

A warm-toned photograph of a business handshake in the foreground, with a blurred crowd of people in business attire in the background. The entire image has a monochromatic orange-brown tint.

Grow Your Business

SALES TRAINING PROGRAMS

smarter selling

Selling with integrity and creativity

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.



ABOUT CHARMMAINE

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.



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.

Sydney: 02 9188 5253

Melbourne: 03 9088 3382

charmaine@smarterselling.com.au

www.smarterselling.com.au



smarter selling

Selling with integrity and creativity