



Grow Your Business

SALES TRAINING WORKSHOPS

smarter selling

Selling with integrity and creativity



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 Topics

We decide on

a) topics page 4-11 list the most common workshops and there is a 'List of Topics' on pages 12 & 13.

b) training type workshop, seminar, small group or one on one coaching.

3 Training Commences

Comprehensive training on how to grow your business. Learning selling techniques, sales methods and tools. **This booklet has focused on the main workshops.**

BEFORE

Tasking to get participant invested in their growth

DURING

Comprehensive training to grow your business

POST

Participant continued learning

4 Follow on / Momentum

Where are you at now – what is the next step. **Follow on and Momentum** training – regular sessions keeping everyone polished and on the front foot. **See pages 12 & 13 for list of 138 topics regularly covered with follow on training.**



WORKSHOPS

We have listed here the most popular – contact us so we can tailor the right workshop for you.

Sales Accelerator

(Rapid up skilling in all major areas)

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. [Page 4](#)

Sales Mastery

4 days

The highest level of sales thinking.

How do the top 5% of sales people work, behave, communicate?

What do they know? What do they do differently? Communication,

Mindset, Awareness, Rapport and Buying Strategy. Advanced

understanding of the 7 foundations of the sales process: Exploration,

Listening, Objections, Negotiation, Managing Clients' Expectations,

Business Development, Presenting. [Page 6](#)

Communication – Exploring your clients' needs

1 day

Communication, Exploration, Listening, Awareness. A powerful day of understanding your client and how to align. [Page 8](#)

Rapport and buying strategies

2 days

Taking you to a master level of sales. Understanding rapport and your clients' buying strategy. [Page 10](#)

Business Development

2 days

Learn how to grow your business. How to find business. Manage/acquire leads, approach, cold calls, how to convert.

[Page 10](#)

Presenting

3 days

Taking your presenting skills to a whole new level. Understand how to plan, prepare, and execute a powerful presentation that has clarity and results. [Page 10](#)

Negotiation

2 days

Successful negotiators are created not born. [Page 10](#)

Sales Directors

4 days

How to motivate, inspire and up skill your team. [Page 10](#)

WORKSHOP 1

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 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.

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.

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 unravelling 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

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 7: 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.

WORKSHOP 2

Sales Mastery

Advanced selling skills for experienced sales persons. This workshop and the Sales Accelerator are the most popular.

4 days*

The highest level of sales thinking. How do the top 5% of sales people work, behave, communicate? What do they know? What do they do differently?

Covering: Mindset, Communication, Awareness, Rapport, Buying Strategies, NLP thinking, State, Anchoring and Expanding the 7 foundations of the sales process with advanced levels of: Exploration, Listening, Objections, Negotiation, Managing Clients' Expectations, Business Development and Prospecting.

Very brief synopsis:

Topic 1: Mindset

Yes, up skilling and gaining knowledge is important. The essential training though comes from the Inner Game. You want to drive behavioural change? You want to be successful? Understand that YOU set the value for your solution way before the client does. The right mindset is, quite frankly, a game changer.

Topic 2: Communication

He with the most behavioural flexibility gets the business. Adapting your communication style.

Topic 3: Rapport

Essential if you want to know how to get in rapport with someone who isn't like you.

Topic 4: Buying Strategies

Your client has a (completely unconscious) structure of the way they buy. Know how to elicit this and you know exactly what to say and in what order for your message/solution to make complete sense to them.

Topic 5: Exploration

How to elicit your clients' needs: The ones they know about and further into the ones they don't. Find out about question types, needs, drivers, anchors, weights, spinning scenarios, value, beliefs and over 20 other key learnings from 'exploring' the clients situation. When elicited, understand what to do with this valuable information when it comes to delivering your solution.

Topic 6: What is selling

How to build and maintain trust between two professionals.

Topic 7: Listening

Listen to what is being said, and not said. How to check you're not presuming.

Topic 8: Objections

Find them, utilise them. Turn it into a sale.

Topic 9: Negotiation

Advanced techniques helping those negotiating anything for any price.

Topic 10: Managing your Clients' Expectations

Today's clients are your future business and referrals. How are you managing them?

Topic 11: Business Development/Prospecting

Who, when, how. Easy steps to find, reach out and convert new business. How to recognise opportunities.

Topic 12: Presenting

Structure for simple, seamless, meaningful, relevant delivery of your message

Topic 13: Awareness

The most powerful tool in your toolkit - the ability to have awareness in the situation.

WORKSHOP 1 Sales Accelerator

The previous page details the following topics.. Exploration, Listening, Objections, Negotiation, Managing Clients' Expectations, Business Development/Prospecting and Presenting.

This Master Sales level covers the same 7 topics and **expands further on them**. It also covers 6 more topics.

*Can be a 2 day workshop as a follow onto a 2 day Sales Accelerator workshop. In some instances can be a 3 day workshop.



WORKSHOP 3

Communication – exploring your clients needs

1 day

Exploration, Listening, Awareness, Communication,

What does your client need and how can you tie/link that to your service / product? A powerful day of understanding how to gain information and therefore align, build trust, create a need, listen and produce the perfect solution. Lots of exercise and hands on.

TOPIC 1: 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 clients needs (or think they need), what your company requires, buying signals, benefits, 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: Listening

The foundation to 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.

TOPIC 3: Awareness

Are we wrapped up in our words, our story, and our product. What else is going on?

Covering: Are we standing above the situation able to see all sides? Are we switched on?

Outcome: The most powerful tool in the book – the ability to have awareness of the situation. The greatest learning comes from that objective viewpoint.

TOPIC 4: Communication

He with the most behavioral flexibility gets the business.

Covering: Different clients communicate different ways, what style is yours? Behaviour flexibility. Conscious and unconscious communication.

Outcome: Knowing how your client needs to be communicated with. Effective use of emails, phone calls, web chats and meetings.

WORKSHOP 4

Business Development

2 days

Essential to expand your business.

Learn how to grow your business. How to find business. Manage/acquire leads, approach, cold calls, how to convert.

How to make prospecting easy and comfortable.

Covering: Energy. Who to target, when, how, what to say, building rapport, trust, what to do? Follow on. How to convert. Relevance. Timing. Managing your territory. Emails, phone calls. Communication techniques. Advanced Exploration and listening.

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

WORKSHOP 5

Presenting

3 days

Taking your presenting skills to a whole new level. Understand how to plan, prepare, and execute a powerful presentation that has clarity and results.

Structure to ensure seamless delivery of your message.

Covering: Plan, prepare and execute. Structure, purpose and clients' expectations. Reading the audience, follow up. Language skills, anchoring, voice, body language, storytelling, energy, stage, intention, focus, movement, communication, confidence.

Outcome: Powerful presenters who can influence their audience and embed a message with clarity.

WORKSHOP 6

Negotiation

2 days

Successful negotiators are created not born.

Covering: Preparation, techniques, styles, mindset, value, understanding how to move from persuasion techniques to sales techniques to move the focus off price.

Outcome: Confident, successful negotiators who have a plan of action and all bases covered.

WORKSHOP 7

Rapport and Buying Strategies

2 days

Become a Master of Sales. Taking you to a whole upper level.

Understanding how to seamlessly elicit your clients buying strategy and to turn that into a sale.

Powerful rapport techniques by understanding what is happening at a conscious and unconscious level.

Imagine you or one of your sales people are meeting a client. Lets say it's a casual coffee. Before they have shaken hands rapport is built. Before the coffee order is placed you/your rep knows the client's buying strategy. Before it arrives they know the clients convincer and assurance strategy. By the time the meeting is over you/your rep understand exactly the structure, pattern and words necessary to get this client over the line.

One of the most powerful tools in the kit. This will blow your mind. (It's my favorite!)

WORKSHOP 8

Sales Directors

4 days

How to motive, inspire and up skill your team. Learn the latest in understanding how to sell as well as how to get your team to sell.

Recruitment, retention, coaching, motivational techniques, values alignment, manage the team; manage the territory, running meetings, business development. Advanced Meta program work.

Business Development, Presenting, Negotiation, Rapport and Buying Strategies are also part of the 4 day SALES MASTERY (on page 8).

These separate stand alone modules delve deeper.

If you were after all of them then the powerful **Sales Mastery 4 days** will set your team up for success in those areas and then you could choose to either a) expand further on the areas of your companies choice or b) expand further in a follow on session.

LIST OF TOPICS

Here is a list of the more popular topics

Getting into the right headspace

Fundamentals of selling
Psychology of selling
Why people buy
Energy and attitude
Competition
Success breeds success
State - how to induce a state of excellence
Sales Myths

Business Development

Prospecting
Target list
Timing
Reasons to get in
Leverage opportunities
Emailing
Phone Calls
Networking
Referrals

Setting up the meeting

Time management
Gate keepers
Reasons for them to see you

Prepare

Preparation
Structure
Purpose
Message
Clarity
Outcomes

Planning
Meaningful/Relevant

Pitching

Winning pitches

Presenting

Structures
4 Mat System
Powerful presenting
Clarity of offering
Behavioural flexibility
Communication flexibility
Presenting styles
Competing with competitors
Confidence
Audience needs
Different size groups
Reading the audience
Up Selling
Embedding messages

The Meeting

Structure
Psyche
Openers
Rapport
Trust
Presenting styles
Observing
Questions
Communication Styles
Uncovering of needs
Delivering solutions
Embedding key messages
Communicating with clarity
Listening

Objections
Negotiation
The client who is now a friend - tactics
Professional
Being the expert
Basics: calls, emails, features and benefits

Following up

Timing, how, content.

Clients

Managing clients' expectations
Managing the territory
Service excellence
Management perceptions
Up selling

Selling

Communication types/ methods
Buying strategies
Decision making strategy elicitation
Motivational strategy
Convincer strategy
Assurance strategy
State - yours/the clients
Up selling
We're all selling!

The telephone call

Purpose/outcome
Structure of the call
Rapport
Trust
Uncovering of needs
Solution delivery

Customer service

Servicing - delivering service excellence

Communication

Confident communication
Conscious and unconscious communication
Integrity
Trust
Rapport
Observation skills
Sensory acuity
Behavioural flexibility
Cultural differences
Language
Reframing
Embedding
Sleight of mouth
Meta programs (knowing your clients)

General Duties

Attitude
Structuring the day
Time Management
Managing Territory
Effective & Efficient
Prioritising

Owners/Directors

General

Growing your business
Managing territory
Revenue opportunities
Goal Setting
Delivering results

Team

Recruiting/interviewing
Meta Programs (getting the most out of your team)
Empowering your team
Motivation techniques
Healthy office environment
Value alignments (company)
KPI's
Team confidence
Managing change
Office conflicts
Leading
Delegating
Self-initiatives
Solution thinkers
Creative thinkers
Brain storming
State - how to create an excellent 'state'

Communication

Master of communication

Clients

How to change team members and keep the client's business
Feedback

Leadership

Situational Leadership/ styles
Modelling

Managers

Successful manager program

Train the trainer

Understanding how to train others.
Coaching, mentoring and business techniques which will prepare you for training others.

Hypnotherapy

Time Line Therapy™

NLP Coach

NLP Practitioner

(Beginners, practitioner and Master Level certification for Hypnotherapy, TLT, NLP Coach and Prac.)

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.



Sydney: 02 9188 5253

Melbourne: 03 9088 3382

charmaine@smarterselling.com.au

smarterselling.com.au

smarter selling

Selling with integrity and creativity

