



Selling With Confidence™



An innovative Australian sales training course for service professionals, technical staff, and anyone selling services or technical products.

- 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.
- 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 manage your own communication style for maximum impact during sales discussions.
- How to be more confident and enjoy selling!

Check inside for...

- Who Should Attend
- Trainer Details
- Overview of Course
- Next Course Dates

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.



Book Online Now! www.marketingnous.com.au/training/swc-register.htm

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 suitable for people 'new' to selling that have a technical or service oriented background who are moving into a business development role. This course is not suitable for people who are in 'customer service' roles or that have no prior experience meeting with clients.

Overview of Course:

1. WHY

Understand the key factors that make prospects choose which provider to use.

2. CREATE

Learn how to create your ideal sales discussion to build trust with your prospect and accelerate the sales process.

3. COMMUNICATE

Understand your own communication style, and how to better relate to other styles. Identify key improvement factors you can work on.

4. TRUST

Identify the major elements that rapidly create trust between you and your prospect. Learn what to say and do with your prospects.

5. USING S.O.X.™ QUESTIONS

Using the proven SOX Question Strategy you will develop a specific plan for how to manage your own sales conversations with your prospects.

6. OBJECTIONS

Learn how sales professionals avoid creating objections, and how to respond in a natural way to difficult questions and objections from prospects.

7. GOALS & SUPPORT

Create an action plan for what you will do after the workshop – keep yourself accountable. Get support to make it happen!

The course encourages discussion amongst the group and participation is required to fully benefit. Traditional role-playing exercises are not used, however individual sales situations of delegates may be explored, and specific sales scenarios will be examined.

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Investment is only \$650 (+GST) and includes \$1,187 of bonuses.

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. This incredible value will be returned many times over as you implement your new sales skills and win more business. Participant numbers are limited in each course to ensure a good learning environment.

Your investment includes:

- Quality lunch, morning & afternoon teas
- Personal communication style assessment
- Comprehensive workbook/reference book
- Certificate of Achievement
- Follow up series of key training points
- Exclusive bonuses to help you succeed...



BONUS GIFT #1

The SOX Question Strategy you develop at the workshop will be critiqued for you after the workshop. This ensures you are on the right track for success!

(Value \$460)



BONUS GIFT #2

Free email coaching for 60-days after the workshop, to answer any other questions you have about using the techniques and tools presented during training.

(Value \$550)



BONUS GIFT #3

Free membership of the Client Conversion Program. This is a 12-month course of resources (MP3 recordings and PDF's) and weekly sales improvement tips sent via email.

(Value \$177)

Where?

All venues are major hotels in city CBD locations. Details will be advised directly to each delegate after registration is confirmed.

When?

Brisbane – Thursday July 21, 2011

Sydney – Tuesday May 24, 2011

Melbourne – Ask for details

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

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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 about Stuart and the Selling With Confidence course:
www.marketingnous.com.au/training/sales-training-course.htm



Stuart Ayling
Chief Sales Strategist
BBus, GCM

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**

More testimonials available on the website.

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