

# TO SELL IS TO HELP

SALES TRAINING DESIGNED  
FOR AGED CARE TEAMS TO SELL  
WITH CONFIDENCE AND EASE

smarter selling  
stop talking and start listening!



# Are your teams comfortable with selling?

The Aged Care industry has changed dramatically over the last few years. In this very competitive marketplace organisations need their teams to develop new skills to sell their services, attract new clients and retain their business.

Adapting to change is challenging. For people who are faced with shifting to a sales role or leading a team to meet commercial outcomes, it can feel very uncomfortable.

## HAVE YOU NOTICED ANY OF THESE REACTIONS FROM YOUR TEAM?

### ARE YOUR CLIENT FACING TEAMS?

- Tired of constant changes, feeling unsettled and overwhelmed?
- Frustrated that they got into this sector to serve and now feel their job has changed to sales?
- Feel selling is not their core job and are reluctant to do it?
- Uncomfortable selling and feeling anxious, duped or privately angry?
- Reluctant in discussions about sales - KPI's, pipelines, follow ups, upselling?

### ARE YOUR LEADERS?

- Lacking in the skill set to lead their team through constant change?
- Frustrated at their team's unwillingness to change?
- Not sure how to establish KPI's and keep the team accountable?
- Not taking accountability for the changes and feel like they have no buy in?
- Uncomfortable with sales language?

## OUR TRAINING WILL HELP YOUR TEAM ADAPT AND THRIVE

### YOUR CLIENT FACING TEAM WILL:

- See that they are already selling (its communication with commercial smarts)
- Embrace and find selling easy – and that it's in the customers interests
- Know how to be positive, and be in charge of their emotional state
- Adhere to, respect and drive their KPI's with accountability
- Understand how to close a sale, follow up and make it easy for the family to sign up

### YOUR LEADERS WILL:

- Know how to motivate the team
- Know how to lead from the front and manage from the back
- Steer the team to be intrinsically motivated to want to serve the client and drive business
- Use language which highly impacts their team's intent, motivation and performance
- Manage their pipeline and know how to do business development



# Customer service and sales training to create high performance, and happy, teams

Let us help you address the skill gaps with world-class training. We teach pragmatic, easy to implement strategies embedded with the latest insights on how people learn and adapt to change. Our training ensures your team become comfortable and highly effective in their roles. Choose one or both of the courses for your people and team leaders.

## CUSTOMER SERVICE

### CUSTOMER SERVICE EXCELLENCE

A framework for excellence

100% premium, consistent service delivery

#### Professionalism

- Complaint Handling, Feedback, Conflict Resolution
- Rapport
- Communication
- Body Language
- Telephone skills
- Trust
- Managing Clients' Expectations
- Listening
- Empathy
- Language

## SALES

### CLIENT FACING TEAM

Selling with integrity and ease

- Be the trusted advisor
- What selling really is
- How this benefits the client
- Positive
- Growth mindset
- Accountable
- Commercially minded
- Learn all sales skills
- Exploring clients' needs
- Questions
- Language
- Listening
- Solution focused
- Opportunistic
- Closing
- Follow up

## LEADERS

Lead a commercially driven business

- Manage
- Sales acumen
- Results driven
- Model of excellence
- Sales language
- Run successful meetings
- Motivate your team
- Run KPI's
- Accountable
- Solution focused
- Train
- How to get buy in

“I engaged Charmaine to help “create” a new team from an existing one of over 40 people. Her pre work and investment of time and energy was unbelievable. She went to incredible lengths to understand me, my managers, our business and each team member, so on the workshop day she knew all of our nuances. The team are now empowered and confident.”

MELISSA SIMPSON,  
CHIEF CUSTOMER OFFICER



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

# Customer service & communication programs

We create a tailored program for your organisation. This page has the most common customer service & communication topics and the opposite page covers sales and communication. We listen to your needs and customise your program accordingly.

**LEADERS**  
Creating high performing, successful leaders that guide, support and empower their team.

CUSTOMER SERVICE				COMPLAINT/ CONFLICT RESOLUTION	
CUSTOMER SERVICE 101	INTERPERSONAL SKILLS	GOLD CLASS	PLATINUM	COMPLAINT HANDLING	CONFLICT RESOLUTION
<b>Confidence for customer service personnel</b> <ul style="list-style-type: none"><li>The fundamentals</li><li>What is customer service?</li><li>Your role</li><li>Empathy</li><li>Complaint handling</li><li>Why customers stay</li></ul>	<ul style="list-style-type: none"><li>Service standards</li><li>Delivering news to customers</li><li>Managing difficult, rude or emotional customers</li><li>Managing needs and expectations</li><li>Phone techniques</li><li>Objections &amp; Escalations</li><li>Response time</li><li>Fast conflict resolution</li></ul>	<b>Advanced</b> <ul style="list-style-type: none"><li>Body language</li><li>Attitude</li><li>Professional email techniques</li><li>Time Management</li><li>Professionalism</li><li>Price related complains</li><li>What 'exceptional' looks like</li><li>Exceeding expectations</li></ul>	<b>Best in Class</b> <ul style="list-style-type: none"><li>Performance enhancement</li><li>Premium Customer Service</li><li>NLP techniques</li><li>Rapport</li><li>Communication</li><li>Body Language</li><li>Telephone skills</li><li>Trust</li><li>Be the Leader</li><li>Managing Clients' Expectations</li><li>Listening</li><li>Language</li></ul>	<ul style="list-style-type: none"><li>Feedback</li><li>Timing</li><li>Response</li><li>Mindset: customer</li><li>Mindset: yours</li></ul>	<ul style="list-style-type: none"><li>Emotional Intelligence</li><li>Strategies</li><li>Human behaviour</li><li>Communication skills</li><li>Solution focus</li><li>Empathy</li><li>Guide solutions</li></ul>

# 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

**NEGOTIATION**  
**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

**SALES MASTERY**  
**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

**LEADERSHIP**  
**STAGE 5**  
**LEADERSHIP**  
Lead a winning team.

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

Charmaine lead the team to understand how to engage with the customers professionally, how to build trust, look after them, ask questions and listen effectively. Her upbeat, inspiring manner got them thinking about how they go about their day to day and how to be more effective.

TRACEY HOLLAND  
CUSTOMERS  
RELATIONS MANAGER





# 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

### SOME OF OUR CLIENTS



# 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.

”

I have just had training for my team of 36 with Charmaine. I found this training useful, easy to understand, practical and relevant. Charmaine went to a great deal of effort to understand a very complex business model and adapted and tailored her training accordingly. Charmaine has fantastic stories and examples to drive the message home, her energy is infectious and she really brings the crowd to life. The team are now empowered, and confident.

”

MARK DE LA MARE  
GROUP HEAD OF SALES



**Read our blogs** and **watch our videos** for more sales tips and to find out **why people train with us.**

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