

smarter selling

Selling with integrity and creativity

Smarter Selling:

# Sales Training Programs

Small and Medium Enterprises

# About

# Us



## smarter selling

Selling with integrity and creativity

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**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).

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### **ANY SIZE COMPANY**

Whether your company size consists of you alone, or you and a few sales people/client service people or a sales team, 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 client services/client facing/customer service person).

### **WE SIMPLIFY**

We focus on equipping you and any 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, up beat and bite sized! 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 - keep reading to find out which program is right for you.



# 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!”.



# 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. For SMEs, we offer either a tailored one-on-one solution or you can attend one of our offsite sales training days. **Due to the demand of workshops in some industries, we have tailored workshops specifically for them (see below).**

|                     |   |   |
|---------------------|---|---|
| INDIVIDUAL SOLUTION | <p><b>Sales STARTER</b></p> <p>6 x 45 minute one-on-one sessions</p>        | <p>The SALES STARTER is a tailored, personalised sales training program. Each week for six weeks we will personally coach you on essential sales skills.</p>  |
|                     | <p><b>Sales ACCELERATOR</b></p> <p>GENERAL SME'S</p> <p>1 day intensive</p> | <p>The SALES ACCELERATOR is a GENERAL workshop for Small and Medium Enterprises, where we teach the foundations of sales - helping you understand the fundamentals into how to grow your business.</p>                    |
|                     | <p><b>Sales ACCELERATOR</b></p>   | <p>NATURAL THERAPIES &amp; TRADITIONAL CHINESE MEDICINE</p>   |
|                     | <p><b>Sales ACCELERATOR</b></p>   | <p>BUILDERS, CARPENTERS &amp; PLUMBERS</p>  |
| TEAM SOLUTION       | <p><b>Sales Team ESSENTIALS</b></p> <p>1.5-2hr workshops for 5 weeks</p>    | <p>The SALES TEAM ESSENTIALS program covers all the essential sales knowledge to support you and your sales team - whatever level everyone's at. Motivating you all with powerful methods that can be adopted easily.</p> |
|                     | <p><b>Sales Team PREMIUM</b></p> <p>1.5-2hr workshops for 12 weeks</p>      | <p>The SALES TEAM PREMIUM program covers essential sales methods as well as delving deeper into communication skills and ways to run the business to its full potential. Our signature program.</p>                       |

# Sales STARTER

## FOR SMALL & MEDIUM ENTERPRISES

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 ONE: Exploration & Selling

**Why do people buy? How to effectively sell your product or service.**

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 TWO: 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 THREE: 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 FOUR: 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 FIVE: Business Development/Prospecting

**Nowadays prospecting couldn't be easier. How do 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 SIX: 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

GENERAL COURSE FOR SME'S

## 1 day intensive workshop

### **Overview**

An intensive (but fun!) high impact day covering all foundations of the selling process. Essential knowledge for anyone who wants to sell anything.

### **Topics Breakdown**

Business Development  
Communication  
Responding to the client  
Quoting  
Managing your clients' expectations  
Sales Essentials  
Exploration  
Questions  
Listening  
Negotiation

### **Outcome**

Enthusiastic, confident, skilled business owners with a great understanding of how to grow their business. Knowledge of what it takes to be a successful at the sales side of the business and how easy it is to implement some simple methods to get results immediately.

### **Who should attend?**

Everyone who wants to grow their business.

# Sales ACCELERATOR

## GENERAL COURSE FOR SME'S

### COURSE PROGRAM

#### **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: How to effectively sell your product or service.**

**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.

#### **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.

#### **TOPIC 5: 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 6: Business Development/Prospecting How do 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.

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This is a one day course held from 8:30am - 6pm. Please go to our website to find out when our next course dates are.

[www.smarterselling.com.au](http://www.smarterselling.com.au)

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# Sales ACCELERATOR

## NATURAL THERAPIES & TRADITIONAL CHINESE MEDICINE

### 1 day intensive workshop

#### **Overview**

An high impact day covering all foundations of the selling process of how to grow your business as a Natural Therapist or Traditional Chinese Medicine Practitioner.

#### **Topics Breakdown**

Business development  
Building rapport  
Communication  
Marketing 101  
Asking clients to book their next appointment  
Managing your clients' expectations  
Sales Essentials  
Exploration  
Questions  
Listening  
How to present products in a non sales way  
How to be comfortable discussing money  
How to manage filling my diary  
Being the expert  
Building trust

#### **Outcome**

Enthusiastic, confident, skilled business owners with a great understanding of how to grow their business.

#### **Who should attend?**

Everyone who wants to grow his or her business.

# Sales ACCELERATOR

## NATURAL THERAPIES & TRADITIONAL CHINESE MEDICINE

### COURSE PROGRAM

#### **TOPIC 1: Exploration:** Why do people come to you? How does someone decide on which practitioner to go to?

Why someone buys anything - essential underpinning to every business transaction. Critical to the success of the practitioner.

**Covering:** Questions, listening, exploration, building rapport, understanding the big picture. How to be professional, 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:** How to effectively sell your product or service.

**Covering:** What the client needs (or think they need), buying signals, benefits, conscious and unconscious communication. How to be the expert.

**Outcome:** The ability to put forward a course of sessions or products to your client in a non salesy way.

#### **TOPIC 3: Marketing:** What marketing means for your business.

**Covering:** Essential questions to ask yourself about your business goals.

**Outcome:** Clarity on some marketing basics. Filling your diary.

#### **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...! Understanding what is motivating your client and how they want to be communicated to. Effective use of emails, phone calls and meetings.

**Outcome:** Likeable, approachable, professional, respected practitioners who adapt easily with different communications methods.

#### **TOPIC 5: Business Development** How to make business development easy and comfortable.

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

**Outcome:** Someone who embraces prospecting with a clear head, a plan and genuine enthusiasm

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This is a one day course held from 8:30am - 6pm. Please go to our website to find out when our next course dates are.

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# Sales ACCELERATOR

**BUILDERS, CARPENTERS &  
PLUMBERS**

## 1 day intensive workshop

### **Overview**

An intensive (but fun!) high impact day covering all foundations of the selling process. Essential knowledge for anyone who wants to grow their business.

### **Topics Breakdown**

Quotes that get you the business  
Business Development  
How to get referrals  
Communication  
Responding to the client  
Managing your clients' expectations  
Sales Essentials  
Exploration  
Questions  
Listening  
Negotiation  
Building trust  
Being the expert

### **Outcome**

Enthusiastic, confident, skilled business owners with a great understanding of how to grow their business.

### **Who should attend?**

Everyone who wants to grow his or her business.

# Sales ACCELERATOR

## BUILDERS, CARPENTERS & PLUMBERS

### COURSE PROGRAM

#### **TOPIC 1: Exploration: Why do people come to you? How does someone decide on which company/trades person to go to?**

How to interact and engage with your clients. Why someone buys anything - essential underpinning to every business transaction. Critical to the success of your business.

**Covering:** Questions, listening, exploration, building rapport, understanding the big picture. What a potential client needs from you. How to be professional, how to build trust. Builders stereotype, working with the client, perceptions.

**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: How to effectively sell your product or service.**

**Covering:** What the client needs (or think they need), buying signals, benefits, conscious and unconscious communication. How to be the expert.

**Outcome:** The ability to put forward your solution in a professional manner.

#### **TOPIC 3: Negotiation: Successful negotiators are created not born. It's not about the price.**

**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, on site meetings, texts.

**Outcome:** Likeable, approachable. professional, respected business person who can adapt easily with different communications methods.

#### **TOPIC 5: Business Development/Prospecting How to turn each quote into business. How to make Business Development easy and comfortable.**

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

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

#### **TOPIC 6: Marketing What marketing means for your business**

**Covering:** Essential questions to ask yourself about your business goals.

**Outcome:** Clarity on some marketing basics. How you want your company perceived.

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This is a one day course held from 8:30am - 6pm. Please go to our website to find out when our next course dates are.

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# 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: How to effectively sell your product or service.

**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 do 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: How to effectively sell your product or service.

**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

|                                   |                                       |
|-----------------------------------|---------------------------------------|
| <b>Sales<br/>STARTER</b>          | <b>\$960pp</b><br>(\$160 PER SESSION) |
| 6 x 45 minute one-on-one sessions |                                       |
| <b>Sales<br/>ACCELERATOR</b>      | <b>\$595pp</b>                        |
| 1 day intensive workshop          | GENERAL SMEs                          |
|                                   | NATURAL THERAPIES & TCM               |
|                                   | BUILDERS, CARPENTERS & PLUMBERS       |

TEAM SOLUTION

|  |   |
|--|---|
| <b>Sales Team<br/>ESSENTIALS</b>                                       |   |
| 1.5-2hr workshops for 5 weeks  |   |
| <b>3-10 people</b><br><b>\$800pp</b><br>(\$160 PER PERSON, PER WEEK)   | <b>11-20 people</b><br><b>\$550pp</b><br>(\$110 PER PERSON, PER WEEK)   |
| <b>Sales Team<br/>PREMIUM</b>  |   |
| 1.5-2hr workshops for 12 weeks   |   |
| <b>3-10 people</b><br><b>\$1,800pp</b><br>(\$150 PER PERSON, PER WEEK) | <b>11-20 people</b><br><b>\$1,200pp</b><br>(\$100 PER PERSON, PER WEEK) |

All prices are subject to GST

# 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.

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

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

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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

## Michele Aboud Independent Photography Pro

Within the first 30 minutes of a six week course with Charmaine Keegan I quickly realised that my approach to clients, although sincere, was a bit "about face". Apart from the realisation experienced, I also felt relaxed and able to digest the information revealed easily.

It's now the third week and I'm wondering how on earth I've managed my marketing without this new insight that Charmaine presents so thoughtfully and so generously!

## Stephanie Kelly Reflexologist & Yoga Instructor

Run your own practice with business and professional confidence. Very practical course - easy to implement these ideas.

## 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!

## Nathan Fernandez Builder Central Coast NSW

I picked up so many practical tips on how to get more business. How to align with my potential customer. How to do less quotes and get more jobs. It wasn't 'sales', it was discussing normal interaction between people. Why someone would want to buy my service even if it was more expensive than the last person's quote. Everything was simple to incorporate into my way of working. Highly recommended if you want to look more professional and make more money per job.

## Kevin Redmond Accupuncturist

Take this opportunity to attain clarity on promoting your practice and understanding clients' needs - it has given me the confidence to approach clients about a series of treatments as well as offer products.

# 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 hearing from you.

Charmaine Keegan  
Director

**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 Mumbrella, Media Sales School.



**CHARMAINE  
KEEGAN**

*Director*

**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