

smarter selling

Stop talking and start listening!

GROW YOUR BUSINESS FAST

SALES TRAINING PROGRAMS





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Why Smarter Selling?

Smarter Selling has earned the reputation of being the absolute authority in sales training. With over 25-years sales experience we create rapid advancement for sales teams using the latest techniques with a proven, robust methodology to ensure lasting results. We teach sophisticated 'consultative approach' selling methods for the modern seller. The sessions are practical, fun, up lifting, motivating and inspiring. Each team member is engaged, enthused and knows how to operate to maximum effectiveness. The result is confident individuals that go out and find, recognise, create and convert every opportunity. Easily. With Integrity.

Each trainer is a high performing sales person with a passion for up skilling and motivating others. They are all trained in the psychology behind communication -i.e how trust is formed, buying behaviours, how to motivate your client to buy etc.

Our approach brings about positive behaviour change that has an immediate effect with 'high performing', 'accountability' and 'results' at its core.

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

About you

Each program is customised to your business and goals. Our 3 step process means we understand you, your team, your vision, your customers.

The outcome is a team that are up skilled, motivated, confident and accountable. They are calibrated for growth. They adopt a success mindset, attuned to opportunities and to playing their best every day.



Who benefits?

Our sales training works at every level

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

The Beginners

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

The Experts

They are years in, with lots of training.

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

The Over Achievers

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

Your choice of programs

We have a suite of learning programs to suit your needs. These include:

smarter selling WORKSHOPS



Smarter Selling face to face programs

Our face to face programs are customised to exceed your goal.

Tailored to your business' exact outcomes, Charmaine will assist your team in understanding how to grow their business by taking them through a proven, robust methodology.

Interact and engage directly with the head trainer, Charmaine Keegan, and be inspired and motivated to perform at your best every day. She lights up any room with her infectious appetite for sales and her passion for sales people operating at their best every day.

Pages 5-13 explain in more detail the most popular topics.

smarter selling ACADEMY



Online Training Program

7 topics, 82 lessons all ranging from 2 minutes to 6 minutes covering every point on the *Sales Accelerator*.

Charmaine filming face to camera making it real, with passion, enthusiasm and energy.

The 7 topics are: Exploration, Listening, Objections, Negotiation, Managing Clients' Expectations, Business Development and Presenting.

[See the trainer and snippets of content](#)

smarter selling CHAMPION



What is the Smarter Selling Champion?

A champion from your organisation who is trained and licenced to train others in your organisation in the methodology and philosophy of Smarter Selling: Sales Accelerator.

Once your 'champions' are trained they can now train the team on how to sell to match your organisations style. They are fully equipped with the Sales Accelerator, its methodology, philosophy and principles.

They have been trained on how to get people intrinsically motivated and inspired, how to run a practical session which gets results. They are taught high level training methods.

This can go hand in hand with:

- The team having had face to face training from the original smarter Selling trainer (if possible)
- The team having access to the online Program

Smarter Selling's techniques are based on proven, robust methodologies and principles.

PHILOSOPHY: Observe & Adapt™

Being present, having full awareness of the client and adapting your communication to their style, so your alignment makes sense to them.

METHODOLOGY: Exploration Alignment Funnel™

Your intention is to really **understand your client**. Using intelligent questions establishes lasting, meaningful partnerships. You are the professional, the trusted advisor assisting them with your solution which adds value to them. The consequence of which is business growth for you.



The Steps of our Journey



1 PRE WORKSHOP INSIGHTS: 360°

2 WORKSHOP FOCUSED ON EXCELLENCE

3 POST WORKSHOP SUCCESS BREEDS SUCCESS

1. PERFORMANCE ASSESSMENT

3 WEEKS

2. PERFORMANCE IMPROVEMENT

1-2 DAYS

3. PERFORMANCE SUPPORTED

4 WEEKS

Business

Your business, vision, playing field, USP, challenges, competitors.

We step into everyone's shoes, yours, the industry, your customer's, your competitor's, your team's. What's happening to the playing field of your industry and how you sit amongst that. Where are the growth opportunities.

Team

Skill level, potential, requirements.

Who is the face of your business? How are they conducting their business? What's their knowledge level? Ability, planning, mindset, success rate? Who is doing it well? What's their skill level and potential?

Customers

Type, values, needs, alternatives, challenges.

Who is buying your solution? Why? What's their alternative? What's their challenges? Where are the opportunities/ scope for upselling?

Goal

Vision, purpose, outcome.

What do you want to achieve? What's your outcome? What do you want to see your team do/ act/ behave after the workshop? We calibrate our focus on exceeding this goal.

Introduce

Team excited, invested.

We assist you in getting the team open to learning, curious and excited. We reach out to start a relationship, build rapport and get them mentally ready for some great training.

Tasks

Individual insight.

They have a few tasks to complete before the training.

This:

- assists in getting them reflecting on their business (the learning starts here)!
- assists us in knowing them and their abilities, mindset and goal.
- gets them invested in their outcome.

Skills

Be a master. We share top end sales techniques. Strategy for success.

We take your team to the highest level. We teach them to be masters in sales. We embed a success mindset.

Topics

Choose topics to exceed goal

We share a world class philosophy and robust methodology which gets results fast.

Topics chosen are based on over achieving your goal.

We also layer in key behavioural changes. We set them up for success. They emerge inspired, upskilled and very clear on their action plan to achieve results.

Motivate

Take action!

We get the team re-energised about their job and their solution. Focus on outcomes and taking action! Being accountable!

Premium Training

Highest standard of trainers. Years of 'hands on' experience. Qualified.

Our trainers are sales people of the highest level. With over 20 years of sales success to draw on they provide real insight into what it takes to smash targets.

The workshops are engaging, motivational and fun. They have a reputation for quick successes and producing master sales people.

Our teachers are qualified in NLP (Neuro Linguistic Programing), Hypnotherapy and Time Line Therapy. So on top of extensive 'high level' sales experience they help you or your team know what's happening unconsciously between the customer and you.

Our trainers care about the outcome and have one goal in mind - to produce highly skilled, confident, motivated sales people who love their job and are able to achieve success continuously.

Mindset

Be positive about your solution & confident in your position.

We work on mindset. The right mindset is a game changer.

Accountable

Take action to achieve results.

They write action points which keep them accountable.

Content

Tailored content to drive results.

We tailor content to drive results. Receive 4 weeks of videos relevant to the training day (short, bite sized recaps and summaries of the key areas).

Coaching

Question platform to assist.

We encourage the team to reach out and ask anything to do with their training.

Resources

To assist with growth.

We send relevant materials to complement their learning.

Assistance

To the team.

We assist in ensuring everyone knows what to do.

Support

We support the Managers in knowing how they can keep the team upskilled and motivated. See Directors below.

We support the managers in knowing how they can keep the team upskilled and motivated.

Success

We set the team up for success.

Comes from wins. We focus on getting them 'winning' quickly.

Directors

Receive the 'Directors Report'.

This assists them back in the office on keeping the team on the front foot, polished, motivated, professional and result driven. Includes confidential notes from the trainer on key areas of opportunities for the team.

In summary, we set you up for continued success.

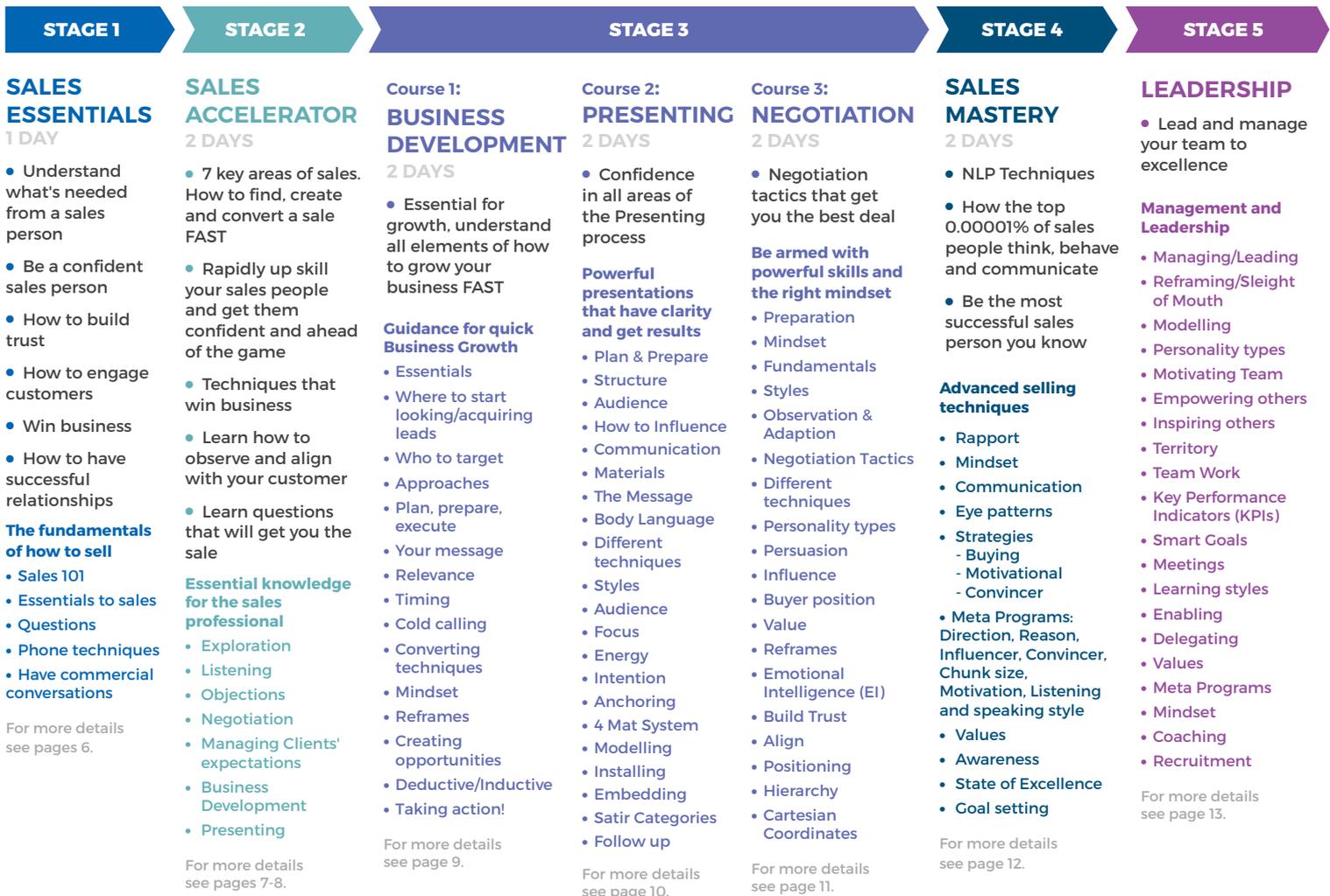


Workshops

Renowned for behavioural change and improved performance, Smarter Selling's suite of training programs set your team up for success.

STAGES OF DEVELOPMENT

START STAGE 1 OR 2

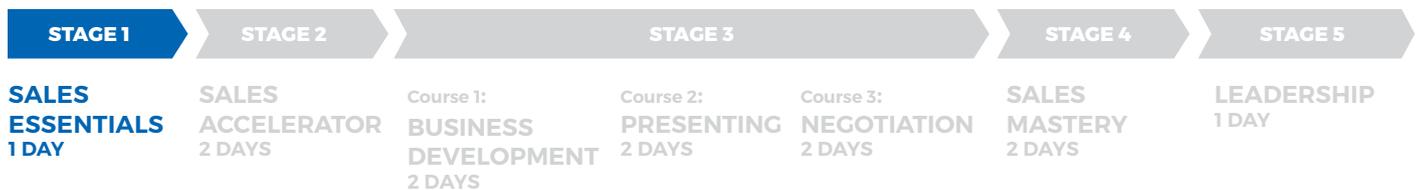


ONLINE WORKSHOPS Ask us about our online workshops/learning development systems

Depending on your experience you start at stage 1 or stage 2. Then the training flows in such a way that each stage follows the next.



Sales Essentials



Fast-track your sales abilities with this 1 day program.

Topics include:

SALES 101

- Know what it means to sell
- The basics in knowing how to get more business
- How to enjoy selling and understand the philosophy behind what's happening between two people
- How do we build trust? Professionalism?

ESSENTIALS TO SALES

- What are the essential ingredients to sell and to sell more?
- How do you need to set yourself up for success?
- How should you prepare yourself (physically and mentally)

QUESTIONS

- Questions are the key to selling
- Learn questions which will get your customer talking

PHONE TECHNIQUES

- What to say and how to say it

HOW TO THINK COMMERCIALLY EVERY TIME

- Your job in sales is growth
- How to acquire commercial smarts and start recognising opportunities

Know how to sell

LEVEL

- Anyone new to sales or a role where they have to sell, promote or persuade.

'A fast-track one day dive into the core of what sales is. You will be enlightened and excited about sales. Motivated and upskilled, you will be on the front foot when it comes to knowing how to drive revenue.'
Charmaine Keegan



Sales Accelerator



SUCCESSFUL SALES PEOPLE ARE CREATED - NOT BORN

Topics include:

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

Be confident in every area of sales

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: Someone already experienced in sales through to someone 30 years in.

'The most advanced 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 someone's abilities and confidence. When they finish the two days, participants have a different view of sales. Totally and utterly powerful. It shifts mindsets about human behaviour. Practical and simple. The best 2 days you will have had in training.' **Charmaine Keegan**

Sales Accelerator

Most popular – great for quickly upskilling 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.

2 days

Level: Some experience through to Sales Director. Summary: 7 key areas 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 client's 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 client's style) which is so perfectly aligned that you get the business. You are the professional. You are the Expert. Your solution is the one that is now obvious. Get that contract out there and then. The deal is done.

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

TOPIC 2: Listening

The backbone of all communication.

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

Outcome: Awareness of when you're actively listening and when you're 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 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. Embrace a GROWTH mentality. Set yourself up for success.

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.



Business Development



LEARN THE ESSENTIALS TO BUSINESS DEVELOPMENT

Topics include:

WHERE, WHEN, HOW TO APPROACH

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

TIMING

- Knowing the best time to reach out

Embrace a GROWTH mentality

RELEVANCE

- Research, meaningful, creating a need

MESSAGE

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

TAKING ACTION

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

MINDSET

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

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



Presenting



POWERFUL PRESENTATIONS WHICH HAVE CLARITY AND RESULTS

Topics include:

FUNDAMENTALS

- Structure
- Plan & Prepare
- Techniques and Styles

COMMUNICATE

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

PURPOSE

- What's your message
- Follow up
- Intention

MATERIALS

- Which, how, when, why

AUDIENCE

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

MINDSET

- Modelling
- Energy

Present with confidence

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



Negotiation



BE ARMED WITH POWERFUL SKILLS AND THE RIGHT MINDSET

Topics include:

FUNDAMENTALS

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

TACTICS

- Techniques
- Hierarchy
- Cartesian Coordinates

MINDSET

- You set the value
- Emotional intelligence

AUDIENCE

- Value
- Buyer position
- Drivers
- Meta programs

COMMUNICATION

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

Great negotiators are created, not born

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



Sales Mastery



ADVANCED COURSE FOR THOSE WHO HAVE BEEN SELLING FOR AT LEAST 10 YEARS AND COMPLETED KEY STAGES BEFOREHAND

- Neuro-Linguistic Programming (NLP) techniques
- How the top 0.00001% of sales people think, behave and communicate
- Be the most successful sales person you know

You want to be able to read what your client is thinking? Then this is for you. Not for the faint hearted, an interview is required to get onto this course (and completion of at least stage 2 and usually all or some of stage 3).

Topics include:

META PROGRAMS

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

STRATEGIES

- How to elicit your client's buying strategy
- How to know what convinces them
- How to motivate them

RAPPORT

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

COMMUNICATION

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

MINDSET

- State of Excellence
- Achieving Goals

VALUES

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

EYE PATTERNS/PREDICATES

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

'Imagine knowing in less than 3 minutes the information needed to sell to this client at a completely different level. You will learn how your client thinks, what they need 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**



Leadership



LEAD A WINNING TEAM

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
- Key Performance Indicators (KPIs)
- 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 it's your job to steer that ship. Everyone relies on you doing it well.
- Great attitude starts from the top down. Know how to be in charge of your state.

META PROGRAMS

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

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



Events

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

Skilled at getting everyone engaged and learning, our event sessions are professional, known to quickly upskill, 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.

Continuing Sales Learnings

FURTHER DEVELOPMENT

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

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

Frequency: Monthly, Bi-monthly or Quarterly.





About Charmaine

Director of Smarter Selling

Hi, I'm Charmaine and I'm here to help you grow your business.

I look forward to finding out about your business and how we can quickly enhance your team's performance.

With over 28 years of high performing sales experience, Charmaine trains across Australia (and internationally 5 weeks a year) sharing a clear framework on how to drive more business quickly.

Seen at public events as a guest speaker on everything to do with Sales – in particular **Mindset** in sales.

Her programs have a reputation for getting results quickly due to the 3 step process and advanced selling techniques shared. She makes the workshops fun, upbeat, practical and inspiring. The content delivery is practical, relevant and can be put to use immediately. Put simply she makes it easy for your team to sell and the customer to buy. She works on tapping into intrinsic motivation so that the individuals want to perform at their best. They get to understand their own habits (often 'baggage') and strategies, and then that of the client.

The result is confident, highly skilled individuals who know what they need to do and exactly how to do it.

Constantly expanding 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™.

Charmaine started from humble beginnings in the UK, rolling your sleeves up and getting on with it, hard work, commitment and positive 'can do' attitude contributed to her success. She is Company Director of Success Mindset Academy Pty Ltd (Smarter Selling is a subsidiary of that).

Charmaine loves learning and embracing all new ideas. Currently keeping her up at night are the latest books on how our mind works, 'Mindset', '**Neuro Science**' and 'Behaviour' documentaries and any material related to empowering people **to operate at their best every day.**



What others say

”

Charmaine has helped my team of 9 understand the priorities of their roles, understanding the customer at a deeper level so they can help them. Ultimately help us recognise (and create) opportunities and structure our day for growth. I find Charmaine to be professional, passionate about sales and totally dedicated to helping her clients find business easily. Very easy to get on with, she also makes the time together practical and fun, with thought provoking exercises and peppered with laughs amongst the insights.



David Campbell, Owner,
Audio Visual Events

”

It's been a fantastic journey with Charmaine understanding our business, spending time in the business, spending time with the people, our sector and importantly, our customers.

We've just finished a 2 day program across 50 of our sales reps - there were lots of key learnings across all of the sales reps, they certainly enjoyed it and got a huge amount out of it - which will directly benefit our customers going forward.

From a professional development perspective, this has been one of the best training programs I've had the pleasure of attending and participating in. It was tailored, customised and Charmaine goes to great efforts to deliver the program in an unbelievable enthusiastic, passionate and motivating and professional way.

Key for us - feedback on the conclusion of our training was extremely positive and we look forward to further training with Smarter Selling in the future.



Paul Mitchell
Group GM, Modern Star,
2018 Team of 50 over 2 days

”

We engaged Charmaine and Smarter Selling for our team of 7 across NZ and Australia. Charmaine took time to understand our business, its intricacies and our goal. She also reached out to each member of the team, to understand them and get them in the right 'mindset' for growth. The workshop assisted both the team and management in what a professional sales team should look like and how it needs to operate for ultimate success. Smarter Selling has post workshop interaction with the team and also with the leaders about how to drive the business forward.



Mike Benson-Glyn MD,
Glyn High Tech Distribution

”

I have just had training for my sales team of 36 with Charmaine. I found this training useful, easy to understand, practical and relevant. Charmaine went to a great deal of effort to understand a very complex business model and adapted and tailed her training accordingly. Charmaine has fantastic stories and examples to drive the message home, her energy is infectious and she really brings the crowd to life. The team are now empowered, and confident.



Mark De La Mare
Group Head of Sales,
IRT Group

”

I have recently been fortunate to partake in the full suite of Smarter Selling courses; from 'Sales Accelerator' right through to 'Sales Mastery' and 'Leadership'.

From the outset, even before locking in dates, the Smarter Selling team were professional and showed exceptional attention to detail. I wouldn't hesitate to recommend Smarter Selling to anyone wishing to achieve business growth. The results speak for themselves.



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