESSENTIALS program covers all the essential sales knowledge to support your sales team - whatever level they are at. Motivating your team with powerful methods they can adopt immediately ensuring instant success.
	Sales Team PREMIUM 1.5-2hr workshops for 12 weeks	The SALES TEAM PREMIUM program covers essential sales methods as well as delving deeper into communication skills and ways to run the territory to its full potential. Our signature program.

We also have programs suited specifically to **Small and Medium Enterprises** (SMEs) as well as businesses in **Media Sales**. Please see our website for an outline of these programs: www.smarterselling.com.au

Sales STARTER

6 x 45 minute one-on-one sessions

Overview

The SALES STARTER is a tailored, personalised sales training program. Each week for six weeks we will personally coach you on essential sales skills. Covering all foundations of the selling process, this is essential knowledge for anyone who wants to sell anything. Everything you need to know that's essential to sales. Tailored exactly to the person's knowledge and skill level.

Topics Include

Exploration, questions, selling, alignment, trust, solutions, clarity of offering, presentations, managing clients' expectations, growing your business, negotiation.

Outcome

A highly skilled, confident business owner/sales person equipped with simple methods tailored to their style.

Who should attend?

Everyone who wants to sell more - at any level.

Sales STARTER

TYPICAL PROGRAM

WEEK 1: Exploration & Selling

Why do people buy? What do we have to do to be successful in business?

Essential underpinning to every business transaction. Critical to the success of the sales person.

Covering: Questions, listening, exploration, building rapport, understanding the big picture. How it's critical to the success of any sales person. What the client needs (or think they need), what your company requires, buying signals, benefits, conscious and unconscious communication. How to build trust.

Outcome: Mind-shift on how to ask the right questions, why, how to respond, how to keep the client discussing their needs. How to find alignment. Confidence in ability to put forward a solution that is exactly what the client needs. How to be the expert.

WEEK 2: Objections

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

Covering: Different types of objections. Understanding what the objection means. Insight to how we feel and react to feedback and objections.

Outcome: Embracing objections and using them to forge more meaningful relationships.

WEEK 3: 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.

WEEK 4: Managing clients' expectations

Service excellence. Managing tricky situations.

Covering: Servicing excellence, communication styles. Buying Signals. Building client relationships. 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 to. Effective use of emails, phone calls and meetings.

WEEK 5: Business Development/Prospecting

Nowadays prospecting couldn't be easier. How to make prospecting easy and comfortable.

Covering: Energy. Who to target, when, how, what to say, building rapport, what to do? How to convert. Relevance. Timing.

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

WEEK 6: Presenting

Structure to ensure seamless delivery of your message.

Covering: Plan, prepare and execute. Structure, purpose and clients' expectations. Reading the audience, follow up.

Outcome: Powerful presenters who understand how to embed a message with clarity.

Sales ACCELERATOR

1.5 days intensive workshop

Overview

1.5 high impact days covering all foundations of the selling process. Essential knowledge for anyone who wants to sell anything.

Topics Include

Exploration, Objections, Negotiation, Business Development, Presenting. Why do people buy? What does my client need? How do I earn trust? How to be constantly driving revenue. How to make prospecting easy and successful. How to get client loyalty? How to embed my message with clarity. What is consultative selling? How do I add value? Am I working with or against my client? How do I gain market share? How do I get business without going through the pitching process? How to get referrals.

Outcome

Enthusiastic, confident, skilled sales people with a spring in their step and an eye on solutions. Knowledge of what it takes to be a successful sales person and how easy it is to implement those simple methods to get results immediately.

Who should attend?

Everyone who wants to sell more and learn lots of tools and methods to align better with their clients.

Sales ACCELERATOR

COURSE PROGRAM

TOPIC 1: Exploration & Selling

Why do people buy? What do we have to do to be successful in business?

Essential underpinning to every business transaction. Critical to the success of the sales person.

Covering: Questions, listening, exploration, building rapport, understanding the big picture. How it's critical to the success of any sales person. What the client needs (or think they need), what your company requires, buying signals, benefits, conscious and unconscious communication. How to build trust.

Outcome: Mind-shift on how to ask the right questions, why, how to respond, how to keep the client discussing their needs. How to find alignment. Confidence in ability to put forward a solution that is exactly what the client needs. How to be the expert.

TOPIC 2: Objections

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

Covering: Different types of objections. Understanding what the objection means. Insight to how we feel and react to feedback and objections.

Outcome: Embracing objections and using them to forge more meaningful relationships.

TOPIC 3: 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.

TOPIC 4: Managing clients' expectations

Service excellence. Managing tricky situations.

Covering: Servicing excellence, communication styles. Buying Signals. Building client relationships. 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 to. Effective use of emails, phone calls and meetings.

TOPIC 5: Business Development/Prospecting

Nowadays prospecting couldn't be easier. How to make prospecting easy and comfortable.

Covering: Energy. Who to target, when, how, what to say, building rapport, what to do? How to convert. Relevance. Timing.

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

TOPIC 6: Presenting

Structure to ensure seamless delivery of your message.

Covering: Plan, prepare and execute. Structure, purpose and clients' expectations. Reading the audience, follow up.

Outcome: Powerful presenters who understand how to embed a message with clarity.

Notes: Please note that attendees on this course will be from different industries so it is a general sales course.

Day one: 8:30am - 4pm
Day two: 9am - 12noon

Please check our website for the next available dates: www.smarterselling.com.au

Sales PRO

4 x full day workshops

4 x one-on-one coaching

Email mentoring & online support

Overview

The big picture. Covering all foundations of the selling process and how to manage your territory. 6 months of support, empowering the individual. Up skilling, workshops, one on one coaching, mentoring in-between sessions and continued support.

Topics Include

Everything related to why someone should buy from you and how to run your patch for success.

Outcome

360 degree sales person. Ready for anything. Has the tools, knowledge and confidence to over achieve. Understands what you need as the Sales Director and What the client needs.

Who should attend?

Every person at every level. These workshops are conducted using an exercised-based program meaning a person beginning their sale career and a very experienced person will both gain enormous amounts of value from each workshop.

THE PROGRAM

WORKSHOP ONE

TOPIC 1: Exploration: Why do people buy?

Essential underpinning to every business transaction. Critical to the success of the sales person.

Covering: Questions, listening, exploration, building rapport, understanding the big picture. How it's critical to the success of any sales person. How to build trust.

Outcome: Mind-shift on how to ask the right questions, why, how to respond, how to keep the client discussing their needs. How to find alignment.

TOPIC 2: Selling: What do we have to do to be successful in business?

Covering: What the client needs (or think they need), what your company requires, buying signals, benefits, conscious and unconscious communication.

Outcome: Confidence in ability to put forward a solution that is exactly what the client needs. How to be the expert.

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

Outcome: Embracing objections and using them to forge more meaningful relationships.

WORKSHOP TWO

TOPIC 1: 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.

TOPIC 2: Communication: If 'Exploration' is the spine of the body then Communication is certainly the veins.

Covering: Different communication styles, how to quickly ascertain the style of your clients (and your colleagues). How to use this to your advantage.

Outcome: Likeable, approachable sales people who adapt to different communications methods, who effortlessly weave in methods that tell the other person you are on the same side.

TOPIC 3: Structuring of calls, cold calls, emails: How to make successful contact.

Covering: Just pick up the phone! (After planning, preparation and practice). Who are you calling, what do they need? What's your style.

Outcome: Sales people that have consistent professional tailored communication. Structure to ensure even the most nervous of cold callers succeeds effortlessly and effectively.

WORKSHOP THREE

TOPIC 1: Managing clients' expectations: Service excellence. Managing tricky situations.

Covering: Servicing excellence, communication styles. Buying Signals. Building client relationships. 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 to. Effective use of emails, phone calls and meetings.

TOPIC 2: Business Development/Prospecting: Nowadays prospecting couldn't be easier. How to make prospecting easy and comfortable.

Covering: Energy. Who to target, when, how, what to say, building rapport, what to do? How to convert. Relevance. Timing.

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

TOPIC 3: -Managing your territory: Most sales people are reactive. We like to think we're not, but we are. How to regain control over our goals and how we are going to get there.

Covering: Action Plan, Sales funnel, 80:20, time management, self-manage sales performance.

Outcome: Focus, clarity and a workable plan.

WORKSHOP FOUR

TOPIC 1: Presenting: Structure to ensure seamless delivery of your message.

Covering: Plan, prepare and execute. Structure, purpose and clients' expectations. Reading the audience, follow up.

Outcome: Powerful presenters who understand how to embed a message with clarity.

TOPIC 2: Influencing methods: Influencing is the reason, the very reason for being in sales and being employed!

Covering: What's happening both consciously and subconsciously when we have a meeting or presentation.

Outcome: Professionals who seamlessly weave into conversation, be it consciously or deliberately subconsciously, factors that will influence the buyers decision.

TOPIC 3: Gaining commitment/follow through: Some runners collapse just before the finishing line...ensure your sales people see the commitment and follow through as part of the process. Not an 'end' but 'the beginning'.

Covering: How to ask for the business, confirming the business, how to put your terms, how to position any potential issues. How to follow up and manage the business.

Outcome: Sales people who see past the signed contract, who understand the big picture and that the job really starts once the client signs.

ONE-ON-ONE COACHING

Running through the modules, also what is relevant to the individual right now. Deeper communication modules, structures of emails, presentations etc.

TOPIC 1: Creative solution selling/brain storming: "Solution selling" is an overused buzz word. What does that even mean? Are we not just pulling out a previous Power Point, tweaking it but essentially using the same ideas?

Covering: How to recalibrate your thinking to that of your client and their challenges (and therefore their big picture solution). How to get into a creative headspace.

Outcome: Sales people demonstrating a deeper understanding of their clients' situation which always results in more avenues for selling them your solution(s).

Notes: The one-on-one coaching can be done via Skype or if your office is in Sydney then it can take place at your office or 'off-site'. If your office is in Melbourne we will run two modules at the same time either face-to-face or via Skype.

Two modules can be learned back-to-back. (I.e. have structuring of calls, emails, presentation and influencing methods back-to-back, making the session length 1.5 hours and taking up two 'sessions').

Online support and mentoring program includes a mix of different articles to get the participant thinking creatively, new concepts, follow up information after a session and up to two hours of email viewing and advice.

Sales Team ESSENTIALS

1.5-2hr workshops for 5 weeks

Overview

Covering all foundations of the selling process. Essential knowledge for anyone who wants to sell anything.

Topics Include

Why do people buy? What does my client need? How do I earn trust? How to be constantly driving revenue. How to make prospecting easy and successful. How to get client loyalty? How to embed my message with clarity. Managing clients' expectations. How to do a powerful presentation. What is consultative selling? How do I add value? Am I working with or against my client? How do I gain market share? How do I get business without going through the pitching process? How to get referrals.

Outcome

Enthusiastic, confident, skilled sales people with a spring in their step and an eye on solutions. Knowledge of what it takes to be a successful sales person and how easy it is to implement those simple methods to get results immediately.

Who should attend?

Everyone who wants to sell more and learn lots of tools and methods to align better with their clients whilst giving their clients a better service - therefore making their own company more profit.

Sales Team ESSENTIALS

THE PROGRAM

WEEK ONE

DURATION: 2 HOURS

1. Exploration: Why do people buy?

Covering: Questions, listening, exploration, building rapport, understanding the big picture. How it's critical to the success of any sales person. How to build trust.

Outcome: Mind-shift on how to ask the right questions, why, how to respond, how to keep the client discussing their needs. How to find alignment.

2. Selling: What do we have to do to be successful in business?

Covering: What the client needs (or think they need), what your company requires, buying signals, benefits, conscious and unconscious communication.

Outcome: Confidence in ability to put forward a solution that is exactly what the client needs. How to be the expert.

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

Covering: Different types of objections. Understanding what the objection means. Insight to how we feel and react to feedback and objections.

Outcome: Embracing objections and using them to forge more meaningful relationships.

WEEK TWO

DURATION: 1.5 HOURS

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.

WEEK THREE

DURATION: 1.5 HOURS

Managing clients' expectations: Service excellence. Managing tricky situations.

Covering: Servicing excellence, communication styles. Buying Signals. Building client relationships. 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 to. Effective use of emails, phone calls and meetings.

WEEK FOUR

DURATION: 1.5 HOURS

Business Development/Prospecting
Nowadays prospecting couldn't be easier. How to make prospecting easy and comfortable.

Covering: Energy. Who to target, when, how, what to say, building rapport, what to do? How to convert. Relevance. Timing.

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

WEEK FIVE

DURATION: 2 HOURS

Presenting: Structure to ensure seamless delivery of your message.

Covering: Plan, prepare and execute. Structure, purpose and clients' expectations. Reading the audience, follow up.

Outcome: Powerful presenters who understand how to embed a message with clarity.

Sales Team PREMIUM

1.5-2hr workshops for 12 weeks

Overview

The big picture. Covering all foundations of the selling process and how to manage your territory. Comprehensive, in-depth 12 week course to support your sales team through all scenarios, ensuring you win the business. Everything related to why someone should buy and how to run your patch for success.

Topics Include

Objections, Powerful presenting, Negotiation, Managing Clients' Expectations, Questions, Listening, Sales funnel, Cold calls, emails, Communication (conscious and unconscious). Buying Signals, How to think like the client. How to influence buying behaviour. How to hear and see what the client is saying. Growth of business. Alignment. Building trust.

Outcome

Motivated, geared-up, confident, skilled sales people. In-depth knowledge of sales. This sales person will have the competitive edge like no other.

Who should attend?

Everyone who wants to sell more and learn lots of tools and methods to align better with their clients, giving their clients a better service whilst making their company more profit. Sales people who are either at the beginning and want to learn a simple, effective, successful way - or those up to 20 years of experience that are polishing up on some skills and open to learning some more.

Sales Team PREMIUM

THE PROGRAM

WEEK ONE

DURATION: 2 HOURS

1. **Exploration: Why do people buy?**

Covering: Questions, listening, exploration, building rapport, understanding the big picture. How it's critical to the success of any sales person. How to build trust.

Outcome: Mind-shift on how to ask the right questions, why, how to respond, how to keep the client discussing their needs. How to find alignment.

2. **Selling: What do we have to do to be successful in business?**

Covering: What the client needs (or think they need), what your company requires, buying signals, benefits, conscious and unconscious communication.

Outcome: Confidence in ability to put forward a solution that is exactly what the client needs. How to be the expert.

3. **Objections: Understanding what this really means and how to convert into a sale.**

Covering: Different types of objections. Understanding what the objection means. Insight to how we feel and react to feedback and objections.

Outcome: Embracing objections and using them to forge more meaningful relationships.

WEEK TWO

DURATION: 1.5 HOURS

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.

WEEK THREE

DURATION: 1.5 HOURS

Managing clients' expectations: Service excellence. Managing tricky situations.

Covering: Servicing excellence, communication styles. Buying Signals. Building client relationships. 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 to. Effective use of emails, phone calls and meetings.

WEEK FOUR

DURATION: 1.5 HOURS

Business Development/Prospecting: Nowadays prospecting couldn't be easier. How to make prospecting easy and comfortable.

Covering: Energy. Who to target, when, how, what to say, building rapport, what to do? How to convert. Relevance. Timing.

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

WEEK FIVE

DURATION: 2 HOURS

Presenting: Structure to ensure seamless delivery of your message.

Covering: Plan, Prepare and execute. Structure, purpose and clients' expectations. Reading the audience, follow up.

Outcome: Powerful presenters who understand how to embed a message with clarity.

Sales Team PREMIUM

WEEK SIX

DURATION: 1.5 HOURS

Communication: If 'Exploration' is the spine of the body then Communication is certainly the veins.

Covering: Different communication styles, how to quickly ascertain the style of your clients (and your colleagues). How to use this to your advantage.

Outcome: Likeable, approachable sales people who adapt to different communications methods, who effortlessly weave in methods that tell the other person you are on the same side.

WEEK SEVEN

DURATION: 1.5 HOURS

Managing your territory: Most sales people are reactive. We like to think we're not, but we are. How to regain control over our goals and how we are going to get there.

Covering: Action Plan, Sales funnel, 80:20, time management, self-manage sales performance.

Outcome: Focus, clarity and a workable plan.

WEEK EIGHT

DURATION: 1.5 HOURS

Structuring of calls, Cold calls, emails: How to make successful contact.

Covering: Just pick up the phone! (After planning, preparation and practice). Who are you calling, what do they need? What's your style.

Outcome: Sales people that have consistent professional tailored communication. Structure to ensure even the most nervous of cold callers does it effortlessly and effectively.

WEEK NINE

DURATION: 1.5 HOURS

Influencing methods: Influencing is the reason, the very reason for being in Sales and being employed!

Covering: What's happening both consciously and subconsciously when we have a meeting or presentation.

Outcome: Professionals who seamlessly weave into conversation, be it consciously or deliberately subconsciously, factors that will influence the buyers decision.

WEEK TEN

DURATION: 1.5 HOURS

Gaining commitment/follow through: Some runners collapse just before the finishing line, ensure your sales people see the commitment and follow through as part of the process. Not an 'end' but 'the beginning'.

Covering: How to ask for the business, confirming the business, how to position your terms and conditions, how to position any potential issues. How to follow up and manage the business.

Outcome: Sales people who see past the signed contract, who understand the big picture and that the job really starts once the client signs.

WEEK ELEVEN

DURATION: 1.5 HOURS

Creative solution selling/brain storming: "Solution selling" is an overused buzz word. What does that even mean? Are we not just pulling out a previous Power Point, tweaking it but essentially using the same ideas?

Covering: How to recalibrate your thinking to that of your client and their challenges (and therefore their big picture solution). How to get into a creative headspace.

Sales Team PREMIUM

Outcome: Sales people demonstrating a deeper understanding of their clients' situation which always results in more avenues for selling them your solution(s).

WEEK TWELVE

DURATION: 2 HOURS

OVERVIEW

Now it's been learned and put into practice this opportunity is to discuss and delve deeper into those modules. Participants are invited to run through their questioning techniques, presentations, influencing methods etc.

Covering: Where are you now and where are you heading? Everyone takes the stage for some airtime - we share learning's.

Outcome: A perfect recap of all the modules rolled into one dynamite session. Everyone benefits from hearing everyone else's feedback on what he or she is doing and how it's been used 'on the job'.

Sharpening their tools ready to face any situation!

Our workshops accommodate 3-20 people



Pricing

INDIVIDUAL SOLUTION	Sales STARTER 6 x 45 minute one-on-one sessions	\$960pp (\$160 PER SESSION)
	Sales ACCELERATOR 1.5 day intensive	\$895pp
	Sales PRO 6 months of sales support	\$2,100pp (\$3,800 IN VALUE)
TEAM SOLUTION	Sales Team ESSENTIALS 1.5-2hr workshops for 5 weeks	
	3-10 people \$800pp (\$160 PER PERSON, PER WEEK)	11-20 people \$550pp (\$110 PER PERSON, PER WEEK)
	Sales Team PREMIUM 1.5-2hr workshops for 12 weeks	
	3-10 people \$1,800pp (\$150 PER PERSON, PER WEEK)	11-20 people \$1,200pp (\$100 PER PERSON, PER WEEK)

FAQ

Q. Are you Australia wide?

A. We are world wide! We can Skype you anywhere in the world. We do sessions in the UK every year for a month and if the need arises we also do training in other countries.

Q. Where in Australia?

A. We are based in Sydney in the Inner West and regularly hold sessions in South Melbourne (or at your Melbourne office).

In other states and areas we hold workshops on demand. All that's needed is a room. It's quite easy to set up - we're very creative and versatile!

Q. Will you come to our office?

A. If you have more than three sales people on a course/package then we can come to you. If you have less, then usually we find a mutually convenient place. We have an office in the Inner West which is often used.

Q. What sort of room do you need?

A. If it's one-on-one any room will do, or even a coffee shop. It needs to be quiet enough to focus. If it's a workshop then a room that has no distractions. Should you have screen/flip chart that's useful but not essential.

Q. Does everyone have to attend each session, I have some sales people who are proficient at a certain area and feel they don't need training in that.

A. The packs are sold with the intention that the individual attends every session. They run 'in order'. This keeps momentum and flow. We 'dip' back onto previous modules as examples frequently. If someone is already very proficient in an area we delve down deeper.

Also, just a note, we find those who think they are 'OK in this area' are usually the ones who pick up the most new knowledge in that area!

Q. What is someone has a prior engagement (conference/holiday) and can not make a session?

A. Please let us know as soon as possible. We need at least 48 hours notice. We will do everything we can to go over the module in

details with that individual and 'tag' it onto another session that they are able to make. If this doesn't happen and it needs to be a stand-alone session that will attract a \$160 additional fee.

Q. What if someone is ill and misses a session?

A. Please notify us immediately. We realise that illnesses happen overnight and if someone calls in sick the next morning we need to be informed straight away. We will do everything we can to get them on another session that suits them. We really want everyone to get the most out of the training and that is our priority.

Q. What if someone doesn't show and forgets to inform you?

A. If we have turned up for a session and there is a 'no show' (with no cancellation notification) then the session price is still charged. Due to the nature of our work it's unfortunate, but necessary to bill as there is no time to fit another client in.

Q. You mention 'Approach' what does that mean?

A. In our experience, being 'told' to have sales training can be annoying for the rep.

If someone ASKS for training they have buy-in, engagement and commitment from the very beginning.

Working out how to best support your team and this approach, we feel, is vital for them getting the most out of it. No one wants to be in a workshop with someone who is reluctant.

If you have a person who is closed to learning or the team dynamic is such that this person (or a few) may be better having some one-on-ones, then we recommend taking that approach.

Prices and payment

All prices are subject to GST.

All payable in 14 days from date of invoice.

Sales Starter: Amount divided into two equal parts. One prior to commencement and one after the first session.

Sales Accelerator: Invoiced before and needs to be paid 48 hours before commencement of the workshop.

Sales Pro: Invoiced in three equal parts. Three payments invoiced before commencement, after month one and month three.

Sales Team Essentials: Invoiced into five equal parts after each session.

Sales Team Premium: Invoiced into twelve equal parts after each session.

About Charmaine

Director of Smarter Selling

Charmaine Keegan has spent 22 years immersed in the world of selling.

Most of her time was spent in Media Sales working as a sales representative - then onto Manager, Group Sales Manager and then Trainer, Mentor and Coach across Business to Business and Business to Consumer.

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

She's particularly noted for her outstanding strategies and revenue performance in Magazines, Newspapers and Outdoor.

Since 2014 Charmaine has been running the Mumbrella Media Sales School.

(Mumbrella is Australia's number one web hub for everything media, marketing and entertainment related).



**CHARMAINE
KEEGAN**

Director

“

We all know the power of a referral.

I was introduced to Charmaine's services by a trusted source & wanted to find out for myself if her training style would suit our organisation. I wasn't disappointed - the sessions I attended were extremely practical & dealt with core subject matter in a simple yet highly entertaining way. Her own experiences learnt over a lifetime of selling gave the course a "real" feel rather than simply disgorging Sales 101 logic.

I would highly recommend Charmaine to any individual or organisation that wants improvement.

Scott Campbell
Sales Director Yellow Media Brands

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Feedback

Linda Tizard
Managing Director
Audio Network
Australia

Charmaine's business coaching and sales techniques have been assisting our business since the beginning of 2011. We've used her services both in recruiting and for sales training.

Understanding our business, goals, staff, clients and challenges meant she was able to provide practical advice that we can put into practice immediately.

To ensure everyone gets the most out of the sales training, she identifies each person's unique way of selling, then tailors the training around their individual needs. This method coupled with working on current issues means the sessions are relevant, full of information and thought provoking.

I'm always motivated after a session!

Martin Lane
CEO
Focal Attractions

Charmaine was brought in to bring immediate revenue results to TNT Magazine's yearly and weekly titles. Her knowledge of how sales people think, react and learn was evident as she empowered the sales team of four. Immediately the results showed.

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 the team can implement them immediately to get results.

Dan Day
CEO
Invisible Artists

Stop selling and start helping - that's Charmaine's phrase and it aligns with our ethics here. Her warm personality coupled with in-depth knowledge about how people think, engage and buy has helped support our company whilst we grow from a smaller start-up in Sydney to having a global presence. Charmaine listens, and has helped guide us through its first two years (we also Skype her from our London and Singapore office).

Sally Cull
GSM
WIN NBN

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

Get in touch

I'm "new school" and lucky enough to be originally around to say I'm also "old school". This means I love new technology, Gen Y's confidence and the day I discovered LinkedIn. When I started out it was a yellow pages and a dial up telephone. All those skills learned! You had to find out who the decision maker was (no internet!) and quickly forge a meaningful, relevant rapport - building conversation which focused on them and then how your product or service aligned and would help (plus I had to sell to them that day or I got a warning). Building in subtle urgency for your solution was an art - it still is.

So much has changed, and continues to change - and also, interestingly, much hasn't.

To be ahead of the curve, to be constantly a step ahead of your clients (and their clients) we need some old-fashioned values (consistency, reliability, trust, respect, integrity) and embrace and utilise everything current.

Communication methods and tools change daily, knowing how to approach, align and sell a



solution to your client so you stand out, ahead of the pack. Making a decision to use your product or solution an easy decision.

I look forward to seeing if I can help support you and your team on this next phase of your sales career.

Charmaine Keegan
Director

Charmaine

Nick Woollard
Director
Invisible Artists

Charmaine has been instrumental in helping the team to develop their skills and providing on-going mentoring support. We have also seen a direct impact on the sales performance of those individuals who she is working with; and in their general confidence in carrying out their day-to-day responsibilities.

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smarter selling

Selling with integrity and creativity