



# Grow Your Business

SALES TRAINING PROGRAMS

**smarter selling**

Selling with integrity and creativity



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# ABOUT US



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

My background is over 26 years of sales, with the last 8 years concentrating on Sales Training (workshops), Events (Seminars, Conferences) and Sales Coaching.

## ANY SIZE COMPANY

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

## WE SIMPLIFY

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

## OUR KNOWLEDGE

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

## SUCCESS BREEDS SUCCESS

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

## CLEAR PROGRAMS

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

### PUBLIC WORKSHOPS

Our high energy public workshops teach the most advanced techniques in sales. You want rapid advancement of your team's abilities - this is what will get it!

(Send any number of participants).

### COMPANY WORKSHOPS

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

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



# WHY CHOOSE US?

## Sharing tips of the trade from the professionals

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

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

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

need and delivered in a way which aligns with how they operate. **This ultimately separates you from competitor offerings.**

### What's the outcome?

When your team's focus is 'outward' they sell with integrity. Their clients achieve their goals - and so become loyal and refer you on. Your sales team know how to maximise every opportunity, up selling and growing their business quicker. 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.

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### THE BEGINNERS

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

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### THE EXPERTS

They are years in, with lots of training.

Our courses help The Experts polish up on an idea, present a new concept from an angle they have never considered and break them out of default behavior to find further revenue.

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

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### THE OVER ACHIEVERS

So, they are already blasting their target each month. Imagine them being able to understand how that client operates, how to read their thoughts!

And that's just the beginning! Give them some skills that will literally, blow their minds! Giving them even more reason to get out and get in front of potentials.

Easily, oh so easily up selling and growing their business even faster and with more profit.

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# WHAT'S THE PROCESS?

## PUBLIC WORKSHOPS



## COMPANY WORKSHOPS

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





# TRAINING OPTIONS

## PUBLIC WORKSHOPS

Our high energy public workshops teach the most advanced techniques in sales.

You want rapid advancement of your team's abilities – this is what will get it!

Starting with 'Stage One' Sales Accelerator – understanding the fundamentals to finding and converting sales FAST. Incredibly powerful. Each participant gets to fully understand a simple structure.

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

The most advanced 'Foundation' course in the market. (suitable for all abilities).

Summary of topics on page 6, details pages 7-12

## COMPANY WORKSHOPS

Great for rapidly up-skilling your team.

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

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

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

Summary of topics on page 6, details pages 7-12



# WORKSHOPS

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

## STAGES OF DEVELOPMENT

### STAGE 1

#### SALES ACCELERATOR

- 7 foundations of sales. How to find, create and convert a sale FAST.
- Rapidly up skill your sales people and get them confident and ahead of the game.
- Techniques that win business.

#### Essential knowledge for the sales professional

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

For more details see pages 7-8.

### STAGE 2

#### SALES MASTERY

- How do the top 1% of sales people work, behave and communicate?
- Be the most successful sales person you know.

#### Advanced selling techniques

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

For more details see page 9.

### STAGE 3

#### Course 1: BUSINESS DEVELOPMENT

- Essential for growth, understand all elements including: leads, approach, cold call professionally, influence and easily convert.

#### Comprehensive structure for quick Business Growth

- Essentials
- Where to start looking/acquire leads
- Who to Target
- Plan, prepare, execute
- Approaches
- What's your message
- Relevance
- Timing
- Cold Calling
- Converting techniques
- Inductive / deductive

For more details see page 10.

#### Course 2: PRESENTING & NEGOTIATION

- **Presenting:** Confidence in all areas of the Presenting arena from presenting your solution to one person or to 1000.
- **Negotiation:** Negotiation tactics that get you the best deal.

#### Advanced Presenting

- Powerful presentations that have clarity and get results
- Plan & prepare, Influence, Techniques, Audience, Reframing, Satir Categories, Body Language, Focus, Energy, Intention, Communication, Anchoring, 4 Mat System, Modelling, Embedding, Installing, Follow up,

#### Advanced Negotiation

- Preparation, Mindset
- Techniques, Persuasion, Value, Hierarchy, Cartesian coordinates

For more details see page 11.

### STAGE 4

#### LEADERSHIP

- Lead and manage your team to excellence.

#### Management and Leadership

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

For more details see page 12.

The training flows as such that each stage follows the previous stage. (i.e to do stage 2 you would need to have completed stage 1). The exception is Leadership where only stage 1 and stage 2 are required (we recommend stage 3 as well - but its not a prerequisite).

# SALES ACCELERATOR



## Successful Sales People are created - not born

Topics include:

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

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

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

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

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

## STAGE 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, service or idea. How to be the expert. How to be professional.

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

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

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

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

## TOPIC 2: Listening

The backbone of all communication.

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

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

## TOPIC 3: Objections

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

**Covering:** Different types of objections. Understanding what the objection means. What about if the potential client keeps smiling and saying 'I'll be in touch' but that doesn't happen - those that can't be straight with you...

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

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

## TOPIC 4: Negotiation

Successful negotiators are created not born.

**Covering:** Preparation, techniques, styles, mindset.

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

## TOPIC 5: Managing clients' expectations

Service excellence. Managing tricky situations.

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

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

## TOPIC 6: Business Development/Prospecting

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

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

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

## TOPIC 7: Presenting

Structure to ensure seamless delivery of your message.

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

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



# SALES MASTERY

STAGE 1

STAGE 2

STAGE 3

STAGE 4

SALES  
ACCELERATOR

SALES  
MASTERY

Course 1:  
BUSINESS  
DEVELOPMENT

Course 2:  
PRESENTING  
& NEGOTIATION

LEADERSHIP

Topics include:

## META PROGRAMS

- How to convince your clients
- Who to motivate your client to buy
- How to influence how much time they take to make a decision

## STRATEGIES

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

## RAPPORT

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

## COMMUNICATION

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

## MINDSET

- State of Excellence
- Achieving Goals

## VALUES

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

## EYE PATTERNS/PREDICATES

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

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

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



# BUSINESS DEVELOPMENT



Learn the essentials to Business Development  
Topics include:

## WHERE, WHEN, HOW TO APPROACH

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

## TIMING

- Knowing the best time to reach out

## RELEVANCE

- Research, meaningful, creating a need

## MESSAGE

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

## TAKING ACTION

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

## MINDSET

- Being mentally ready ensures success.
- Learn how to be bullet proof in your offering

'Business development is essential for growth. Lets make it easy and simple, lets keep it fun, lets discuss and learn how the masters do it' Charmaine Keegan



# PRESENTING & NEGOTIATING

STAGE 1

STAGE 2

STAGE 3

STAGE 4

SALES  
ACCELERATORSALES  
MASTERYCourse 1:  
BUSINESS  
DEVELOPMENTCourse 2:  
**PRESENTING  
& NEGOTIATION**

LEADERSHIP

Topics include:

## PRESENTING!

### ADVANCED PRESENTING SKILLS

- Formula has clarity and gets results
- Purpose (influential, inspire, empower etc.)
- Plan and prepare
- 4 Mat System
- Modeling, installing and embedding
- Cold calling

### AUDIENCE

- Audience focused
- Sitar categories
- Rapport

### COMMUNICATION

- What's your message? Language (verbal and body) persuasion

## NEGOTIATION!

### ADVANCED NEGOTIATION TECHNIQUES

(ie. Hierarchy negotiation etc.)

- Essentials to Negotiation.

### PREPARATION

- Preparation guidelines to ensure you are focused on what the client needs.

### MINDSET

- To start there is one person who decides the value of your offering and that's you. How to make sure you are mentally fit, cool and calm.

### VALUE

- How to keep the focus on value.

### FOCUS

- How to know where to keep your focus

'Being masterful at presenting and negotiation is equally directed by our mindset. Lets give them techniques and simple mindset tools to be in tip top condition when presenting or negotiating.' Charmaine Keegan



# MANAGING/LEADING



Topics include: All areas of Managing/Leading

## WHAT YOUR COMPANY/TEAM NEEDS

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

## COACHING EXCELLENCE

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

## ENABLING

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

## TERRITORY MANAGEMENT

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

## VALUES

- Aligning business values within the organisation

## MINDSET

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

## META PROGRAMS

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

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

# CONTINUING SALES LEARNINGS

## 6. FURTHER DEVELOPMENT

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

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

**Frequency:** Monthly, Bi Monthly or Quarterly.

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

**Example:** Usually in the first 2 months we are embedding the messages. So, we are running through what they have just learned, the training highlights, to embed the messages. They learn from us, they learn from each other. Your team can air scenarios for feedback and everyone learns. It's a fantastic opportunity to embed the core messages and then for them to recap on their learnings and how they are applying them.

This injection of sales training pumping through

your office closely following the sales training assists the team in being open to new ideas, unpack what they do with maturity and an opportunity to hear each others success stories with improved, positive, smarter language.

**Topics:** Often the evolution is to the next program (see below and on page 6) and with that we can, as always, tailor it so that it covers every topic that you require.



STAGE 1	STAGE 2	STAGE 3	STAGE 4
<b>SALES ACCELERATOR</b> <ul style="list-style-type: none"> <li>• 7 foundations of sales. How to find, create and convert a sale FAST.</li> <li>• Rapidly up skill your sales people and get them confident and ahead of the game.</li> <li>• Techniques that win business.</li> </ul>	<b>SALES MASTERY</b> <ul style="list-style-type: none"> <li>• How do the top 1% of sales people work, behave and communicate?</li> </ul> Be the most successful sales person you know.	<b>Course 1: BUSINESS DEVELOPMENT</b> <ul style="list-style-type: none"> <li>• Essential for growth, understand all elements including: leads, approach, cold call professionally, influence and easily convert.</li> </ul>	<b>Course 2: PRESENTING &amp; NEGOTIATION</b> <ul style="list-style-type: none"> <li>• <b>Presenting:</b> Confidence in all areas of the Presenting arena from presenting your solution to one person or to 1000.</li> <li>• <b>Negotiation:</b> Negotiation tactics that get you the best deal.</li> </ul>
			<b>LEADERSHIP</b> <ul style="list-style-type: none"> <li>• Lead and manage your team to excellence.</li> </ul>



# EVENTS

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

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

We are skilled at taking any level of group (most are mixed levels) and taking them on a sales journey that they have not had before. You

want to get quick ROI on your event – get some powerful sales training in!! They won't be able to wait to try out these advanced techniques. This is usually the highlight of their time as a group.



# SMALL GROUPS

We tailor all our topics and material for you and your team. Discuss with us ways in which your group can quickly expand their sales skills. We often have a business owner and one or two others come and run a tailored workshop. Delving into exactly what you need in order to be successful.

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

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



# ABOUT CHARMMAINE

## Director of Smarter Selling

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

Since 2008 she has channeled her sales expertise into helping others through her powerful training, events, mentoring and coaching.

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

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

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

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



# FEEDBACK

**Manny Rodrigues**  
Business  
Development  
Manager at  
Gumtree.com

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

**Jordan Smith**  
Head of Branded  
Content, Audio  
Network Australia

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

**Richard Gartner**  
Proprieter, Safe T Stop

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

**Elena Di Palma**  
Group Manager  
Westfield

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

**Sally Cull**  
GSM  
WIN NBN

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

**Darren Matthews**  
APAC Sales Director  
at CBS Interactive

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

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

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

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



# GET IN TOUCH

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

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

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

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

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

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

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

Charmaine Keegan, Director

### Jay Patel, Big W

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

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

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**smarter selling**

Selling with integrity and creativity