



sales schematics australia

SALES MASTERY

Techniques to boost the volume, size & profitability of your sales.

Over two intensive days of face-to-face training, Sales Mastery will turn your competent sales people into focused high-performers and give new sellers the confidence to deliver exceptional results.

Combining the best in sales thinking and time-tested techniques, you and your team will leave with the skills and knowledge needed to increase the volume of sales delivered as well as the value of each sale.

People tend to buy from people they like, and people who are like them. Sales Mastery explains this dynamic and demonstrates how to turn a 'you' and 'me' relationship into an 'us' relationship to open the door to sales.

From planning and process to the all-important moment of truth in face-to-face meetings, Sales Mastery explains how to book more sales meetings and then deliver the results once in the meeting.

How will you benefit?

- Enjoy increased sales volumes, higher value sales and shorter selling cycles
- Learn how to deal with all different types of buyer personalities
- Understand when to walk away from false opportunities and how to identify new opportunities with real potential
- Know how to effectively deal with pricing and discount pressure
- Discover the questions that reveal your prospect's real pain and how to pitch your offer accordingly
- Learn the importance of targeting client needs rather than solution features
- Pinpoint what needs to be achieved to move a sale forward
- Lessen the need for more sales collateral and support material

“People tend to buy from people they like, and from people who are like them.”

What are you looking for?

- **Higher profits by delivering higher value sales more often.**
- **To book more meetings and to make more from each one.**
- **Tools to identify and target better opportunities.**
- **Techniques that can be adapted successfully to all client types.**
- **To be seen as a business partner rather than just a seller.**

To book a program or find out more contact us on;

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or

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How does Sales Mastery work?

Sales Mastery is an information-packed two-day program combining theory, practical exercises, scenarios and video role play into an immediately practical toolkit.

Before the program we ask participants to complete an online survey from which we develop their comprehensive DISC profile. DISC is a well-known personality evaluation system that reveals extraordinary insights into why customers behave the way they do and what sellers can do to get the best out of every meeting.

We work with you to apply advanced selling techniques in preparation for upcoming sales meetings. Using these real-life examples the facilitator acts out a scenario which is then video role played and group critiqued. This is a powerful way to practice, learn, apply and understand the concepts presented.

Each participant leaves with a specific sales strategy for a current opportunity as well as a process they can apply to all future sales meetings. Our consultants are available beyond the program for follow up coaching, advice and specific questions.

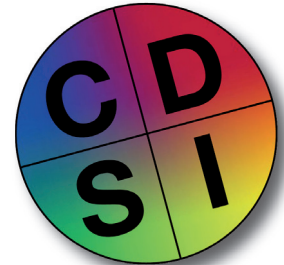
Gain practical sales skills:

- How to become a trusted and dependable ally, not just a seller
- How to adapt your style according to your client's style
- How to set up a client meeting to assure a result every time
- How to find the real client pain and the value to them of taking it away
- How to overcome objections and read them in terms of buying intention
- How to handle price objections so that it is the one objection you like to hear
- How to only agree to a price that is the best deal for you and your client

Who is it for?

Sales Mastery is for anyone whose role involves selling products, services, concepts or ideas. It caters for both experienced sellers looking to perfect their skills and new sales people looking for proven strategies. These include:

- Sales and Business Development Managers
- Account Managers
- Estimators and bid leaders
- Department heads and leaders
- Marketing staff seeking to better align marketing efforts with sales strategies



"DISC reveals extraordinary insights into why customers behave the way they do."

| Client meeting preparation | |
|---|-----------------------|
| Client details | Division _____ |
| Company _____ | Client name _____ |
| Client name _____ | Position _____ |
| What are we trying to sell them? | |
| _____ | |
| _____ | |
| _____ | |
| PRACTISE RAPPORT | |
| EXCELLENCE | |
| Mirroring - Communication - VAK | |
| Assess client's DISC and respond | |
| Reason for meeting | _____ |
| Agenda | _____ |
| _____ | _____ |
| Meeting objective | _____ |
| _____ | _____ |
| Positioning, Re-Positioning or Validation statement | |
| _____ | |
| _____ | |
| _____ | |
| Client's current position | Client's DISC profile |
| Client's interest _____ | _____ |
| What are they looking for? | |
| BUSINESS NEEDS _____ | PERSONAL WANTS _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

Use this powerful call planner to make the most of every sales call you make.

Sales Schematics Australia (SSA) specialises in sales solutions for complex business-to-business markets. We help organisations grow their bottom line through the quality of their selling effort.

SSA's proven and practical approach focuses your teams to achieve higher value sales, faster. Our suite of individually-tailored services includes strategic selling, face-to-face persuasion and clients-for-life programs.