

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.

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PAUL MITCHELL  
GROUP GM, MODERN STAR,  
2018 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 adaptable and commercially oriented? Are they asking lot of questions? Do they have a 'can do' attitude?

### 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? Do they have a 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.

Charmaine went to a great deal of effort to understand a very complex business model and adapted and tailored her training accordingly. With fantastic stories and examples to drive the message home, Charmaine's energy is infectious and she really brings the crowd to life. The team are now empowered and confident.

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

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MARK DE LA MARE  
GROUP HEAD OF SALES,  
IRT GROUP

**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 a sales expert, 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.

Working with Charmaine at Smarter selling has been great for my team of 30 and I. It’s really helped us develop our skills. Charmaine put a lot of energy and time to understand our business and to tailor the best outcome for us. Fantastic two days.



SOPHIE WRIGHT  
DIGITAL DIRECTOR, NTT GLOBAL

# Enhancing skills at every level of experience

QUALITY PROGRAMS FOR RAPID ADVANCEMENT AND LASTING CHANGE

We ensure understanding, new skills and accountability. The workshops are designed and embedded with extensive pre-work insights. We believe in high achievers, everyone being a model of excellence working at their best every day. Your team can evolve through the 7 stages of in-depth sales training: full details for each course are provided separately once we assess your team’s requirements.



STAGE 1

## SALES ESSENTIALS

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

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



STAGE 2

## SALES ACCELERATOR

Our signature program. Discover opportunities like never before.

- Exploration & Selling
- Listening
- Objections
- Negotiation
- Managing clients’ expectations
- Account Management
- Business Development/Prospecting
- Presenting



STAGE 3: COURSE 1

## BUSINESS DEVELOPMENT

Ensure your business is sustainable and thriving. Embrace prospecting 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 to influence and gets 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



The #1 outcome – highly skilled, confident, motivated and solution oriented salespeople who love their job, empowered to achieve consistent success.



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 got immediate results from their very practical 2 days of training. Charmaine kept the team engaged and inspired.



TRISTAN PETERS  
NATIONAL SALES MANAGER,  
EUROLINX PTY LTD

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 3-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.



STEP 1

PRE WORKSHOP

3 WEEKS

PERFORMANCE ASSESSMENT

- Your business vision, USP, challenges, opportunities and competitors.
- Your team and their current skill level, potential and requirements.
- Your customers, their values, needs, challenges and scope for upselling.
- The questions your team receive get them involved, invested and seeing the value in the program.
- Together we work out your goal, vision, purpose and desired outcomes from the training.



STEP 2

WORKSHOP

2 DAYS

PERFORMANCE IMPROVEMENT

- We share a world class philosophy and robust methodology which gets results fast.
- We work on mindset. The right mindset is a game changer.
- Extremely practical, relevant and hands on.
- Your team will know exactly what to do and how to do it.
- We get the team re-energised about their job and their solution. Focus on outcomes and taking action! Being accountable!
- You team will emerge empowered, motivated and confident to operate at their best.



STEP 3

POST WORKSHOP

4 WEEKS

PERFORMANCE SUPPORTED

- Receive 4 weeks of tips and videos relevant to the training day (short, bite-sized recaps and summaries of the key areas).
- You receive a Director's Synopsis with key pointers to assist the team and keep them on the front foot, polished and results driven when back in the office.

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 sales, and more than that, I love empowering others to be masters at it themselves.



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



Australian Government  
Department of Jobs and Small Business



**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.

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