



Selling With Confidence™



An Australian sales training course for service professionals, small business owners, technical staff, and people selling complex or customised products or services.

- When it comes to selling, do you need more confidence?
- Do you want proven techniques to win more business?

If you are serious about **improving your sales skills** and **conquering your fears**, this course is for you. Selling With Confidence will teach you how to successfully manage sales encounters and find the high-value benefits that each client is looking for.

You will learn the tactics used by sales superstars to eliminate objections and win more business, using a conversational style of selling that creates trust and establishes your credibility.

Previous delegates have loved how they get a **simple yet powerful structure** for managing their sales calls.

They can now ask better questions, and close more sales. Best of all, they have **more confidence** and a positive approach to selling.

During this innovative training course you'll learn:

- The 5 essential ingredients to make clients trust you.
- At least 12 ways to locate an abundant supply of suitable prospects.
- How to tip the 'Scales of Value' in your favour.
- Ethical techniques you can use to close every sale.
- How to craft and ask high value questions that clients want to answer.
- Professional techniques for handling resistance and overcoming objections.
- How to be more confident and enjoy selling!

Check inside for...

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Presented by:



Sales improvement strategies for companies that sell services or technical products.

Money-Back Guarantee:



If at the end of this course you don't think you've improved your selling skills enough to recoup your investment **many times over**, just say so. Marketing Nous will happily provide a full refund.

Selling with Confidence

Ethical Selling Skills for the 21st Century

Who Should Attend?

Selling with Confidence is a participative training program specifically developed to cover the skills needed for business-to-business sales relationships in Australia. This course is ideal for:

- Technical and scientific staff
- Consultants & Advisors
- Engineers
- IT & Online services
- Professional services
- Business owners
- Managers
- Sales people who sell services, customised processes, expertise, or complex products.

This program is also suitable for people 'new' to selling who have a technical or service oriented background and are moving into a business development role.

Your Trainer and Sales Mentor:

Presenting this training program is Mr Stuart Ayling of Marketing Nous. In addition to his years as a professional sales person, Stuart has lectured in selling at the internationally accredited University of Queensland Business School.

Stuart also *practices what he preaches*, using the techniques taught at this course to gain clients for his own consulting business. Stuart will bring to life the theory and practice of professional selling skills.

More details on Stuart's sales background can be found on his web site at: www.marketingnous.com.au/training/sales-training-course.htm



Stuart Ayling
Chief Sales Strategist
BBus, GCM

Overview of Course Content:

Day 1

Covers the essential trust-based sales skills for Selling With Confidence.

You will learn about:

Personal skills needed to be successful in selling; Your own communication style; Building trust; Specific sales techniques for managing every sale; Using SOX question technique to uncover sales opportunities; How to demonstrate value; How to easily close the sale; How to manage any objections you may face.

Day 2

This expanded program builds on the skills learned from Day 1.

You will learn about:

Finding prospects and how to contact them; How to introduce yourself to create interest; Listening skills; More practice using your new selling skills; Structured time to develop your own business-specific sales techniques; and much more...

The 2-Day program allows time for the delegate to fully understand and apply the new sales skills to their own environment.

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Format of Course:

Selling With Confidence is offered as a comprehensive two-day program. Each day commences at 8:45am and finishes at approximately 5:00pm. The course encourages discussion amongst the group and participation is required to fully benefit. Previously, other delegates have mentioned the value they have obtained from the input from other delegates. Traditional role-playing exercises are not used, however individual sales situations of delegates may be explored, and specific sales scenarios will be examined in detail.

Venues:

Brisbane workshops are conducted at Hotel Grand Chancellor, 23 Leichardt Street (Cnr. Wickham Terrace), Brisbane. Tel: 07 3831 4055. Parking is available in Kings Carpark situated underneath hotel.

Sydney workshops are held at Holiday Inn, 203 Victoria Street, Potts Point. Tel: 02 9368 4000. Kings Cross train station is next to the hotel.

Melbourne workshops are held at the Jasper Hotel, 489 Elizabeth Street, Melbourne. Tel: 03 8327 2777. Trams stop by the door, and parking stations are nearby, contact hotel for details.



Next Workshop Dates:

Selling With Confidence will next be presented on the dates below. For future dates please contact the Marketing Nous office.

The registration fee includes:

- Gourmet lunch
- Morning & afternoon teas
- Personal assessment
- Comprehensive workbook/reference book
- Certificate of Achievement
- Follow up series of key training points
- Permanent membership of the Selling With Confidence online Sales Knowledge Bank

Location	Program Dates 2010 (January-June)
Sydney	February 24-25 (Wed-Thur)
Brisbane	March 4-5 (Thur-Fri)
Melbourne	March 22-23 (Mon-Tue)
For future dates or in-house workshops contact Marketing Nous (07) 3806 2238	

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How Much Should You Invest?

You could pay much more for other training programs and still not get the lasting benefits you'll obtain from this highly personal interactive learning experience. It's impossible to participate in this course and ***not*** learn.

Your investment to obtain these valuable life-long selling skills is **only \$1,195.00 for the comprehensive 2-day program, reduced to \$995.00 pp for 3 or more delegates from the same company.** This incredible value will be returned many times over as you implement your new sales skills and win more business. Participant numbers are limited (maximum 10) in each course to ensure a good learning environment.

* Early Bird rates available. Save \$245. Pay only \$950 if you book and pay by January 15, 2010.

Comments From Previous Delegates:

"Great course. LOVED IT! It has given me a structure I didn't have before and still leaves room for my own personality and style. I will now use this approach in cold calls, potential client enquiries, and face-to-face situations. The best part of the course was the interactive approach with plenty of opportunity for discussion."

~ **Donna Hutchins, Melbourne**

"I found your Selling with Confidence course to be excellent. It totally made me rethink my method of selling and gives it a structured process to follow."

~ **Peter Stewart, Brisbane**

"It's helped me understand the sales process and how to approach and build relationships with clients. I was petrified of closing sales but Stuart's training put the whole process in perspective (and made it less daunting). The course was a real eye-opener."

~ **Maria Rossides, Sydney**

"The best part was the class interaction, and helping to solve each others issues. The course helped point out the problems we were solving and how to handle the usual objections. Now I have much more confidence."

~ **Darren Santucci, Melbourne**

"It will help in every situation when I am dealing with clients. It will also help with internal customers to build rapport."

~ **Justin Hughes, Sydney**

"I can see how to incorporate new techniques that focus on customers needs, instead of my desire to tell them everything I know about the products that we sell. I think that this change in emphasis will lead to greater sales."

~ **Karen Elvish, Brisbane**

Personal atmosphere and a fun learning experience. The course has shown me good sales techniques and refined my skills.

~ **Andrew Lawrence, Sydney**

For more testimonials visit www.marketingnous.com.au/training/swc-testimonials.htm

Tel: (07) 3806 2238
www.marketingnous.com.au

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Registration Form:

Business Name

Address

Telephone

Delegate Name/s

Email Address for each Delegate (required)

1. _____
2. _____
3. _____
4. _____

Check the box (✓) for the course you wish to attend:

Location	✓	Program Dates
Sydney	<input type="checkbox"/>	February 24-25
Brisbane	<input type="checkbox"/>	March 4-5
Melbourne	<input type="checkbox"/>	March 22-23

Payment Method (✓)

(1) Cheque* (please attach) (2) Direct Deposit # account details below

(3) Credit Card (Visa and MasterCard only) Payment processed via secure online service.

Name on card _____

Credit card number _____

Expiry Date ____ / ____ MasterCard Visa

* Note: 3 digit security CCV number required for credit card transactions (on reverse of card) ____

Card billing address (if different to business address)

Amount: (Standard registration \$1,195.00 per delegate inc. GST): \$ _____

Authorised Signature: _____

Email for Authorised Person: _____

* Cheque payable to Marketing Nous Pty Ltd | # Bank deposit details: BSB 014-227 Account 3488-28984

How to book:

1. **Fax** this form to 07 3806 2238.
2. **Post** this form to Marketing Nous, PO Box 5320, Daisy Hill QLD 4127.
3. **Email** Scan and send this form to info@marketingnous.com.au.
4. Receipts will be sent via email once payment has been confirmed.

Cancellations & Guarantee:

- No refunds are possible. However, you may transfer your registration to the next scheduled course. If the original participant cannot attend a substitute is welcome.
- If at the end of this course you don't think you've improved your selling skills enough to recoup your investment many times over, you may ask for a full refund.

Tel: (07) 3806 2238
www.marketingnous.com.au

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Registration Terms & Conditions

Money-back guarantee:

If after you put into practice the skills and techniques presented in this course, you don't think you've improved your selling skills enough to recoup your investment many times over, just say so. Marketing Nous will happily provide a full refund.

Cancellations:

(i) No refunds are possible based on changes to the delegate circumstances or availability. However, you may transfer your registration to the next scheduled course if you notify Marketing Nous at least 14 days prior to the course. If the original participant cannot attend a substitute is welcome.

(ii) Marketing Nous will make every effort to deliver courses as scheduled. However there may be circumstances where it is necessary to change the date, venue, or presenter, or cancel the event, and Marketing Nous reserves the right to do so. In the event of a cancellation by Marketing Nous any registration fees already paid will be refunded in full.

(iii) All courses are offered subject to sufficient registrations being received to make the program viable. In the event that insufficient registrations are received and the course is withdrawn any registration fees already paid will be refunded in full.

Limitation of liability:

(i) The delegate (and/or his/her company) fully indemnifies Marketing Nous from any claim resulting from accident or injury relating to the delegate attending the training event.

(ii) Marketing Nous takes no responsibility for individual costs incurred as a result of changes to scheduled dates, venues or cancellation of courses.

Contact Marketing Nous

For further information contact Stuart Ayling directly on 0407 588 468 or email at info@marketingnous.com.au.

Website www.marketingnous.com.au/training/sales-training-course.htm

This course is proudly presented by Marketing Nous Pty Ltd. ABN 17 263 816 129