

ACCELERATE

YOUR BUSINESS GROWTH

EMPOWER YOUR TEAM TO EXCEED TARGETS

ENHANCE THEIR SKILLS WITH SALES TRAINING

smarter selling
stop talking and start listening!

Do you have highly skilled salespeople who love their job and exceed their targets?

YOU CAN WITH AUSTRALIA'S LEADING SALES TRAINING

To exceed your business goals, you need a sales team empowered to operate at their best every day. You need a team driven to seek and convert opportunities, to know how to get business in, to be commercially minded. A team with vitality and optimism at their core – adapting to change and hungry to learn. That's a team that consistently delivers results to your business.

Keep your team highly motivated, high performing and accountable – whether they are early in their career or highly experienced. That's why world class sales training empowers your team with a growth mindset – they will have an appetite to always be evolving and enhancing their skills.

This has been one of the best training programs I've had the pleasure of attending and participating in.



PAUL MITCHELL
GROUP GM, MODERN STAR,
TEAM OF 50 OVER 2 DAYS



Building high performance sales teams

KEEP YOUR TEAM MOTIVATED AND CHALLENGED WITH THREE KEY CRITERIA OF HIGH PERFORMING SALESPEOPLE:

Trusted Advisors

Are they perceived as the trusted advisors, the solution providers? Are they the authority in their market? Are they adaptable and commercially oriented?

Skills

Do they have the sales skills to be high performing all the time? Do they know how to set themselves up for success? To operate at their best every day? To have a 'can do' attitude and success mindset?

Accountable

Do they understand the bigger vision? Are they clear on their action plan? Are they intrinsically motivated for high performance and the success of their clients? Are they accountable for their figures?

The buyer journey has changed

Buyers do a lot more research and are well informed about your business before making their first contact. Your sales team is most likely one of the first points of (human) interaction for them. How your business is perceived – and your profits – rely on everyone at every customer touchpoint being professional, polished and the best representation of your business.

We have partnered with Smarter Selling since 2017 in the ongoing development of our sales team, empowering them to become authorities in their field as trusted advisors and solutions providers – to stand out in the industry with a different approach. You can see the improvement after each Smarter Selling session: shift in mindset, increased confidence, better structure, improved conversations, and presentations.

Does your team have what it takes to excel on a daily basis?



PETER VILA
MD, SEEPEX



We rate sales teams on 7 key criteria for high performance. Take the survey and assess your team here.

Sales training designed for salespeople by sales experts

RENOWNED FOR BEHAVIORAL CHANGE AND IMPROVED PERFORMANCE

Delivered by sales experts, the sales strategies shared by Smarter Selling empower sales teams, resulting in increased confidence to sell with integrity and authenticity. They will seek to understand prospects and clients with relentless curiosity and enthusiasm to create and deliver value as the trusted advisor.

Teams learn how to operate with more presence and operate with a diagnostic, problem solving approach. They listen more extensively, ask insightful questions and use language effectively and purposefully – adapting and aligning with the style of their clients.

This leaves clients with a sense of being understood which in turn fosters opportunities for long term partnerships and business growth.

The Smarter Selling suite of sales training programs sets your team up for lasting success.

Thanks to Smarter Selling, my team are now behaving as trusted advisors, less ‘talking at’ to a more relevant diagnostic approach, creating stronger connections upfront. The team’s confidence has boosted, they are driving more powerful conversations and conversions, and our booking rate has increased to two out of three.



KATE HARGREAVES
CEO MUSICEDU

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.

Our 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.

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.



EVALUATION PERFORMANCE ASSESSMENT

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



PRE-PROGRAM TEAM ENGAGEMENT

- **Training guidelines**
We help you maximise team buy-in, so participants are open and ready to learn.
- **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**
 - 30 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.
 - Masterclass: coaching 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 your team members polished, on the front foot, empowered and confident.



Quality programs enhancing skills at every level

Your team will learn a sophisticated, intelligent approach which yields quick and lasting results. We believe in high achievers, being your best everyday.

Program delivery options:

- **Face to Face**
- **Blended (online + virtual coaching)**
- **Online**

Further details are provided once we assess your team's requirements.



CUSTOMER SERVICE < > SALES: START STAGE 1 OR 2

Rapid success for your team and the business

OUR #1 WORKSHOP: SALES ACCELERATOR

We make it easier for you to lead a high performing sales team so they are intrinsically motivated to perform at their best every day. This two-day workshop teaches your team the seven core fundamental skills to create opportunities, convert sales and exceed their targets - at the highest professional standards - with authenticity and integrity.

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

Our team of 17 (mainly very experienced people) got immediate results from their very practical training. They are now more organised, proactive and motivated to drive business.

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TRISTAN PETERS
NATIONAL SALES MANAGER,
EUROLINX PTY LTD

Key note speaking – hire us for your next event

Since 2009 Charmaine has shared her sales expertise with the wider community as a trainer, as well as a regular speaker at public engagements on topics like 'How to be The Authority, the Trusted Advisor, the Solution Provider', 'How to sell more with Integrity' and 'How to find, create and convert business'

She also runs regular workshops across Australia and tours five other countries each year.

Her speaking engagements are renowned for being fun, thought provoking, rapidly up-skilling teams and motivating people to work more efficiently. Ultimately, it helps them to be better at understanding the client and raising more business through simple tweaks in their behaviour and delivery.

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She gets everyone engaged, involved and enjoying themselves. Always easy to work with, Charmaine cares about the outcome and gives gives gives value. We look forward to her bringing more great tips in the coming year!

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BEN FEWTRELL
MAX MY PROFIT

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 experienced sales trainers, including our director, 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.

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Sales is an intelligent, sophisticated approach to helping someone, as sales people we should be proud and humbled to have that role.

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CHARMAINE KEEGAN
FOUNDER, DIRECTOR
AND LEAD TRAINER



Get our 50 Sales Tips for high performing sales people

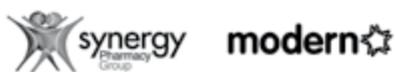


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I have recently been fortunate to partake in the full suite of Smarter Selling courses; from ‘Sales Accelerator’ right through to ‘Sales Mastery’ and ‘Leadership’. From the outset, even before locking in dates, the Smarter Selling team were professional 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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LUCY BATT
REGIONAL SALES MANAGER
METRA WEATHER



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

7 REASONS OUR CLIENTS TRAIN WITH US

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 sales teams that achieve rapid results.

2. Mindset

The programs shift mindsets and breaks 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 instill personal accountability. Teams approach their jobs with a renewed enthusiasm and optimism. This attitude makes them resilient and embeds greater solution solving skills.

5. Results

The team delivers results to the business within days as they are armed with practical, simple strategies that are 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 as they listen much more deeply and are able to adapt and align with their clients, giving them the solutions they are after.

7. Success

The training methods of Smarter Selling are unparalleled in Australia and internationally. We are modern thinkers, obsessed with neuroscience and the latest studies into the way someone learns, processes, thinks and behaves. We know how to get your team invested in their outcome, quickly seeing the value, being present, engaged, involved and participating 100% of the time. These highly advanced programs help your team to be intrinsically re-calibrated to operate at their best and be successful every day.

Sydney: 02 9188 5253
Melbourne: 03 9088 3382
team@smarterselling.com.au
smarterselling.com.au