

Stuart Ayling

Speaker, Trainer, Strategic Advisor

Stuart Ayling is Chief Sales Strategist at Marketing Nous, a boutique consultancy providing sales improvement strategies serving clients nationally. Stuart founded Marketing Nous in 2000 and specialises in helping service-based organisations and companies that sell complex products to attract more clients and increase sales.

Stuart runs regular in-house and public training programs including his unique Presenting With Confidence and Selling With Confidence workshops that have been conducted since 2004 in Sydney, Melbourne and Brisbane.



Drawing on his extensive experience Stuart has developed a proprietary model, the Sales Improvement Propeller™, to help clients accelerate sales results by effectively communicating their value, attracting more customers and winning more deals.

Clients are active in a wide range of industries such as finance, consulting, science, medical, environment, technology, education, engineering, industrial products and professional services.

Stuart holds a Bachelor of Business (Marketing, 1989) and has completed a Graduate Certificate in Management (International Business, 2003). His career background covers a wide variety of business-to-business marketing and sales scenarios, across SME's and large companies, spanning over 20 years.

Stuart also "practices what he preaches", using the sales, marketing and presentation techniques taught at his workshops to gain clients for his own business. Stuart brings to life the theory and practice of professional sales and marketing activities.

In addition to his years as a professional advisor, Stuart has lectured and tutored at the internationally accredited UQ Business School (University of Queensland).

Stuart is comfortable working with senior executives as well as technical and business development staff, and has facilitated executive planning sessions involving senior management and board members for award winning companies such as Danley Construction Products (Telstra Award Winner) and Management Effect (BRW Fast 100).

Stuart regularly presents keynote sessions at major industry conferences including:

- South Australian Dept. of Recreation & Sport
- Self Storage Association of Australia
- Club Managers Association Australia
- International Not-for-Profit Convention & Exhibition
- Australian Library & Information Association
- Australian Amusement Leisure & Recreation Ass.
- Australian Organisation for Quality
- Queensland Law Society
- Independent Schools Association Queensland

You are welcome to connect with Stuart via LinkedIn at www.linkedin.com/in/sayling

Partial Client List & Testimonials

Stuart Ayling has developed and facilitated customised in-house programs for a wide range of leading organisations within the business and professional services sector, including government agencies, such as:



Spatial Engineering Services

ORD MINNETT

Stock Brokers



Concrete and Construction Products



Accounting and Financial Planning



Employment Rehabilitation Services



Insurance Brokers



Agricultural Technology



Recruitment Services



International Education Services



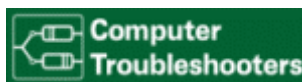
Crop Science Products



Business Development Services



Mineral Testing Services



Computer Support Services



Recruitment and Consulting Services



Contemporary Baby Accessories



Training Services



Fitness Equipment & Services



Aerial Power Line Maintenance



English Teaching Courses



Management Consultants



Wilson Parking Services

NOJA POWER

Electrical Transmission Switchgear



Actuarial Consultants



Water Treatment Services



Accountants & Tax Advisors



"AUSCOAL Super was looking for refinement and improvement for our Australia-wide based team of financial advisers, planners and managers who constantly present face to face seminars and workshops.

Being a not for profit AUSCOAL Super needed the presentation skills without the hard sell and after extensive research Stuart Ayling was a clear leader to partner with AUSCOAL Super.

The professionalism of our organisation has been lifted through both presentation content design and presenting skills thanks to the great support and assistance from Stuart Ayling."

Bruce Watson, CEO
AUSCOAL Super

"As I expressed after your presentations to our team, I was very impressed with the presentation, content and direction taken. More importantly, our people have absorbed the many points covered, and the concepts are now coming up in conversation.

Better yet, these discussions are positive and outcome oriented - yes, they are using the stuff, and it works!

We are now revisiting the workbook from your presentation as a refresher, and we will be doing this quarterly. As an aide-memoir, the workbooks are priceless, and since they were used to record personal observations, are easily built on.

Overall, the cost of your seminar was a great investment for CPAP Australia. Thanks mate!"

Trevor Cuthbert, National Operations Manager
CPAP Australia

"Our attendees were professional coaches and high performance staff so it was imperative that the day be run with a practical perspective – at the end of the day we all had to be better at delivering powerful messages.

The day gave us an easy structure to follow and some presentation guidelines to ensure that at every opportunity we were delivering the messages as effectively as we could.

The feedback from the participants was very positive and more importantly the structure and communication at meetings has since improved markedly, with the coaches now more comfortable in presenting because they have a simple formula that works."

James Holbeck, *Career Development Manager*
Queensland Reds (Queensland Rugby Union)

"Snelleman Tom enlisted Marketing Nous' services in May 2008 to give our accountants practical selling and communication skills. As the investment of time and money were substantial, we compiled a detail brief and contacted four training providers who specialised in the area of providing sales and communication training to professional services firms.

In his proposal, Stuart from Marketing Nous clearly demonstrated an understanding of our team and our needs. Stuart presented a tailored workshop program for discussion that would optimise both the training outcomes and the retention of the newly learned skills.

When considering the various proposals from the training providers we found Stuart's recommendation to be priced competitively and more importantly, spot-on for what the company wanted to achieve.

Stuart Ayling has exceeded our expectations. Not only has he delivered on his promises, but he has provided us with valuable 'follow-up' guidance which can be managed in-house to make the most of the training."

Grant Titman, *Director*
Snelleman Tom Consulting Accountants and Financial Planners

"After our first successful training session with Stuart Ayling in 2007, I decided to engage Stuart's services again to conduct another staff training workshop on presentation skills in January 2008. Once again Stuart produced a motivating full-day session with easy-to-use techniques that we practiced through role plays and peer sessions. This training was conducted within the first week of January, and by the next week sales of this product had doubled from 10% of all new sales to 20%.

The extremely cost effective session with Stuart paid for itself within the first week of applying the new techniques and I have no hesitation to continue engaging Stuart's services."

Maria Morton, *General Manager*
Teach International

“After researching several marketing / sales training companies AMS selected Stuart Ayling of Marketing Nous to run their one day sales training course in Melbourne.

All staff at AMS were impressed by the approach of Stuart and the simplicity of the programme without the hype generally associated with these courses. The comments by all staff were very positive and that they picked many things that can be used in their sales presentations to customers.

We thank Stuart very much and look forward to using Marketing Nous again in the future.”

Dirk Kuiper, General Manager
AMS Instrumentation & Calibration Pty Ltd



“For me the most valuable thing was how much work you had put in to personalising the training to our firm. The training had maximum relevance because we looked at every day problems we encountered in real life.

There were no glib answers that we could have brushed aside as being irrelevant to our situation. You helped us develop scripts for sticky situations & greatly increased the confidence levels of my team.

Also, you imparted a lot of information. At other training sessions I’ve felt the trainer has about 1 hour of content and spins out the day with endless “now break into small groups and.....”. You didn’t do that.

Your follow up after the sessions was also relevant & valuable. I will definitely get you back for a refresher!"

Anne Barry, Principal
Anne Barry Accountancy

"Stuart's preparation in tailoring a program specific to our needs was outstanding. The goods delivered on the day really hit home, and I was so impressed I immediately signed the sales team up for more of Stuart's training. I have no hesitation in recommending Stuart's services to anyone who needs a positive influence on their sales team."

Brian Irvine, General Manager
Bernafon Australia

"Stuart, you took the time to understand our business, which resulted in a training session that targeted our business requirements and benefited our employees. We do not have dedicated sales people and our managers have to fulfill this role. They were easily able to understand the sales and marketing concepts you presented and found the course to be extremely practical and rewarding."

Denise Gallagher, Managing Director
CCI Australia Pty Ltd

"Stuart energised our national Business Development Team and provided them with an appreciation of the technical and human aspects of sales and marketing. Stuart certainly fulfilled the challenging brief I issued for our course. He meet our requirements given the short notice we provided and the broad range of subjects we desired all in one day! Thanks Stuart."

Dr. Gail Kelly, Business Development Facilitator
AAMHatch

"We wanted a workshop that would help us to increase confidence, focus on asking the right questions, overcoming blocks, basic sales training and a refresher for some staff. We looked at Stuart's website information and after a discussion with him we felt confident about his ability.

I'm very satisfied and believe everybody got some thing out of it. The team is more confident, knows what questions to ask, and has learnt that repeat visits will get results most of the time. There have already been some great achievements resulting from the sales course especially in our NSW territory."

Eric Wai, Managing Director
Sentry Medical

"As a results driven business we are always looking for new ways to continually develop and challenge our team to deliver greater results not only for our business but also our clients.

Stuart provided us with practical, easy to use systems and techniques that I have no doubt will deliver new and exciting results in the future. Thank you Stuart for your energy and knowledge imparted to us!"

Andrew Oldham, General Manager
GPL Network

Profile of Stuart Ayling, Chief Sales Strategist, Marketing Nous | www.marketingnous.com.au



"Stuart, thank you for your great presentations on the topics of Online Marketing and Marketing Planning to our delegates at last week's CMAA conference.

Your message resonated with the delegates and over the following days much comment was made of the quality and positivity of your presentations. I personally enjoyed meeting with you and having the opportunity to work with you."

Ralph Kober, *Education Manager*
Club Managers Association Australia

"We wanted our managers to be better prepared to initiate and manage sales opportunities and to be more pro-active in looking for new sales opportunities. We also wanted them to be able to manage their time better.

It was very important to our company because we are moving from a technically focused service base to a more sales oriented company.

My initial discussions with Stuart on the telephone and the very positive feedback received from 3 individuals we had already sent on different open workshops gave me the confidence to engage Stuart's services. I really appreciated his willingness to put together a specific program for our company.

We provided attendees with feedback sheets and all comments on content and delivery of the program were very complimentary. Stuart kept the interest of a very diverse group and everyone came away with something of value.

Our company will achieve better results because our team is more focused, they have improved communication, time management and delegation skills."

Steve Russell, *National Human Resource Manager*
Siltech Group

"Stuart was engaged by OAMPS Insurance Brokers to assist with refining our sales teams core selling skills at our Regional Sales Conference. Stuart took the time to understand both our business as well as our client expectations. His efforts resulted in a valuable educational session which has provided us with some core building blocks on which we can build future sales activities."

Scott Denning, Northern Region Manager
OAMPS Insurance Brokers



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