

A warm, orange-toned photograph of a business handshake in the foreground, with a blurred crowd of people in business attire in the background.

Grow Your Business

SALES TRAINING PROGRAMS

smarter selling

Selling with integrity and creativity

ABOUT US



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

My background is over 20 years of sales, with the last 8 years concentrating on Sales Training (workshops), Events (Seminars, Conferences) and Sales Coaching (one-on-ones).

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 - keep reading to find out which program is right for you.



WHY CHOOSE US?

Our business mantra is to “Sell with Integrity”

“Selling with Integrity” has been crafted over 20 years and is based on an intimate understanding of why someone buys. It takes into account the psychology behind our thoughts and behavior, both conscious and unconscious.

Our philosophy has always been to focus our efforts on the client. This tiny shift in the way we think enables us to sell with more honesty, professionalism and with authenticity - genuinely caring about the client's goals, challenges, strengths and vision.

What's the outcome of this approach?

When people sell with integrity, they grow their business quicker and have a stronger competitive edge. Their clients achieve their goals - and so become loyal and refer you on. 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.

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 to making a sale.

THE FAITHFULS

These are the staff doing just nicely (thank you) with some training.

These 'natural' sales people will get a kick out of learning tricks of the trade to catapult them even further over their target.

The Hungry Dog

For the Hungry Dog already blasting their target each month. Imagine giving them some tools that would help them easily achieve 25% more.

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 in to their job.

THE ORIGINALS

They stand by values ingrained into them in the 90s 80s 70s...

Steadfast and reliable, The Originals are professional and diligent. The playing field keeps changing.

We bring new powerful methods that The Originals embrace giving them new insights, new angles and master capabilities. We help them stay ahead of the curve.



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 and b) type of training.
(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. See next page for details...

4

Follow on

Where are you at now - what is the next step.
Discuss 'Follow on' training - 4 weeks of support post the workshop to take new skills 'on the job' / **'Momentum'** training - regular sessions keeping everyone polished and on the front foot.

TRAINING OPTIONS

There are many ways we can upskill your team. Below are the main ways and we mix and match according to your needs.

1

Workshops

Workshops are fun, exercised based, involving ways to get participant buy in. Hearing how others go about a situation and solve a problem expands your thinking and gives you more solutions than your own 'default' one.

Summary page 6, details pages 7-9.

2

Events

Conference/Event/Quarterly get together... Pumped up, inspirational session tailored to exactly your needs and message. The length can be whatever suits your event.

Page 10

3

Small groups/ One on One's

These are great for a tailored, personalised session where the full focus is on exactly where the team/that person is right now. Great for Mentoring someone through specific skills.

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4

SME

Tailored sales techniques to reflect your natural style, your customers and your business. Length of time is to suit you. It can be some days, half days or a session weekly.

DURATION

The length of time is totally tailored to your needs.

Some Events are 2 hours or up to 2 days, a workshop could be 2 - 6 days and held 2 - 4 times a year, other coaching is weekly, bi weekly or monthly. (The most popular choices for workshops are listed on the following pages along with a guide for duration.)

TOPICS

Designed to get results fast.

We cover all areas of sales and will interweave and embed the key messages you wish to get out of the training. We cover more than 90 main sales techniques.

The most popular topics are... [Exploration](#), [Objections](#), [Listening](#), [Negotiation](#), [Managing Clients' Expectations](#), [Business Development/Prospecting](#), [Presenting](#), [Cold Calling](#), [Rapport](#), [Buying Decisions](#), [Pitching](#), [Mastering](#)

[Communication](#), [Relevance of Relevant](#), [Managing the Territory](#), [Time Management](#), [Servicing](#), [Team work](#), [Effective meetings](#), [Self Motivation](#), [State of Excellence](#), [Advanced Negotiation](#) and [Advanced Presenting](#), [Awareness](#), [Train the trainer](#). [Mastering Sales and the sales team as a Director](#), [NLP Practitioner and Master level](#), [Hypnosis](#), [Taking control of your future with Goal setting that includes the key element: taking action!](#)

YOUR COMPANY or PUBLIC

You may want the session to be your company only - or be part of a public workshop with other industries.



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 7](#)

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, 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 8](#)

Communication – Exploring your clients' needs

1 day

Communication, Exploration, Listening, Awareness

A powerful day of understanding your client and how to align. [Page 9](#)

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](#)

Negotiating

1 day

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 upskilling 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.

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:- 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: Communication

He with the most behavioural flexibility gets the business.

Adapting your communication style.

Topic 2: Rapport

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

Topic 3: 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 4: Exploration

How to elicit your clients' needs: The ones they know about and further into the ones they don't. What are needs, drivers, anchors, spinning scenarios and 15 other key ingredients will be elicited and of course - what to do with this information when it comes to delivering your solution.

Topic 5: What is selling

How to build and maintain trust between two professionals.

Topic 6: Listening

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

Topic 7: Objections

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

Topic 8: Negotiation

Advanced techniques helping those negotiating anything for any price.

Topic 9: Managing your Clients' Expectations

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

Topic 10: Business Development/Prospecting

Who, when, how. Using easy tools to reach out and find and convert new business.

Topic 11: Presenting

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

Topic 12: Awareness

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

See WORKSHOP 1, [Sales Accelerator](#), for more detailed information on some of these topics. This level would be expanding on the Sales Accelerator.

*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

Negotiating

1 day

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.



KEEP YOUR TEAM POLISHED AND ON THE FRONT FOOT

Take those new skills and incorporate them 'on the job'

FOLLOW ON SUPPORT

This is support following on from the workshop assuring quick take up on the job.

Timing: 4 weeks post training

Set up: A mini sales training meeting in your office. (for 2 or 4 hours)

Includes: Unlimited phone calls, emails. (send your correspondence, emails, proposals for feedback.)

In our experience those companies that have this 'injection' of sales training pumping through their offices that closely follow the sales training, notice the team adapts their style quicker, become more open to observing how they work, unpack what they do with maturity, quicker take up of new ideas, able to share their successes and of course an opportunity to hear each other using improved positive, smarter language.

What takes place: We run through the training highlights to embed them. They learn from us, they learn from each other. Your team can air scenarios for feedback and everyone learns. It's a fantastic opportunity in a relaxed atmosphere on their own premises to embed some core messages and get them to recap on their learnings.

KEEPING THE MOMENTUM

Keep everyone up skilled, fresh, motivated and energised... keep them on the front foot. Powerful Sales Training regularly keeps the team sharp, polished, up to date, motivated and of course - powerfully up skilled.

They also enjoy learning new topics regularly and they embrace it - as the fruits of the training pay out in the winning of more business.

Timing: Monthly, bi weekly, or weekly meetings.

Set up: A sales training meeting (either in your office/off site or Skype.)

Topics: Every sales topic they wish to cover. Will be totally tailored to the current situation. Embrace and embed new ideas, answer questions and introduce more advanced selling techniques.



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 AND ONE ON ONES

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.

One on ones

Need to have some personalised coaching?

One on ones has an immediate up lift in the way a sales person conducts their business. We offer these face to face or via Skype.



ABOUT CHARMAINE

Director of Smarter Selling

Charmaine Keegan has spent 23 years immersed in the world of selling.

Since 2008 she has channelled 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 and Hypnotherapy through Practitioner, Coach, Master Practitioner & Coach to now a Trainer of NLP, NLP Coaching, Hypnotherapy and Time Line Therapy™.

Since 2014 Charmaine has been running Mumbrella, Media Sales School, a prestigious account, helping media sales people drive revenue.

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 and 'Mind' and 'Behaviour' documentaries like the ABC's Redesign your Brain (Todd Sampson) 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.

Martin Lane
CEO
Focal Attractions

Charmaine was bought in to bring immediate revenue results. Her knowledge of how sales people think, react and learn was evident as she empowered the sales team of four. Immediately the results showed.

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 the team can implement them immediately to get results.

Dan Day
CEO
Invisible Artists

Stop selling AT people and start helping – that's Charmaine's phrase and it aligns with our ethics here. Her warm personality coupled with in-depth knowledge about how people think, engage and buy has helped support our company whilst we grow from a smaller start-up in Sydney to having a global presence. Charmaine listens, and has helped guide us through its first two years (we also Skype her from our London and Singapore offices.)

Sally Cull
GSM
WIN NBN

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

GET IN TOUCH

I love sales, always have. The art of communication. I love understanding the Millennials way of thinking, Gen Y's confidence and the day LinkedIn was launched (boy did that make Business Development easier!)

When I started out it was Yellow Pages and a dial up telephone. All those skills learned! You had to find out who the decision maker was (no internet!) Frequently you had to be creative to get the decision makers name and quickly forge a meaningful, relevant rapport - building conversation which focused on them and then how your product or service aligned and would be the solution. Building in subtle urgency for your solution was an art - it still is.

So much has changed, and continues to change - and also, interestingly, much hasn't.

To be ahead of the curve, to be constantly a step ahead of your clients (and their clients) we need some old-fashioned values (consistency, reliability, trust, respect, integrity) and to embrace and utilise everything current.



Communication methods and tools are changing daily, so knowing how to approach, align and sell a solution to your client so you stand out, ahead of the pack is what is key. With some specific training of your sales staff, we can ensure that your customers/clients feel as though they have absolutely made the right decision to use your product or solution.

I look forward to hearing your needs and seeing how I can support you during this next phase of you and your sales team's career.

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