

UNDERSTAND YOUR CUSTOMER SELL WITH INTEGRITY

SALES & COMMUNICATION TRAINING

TO SELL WITH CONFIDENCE AND EASE

smarter selling
stop talking and start listening!

Training designed for teams to exceed with ease and integrity

A commercially successful organisation relies on the team's ability to connect and genuinely understand their prospects and customers. They need to demonstrate they are the trusted advisor, the right solution provider.

Clients make decisions based on trust.

Everyone in the team needs to be highly skilled in sales and communication so they understand how to form trusting relationships.

If your team have not considered themselves as 'sales' then this change can be daunting.

In a competitive marketplace you need to feel confident your team has the skills to effectively engage and sell the business' services to families and individuals. They need to understand that selling is helping. Helping is what they've been doing all along.

We train everyone who has a customer facing role to embrace, and even enjoy, sales. We provide them with the tools to communicate with greater effectiveness.

Whether your team member is in a sales related role or not - most people in any organisation can benefit and increase their confidence with world-class sales and communication training.

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We have had over 90 staff through Charmaine's programs. She has a great method and approach which gets the team engaged, involved and accountable. They love being inspired by a motivational leader, and have learnt so much more than expected. We continue to engage Charmaine's services both face to face and online as we evolve our organisation and continue to improve our communication to our clients.

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ADRIENNE JERRAM
DIRECTOR, MARKETING
AND CUSTOMER EXPERIENCE



New skills for lasting success

WE HELP EVERYONE WHO WANTS TO LEARN MORE AND ENHANCE THEIR SKILLS TO BE THE BEST THEY CAN BE

- Know what the family/customer needs and expects from you
- Know how each person measures value
- How to put forward your organisations key points effectively
- How to understand and convey your suite of offerings (recognise other opportunities)
- How to read what your family/customer is saying
- Understand what the family values
- How to nurture and keep leads warm
- How to be professional
- How to be the expert, trusted advisor
- How to answer the phone and what information to elicit and aid you in assisting that family
- Conversion rate: how to increase this comfortably
- How to easily get them to sign with you (with integrity)
- Present - however 'presenting' is to you (by phone, on site) we assist your team in how to conduct themselves so that the family signs up
- How to build rapport
- Know what to say and how to say it
- Choice - how to be the provider of choice (with integrity)
- How to manage expectations
- How to have conversations that focus on the families need (and not just doing an 'information dump' of your offering)
- How to close
- Confidence to handle all situations with the family
- How to amend mindset of the team to be more commercially savvy
- How to build relationships with referrers (or 3rd parties)

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Charmaine's style was all about being authentic with integrity, values that we uphold here at Give a Care. Charmaine's style is upbeat, engaging, informative, insightful and interesting. The team opened up, learnt how to overcome obstacles and be comfortable doing so.

We got so much value, the outcomes are a noticeably outward facing empowered team, pro-actively thinking outside the box in extending our community reach, delivering clear messages about the essence of our service being about helping people, our clients and their families.

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CRISTINA KARVONIDIS
GM, GIVE A CARE



Watch what others have learned and enjoyed on our course



The four stages of Customer Service and Communication skills development

ENHANCE PERFORMANCE AND EVOLVE THROUGH EACH OF THE FOUR STAGES

STAGE 1

CUSTOMER SERVICE 101

Confident customer service personnel

- The fundamentals
- What is customer service?
- Your role
- Empathy
- Complaint handling
- Why customers stay

STAGE 2

CUSTOMER SERVICE INTERPERSONAL SKILLS

- Service standards
- Delivering news to customers
- Difficult, rude, emotional and overbearing customers
- Managing expectations
- Phone techniques
- What your customers want, need and expect
- Objections & Escalations
- Ownership of problems
- Response time
- Resolving issues quickly

STAGE 3

CUSTOMER SERVICE GOLD CLASS

Advanced

- Body language
- Attitude
- Professional email techniques
- Time Management
- Professionalism
- Price related complains
- What exceptional looks like
- Go above, beyond

STAGE 4

CUSTOMER SERVICE EXCELLENCE: PLATINUM

Best in Class

- Performance enhancement
- Premium Customer Service
- NLP techniques
- Rapport
- Communication
- Body Language
- Telephone skills
- Trust
- Be the Leader
- Managing Clients' Expectations
- Listening
- Language

[Read more testimonials from our workshop participants](#)



Sales training programs

Team members who are engaging with clients (therefore a 'perception of the business') will learn how to position themselves as the trusted advisor and solution provider.



STAGE 1

SALES ESSENTIALS

A must for those new to sales or with limited sales skills.

- Sales fundamentals
- How to act and behave
- What to say and what not to say
- Understanding importance of questions
- How to achieve your budget



STAGE 2

SALES ACCELERATOR

Our signature program. Discover opportunities like never before.

- Video conferencing
- Advanced telephone techniques
- Mindset
- Professionalism
- Exploration
- Questions
- Listen better, achieve more
- Objections
- Negotiation
- Business Development
- Presenting
- Account Management



STAGE 3: COURSE 1

BUSINESS DEVELOPMENT

Ensure your business is thriving. Embrace prospecting with clarity, consistency and enthusiasm.

- Timing
- Taking action
- Mindset for success
- Approach: where, when, how
- Research
- Creativity



STAGE 3: COURSE 2

PRESENTING

Delivering clear, powerful presentations for influence and results.

- Techniques and styles
- Materials
- Anchoring
- Purpose
- Audience
- Mindset



STAGE 3: COURSE 3

NEGOTIATION

Become a powerful, effective negotiator. Shift the focus from price to alignment with the perfect solution.

- Preparation
- Alignment
- Tactics
- Communication
- Audience
- Mindset



STAGE 4

SALES MASTERY

Advanced NLP techniques in reading, understanding and influencing human behaviour.

- Have you ever wanted to be able to read what your client is thinking? Then this is for you.
- NLP techniques, how the top 0.000001% of masterful sales people think, behave and communicate
- An interview is required to do this course
- Completion of at least Stage 2 required



STAGE 5

LEADERSHIP

Lead a winning team.

- What your company/team needs
- Coaching excellence
- Aligning business values
- Territory management
- Understand how your team operate

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This workshop has allowed me to recognise that the language I use and the conclusions I sometimes make on behalf of clients is anti-productive.

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MARK LIBERATORE
MANAGER, HEALTH, WELLBEING & SPORTS



Rapid success for your team and the business

We make it easy for your organisation to evolve. Once armed with a sophisticated, intelligent approach to communication, your team will be upskilled, empowered and confident in all their interactions (both internally as well as externally).



[Watch the video on how your team will excel from the workshop](#)

Skill enhancement embedded from day one

TRAINING TO HELP YOU EXCEED YOUR GOALS

There's a reason companies send their staff to our sales training. Quite simply - the learning starts the minute they are enrolled and continues long after the workshop.

The outcome is an upskilled, motivated, confident and accountable team, who adopt a success mindset, attuned to opportunities and playing at their best every day.

Our 4-step process ensures we understand you, your team, your vision and your customers. You and the team also gain insights about your own performance and approaches from the first questionnaire you complete.



EVALUATION

PERFORMANCE ASSESSMENT

- **Outcome**
Your goal, focus areas and outcomes.
- **Your business**
Your solution, customers, business USP, challenges, opportunities, competitor set etc.
- **Current sales process**
Review of your sales collateral and marketing message
- **Your team**
Skill set, potential and next stretch.



PRE-PROGRAM

TEAM ENGAGEMENT

- **Training guidelines**
We assist you with how to get buy-in from the team.
- **Individual invested**
Smarter Selling engages with individuals, ensuring they see the value of the training and are involved and invested in their outcome. This is through Zoom, calls and individual questionnaires.
- **Reflection**
The process of being open to evolution and enhancing one's own performance starts here.



PROGRAM

PERFORMANCE IMPROVEMENT

- **Trainer's expertise**
 - 28 years+ as a sales expert.
 - Keynote speaker on sales across Australia.
- **Training roll out**
 - Workshop face-to-face: hands on, engaging and highly practical workshop. Practice and embed the learnings.
 - Blended: academy membership watch and enjoy videos and then have face-to-face coaching via video conferencing.
- **Outcome**
Your team will emerge empowered, motivated and confident to operate at their best.



POST-PROGRAM

PERFORMANCE SUPPORTED

- **Directors**
 - Support and guidance on how to continue to drive team performance.
 - Coaching session via zoom.
- **Team**
 - Content specific: for 2 weeks.
 - Coaching: as a team at 4, 8 and 12 weeks.
 - Open call: full access to call the trainer for 30 days.
 - Community access: to >200 videos, blogs, templates, eBooks, webinars and all manner of resources to keep that individual polished, on the front foot, empowered and confident.

We make it easy for your customers to buy and easy for your team to excel

WE HELP YOU IMPROVE THE PERFORMANCE OF YOUR TEAM

The courses are designed and delivered by Charmaine Keegan - a high performing salesperson with over 30 years experience. The courses include proven communication (sales & customer service) methodologies and real insights into what it takes to be successful. The workshops have a reputation for being engaging, motivational and fun. They deliver quick success and produce masterful teams.

Charmaine is a qualified trainer of NLP (how we operate), Hypnotherapy (unconscious communication) and Time Line Therapy (understanding your limiting beliefs). This means in addition to extensive, high level sales experience - she helps you and your team realise what is happening at an unconscious level between the customer and you to ensure both parties reach a mutual understanding.

We heavily invest in your success with one goal in mind - to produce highly skilled, confident, motivated teams who love their job and are able to achieve continuous success.



I love assisting teams to be the best versions of themselves



CHARMAINE KEEGAN
FOUNDER, DIRECTOR
AND LEAD TRAINER



7 reasons our clients train with us – and keep coming back for more!

1. Expertise

The workshops are designed and delivered by Charmaine Keegan, an industry leading expert with 30 years of high-performance sales experience. She knows strategies and the drivers behind long term, high performance teams that achieve rapid results.

2. Mindset

The programs shift mindsets and break default patterns for better outcomes for clients, the business and the individual. Teams acquire a greater sense of what is achievable and a success mindset. They understand what has been holding them back and have strategies to propel themselves forward.

3. Motivational

The training instills an insatiable appetite for enhanced learning. Charmaine's enthusiasm is contagious. The workshops are renowned for being highly practical, inspiring – and most of all – fun! Your team will come away energised, with a renewed sense of purpose and drive to succeed.

4. Accountable

We embed personal accountability. Teams approach their jobs with a renewed enthusiasm and optimism. This attitude makes them resilient and skilled in problem solving.

5. Commercially driven

The team delivers results to the business within days as they are armed with practical, simple strategies that can be implemented immediately. They become part of a culture driven by a commercial mindset.

6. Solution providers

The new skills they learn, foster more opportunities for long term partnerships. They listen much more deeply and are able to adapt and align with their clients, giving them the solutions they need to grow their business.

7. Rewired for success

We are modern thinkers, obsessed with neuroscience and the latest studies on how people learn, process, think and behave. These insights are embedded in our training. Your team will immediately invest in the training - quick to see the value of being present, engaged, involved and wholehearted participation. Our advanced programs ensure your team are fundamentally rewired to operate at their best every day for lasting results.

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So helpful. Opens up your mind and makes you think out of the box. Very interesting. The program helps you understand the client and offer a service with confidence.

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SALES PERSON
HOPE INSTITUTE



[Read our blogs](#) and [watch our videos](#) for more sales tips and to find out [why people train with us](#)

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