

Customised In-house Training Programs



- Relationship-based Sales Skills
(also called *Consultative Selling*)
- Presentation Skills

Tel: +61 7 3806 2238
www.marketingnous.com.au

Specialising in sales training for service professionals, advisors, product specialists, technicians, consultants and managers.



Training Program Customisation

Every training program is tailor-made to suit the requirements of the client. Group sizes vary from 6 to 30 people.

To enable maximum impact the course development process includes a combination of:

- Pre-training input from participants
- Personal interviews with your staff
- Company-specific information
- Inclusion of real-life examples



Testimonials from Previous Clients

"After our first successful training session with Stuart Ayling in March 2007, I decided to engage Stuart's services again to conduct another full-staff training day in January 2008 - this time to look at up-selling to our highest level product (a training course), as well as at techniques to increase conversion rates from our public information sessions.

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 that particular training course had doubled from 10% of all new sales to 20%.

As January comes to a close, we are looking at 22% of all new sales at this highest level product.

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 to work with me from both a consulting perspective as well as a trainer for my staff."

Maria Moreton, General Manager
Teach International



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"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, NSW



"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, Operations Manager
CPAP Australia, QLD



"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.

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 delivered the workshop program to our consultants over 3 days within an 8 week period. Our team found that building their skills this way and the email communications from Stuart over the 8 weeks helped achieve more meaningful results.

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, QLD



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"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 something 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 has already been some great achievements resulting from the sales course especially in our NSW territory."

Eric Wai, Managing Director
Sentry Medical, NSW



"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, NSW



"I was looking for training in an area where we had no skills, no previous training and possibly a natural resistance. For most accountants, 'sales' is a dirty word and most sales training programs seemed geared to product type sales which I felt may have conflicted with my idea of professionalism and long term client relationships.

When I saw on your website that you specialised in sales for professional services firms, I felt comfortable approaching you. And after our initial discussions (and the questions you asked), I was confident I'd made the right decision.

From the training sessions we've learnt new skills for communicating with clients and can now get them to articulate needs that we can meet. Consequently we are able to increase revenue for the firm.

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Most importantly, we've learnt to shut up & listen! And we no longer feel like we're trying to talk clients into something (which is how we have felt previously when in any type of sales situation).

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 Accountants, QLD



"Stuart has an easy comprehensive style that appealed to my staff. Stuart stays at the top of his game the whole time and practices what he is teaching.

Our staff are mostly woman and they found him very personable, even disarming. When doing sales training with staff who don't claim to be sales people this is very important.

Stuart wasted no time, there was no filler in his presentation and everything was very purposeful."

Adam Morehouse, Managing Director
Teach International, QLD



"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, VIC



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"After months of searching for sales training courses we stumbled upon the Marketing Nous website and was taken in immediately by the Selling with Confidence program, of which Stuart then tailored to our specific business needs.

There were very high expectations going into our sales training day. Stuart had to prepare an in-depth presentation to cover all aspects of sales and selling techniques, as our experience in this field was little or none. He did this with great confidence and knowledge and used the little time we had in a productive professional manner.

By the end of the course we felt we had acquired the basic selling tools, the confidence, and direction to go away and strategically plan our sales approach.

Stuart worked with us in the weeks leading up to our training day gaining all information needed to prepare a training day specific to the needs of the isoki team. Every member of the isoki team was impressed and motivated by Stuart's presentation, his advice and direction was all relevant and very useful.

We are very confident that we made the right decision in choosing to work privately with Stuart and are sure that we now have the sales and marketing direction needed to build a profitable thriving business."

Rachelle Baker, Director
isoki Pty Ltd, NSW



"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 Stuart's E-course. 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, QLD



"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, NSW



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"Stuart energised our national Business Development Team and provided them with an appreciation of the technical and human aspects of sales and marketing. The self evaluation tests and pre-workshop questions provided an opportunity for personal evaluation, as well as giving the group an insight into its perceptions and skills.

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, QLD



"I engaged Stuart Ayling from Marketing Nous on behalf of Elite Fitness to develop and deliver a one-day sales training component for Elite's franchisee training program. Stuart's delivery of this program not only exceeded my expectations but also of the franchisee's who participated in the training for the following reasons:

- Stuart's material is based on current approaches to sales, with a focus on lifetime value.
- Stuart's presentation style engages the participants so they become personally involved.
- Stuart takes students on a journey of self-discovery.
- His communication style is open and reassuring that allows his students to absorb, ask questions, and to believe in themselves.
- He uses personal evidence to support his theories and uses practical application.

Students emerge from the program believing they can sell. I would highly recommend Stuart's sales training program as a modern approach to building a system to increase sales."

Gary Tapiolas, Business Development Manager
Elite Fitness, QLD



Stuart Ayling specialises in sales improvement strategies for service businesses and companies selling customised or complex products. Stuart founded Marketing Nous in 1999 and his client list includes: accountants; health services; software developers; education providers; human resource services; management consultants; graphic designers; online businesses; shop fitting services; science organisations; financial services; component suppliers; technical maintenance services; and IT service providers.

You are welcome to contact Stuart for further information, or to arrange an obligation free interview to explore your marketing and training options.

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