



Sales Success Conference 2019

Introducing Australasia's most dynamic high performance sales, negotiation and performance coach Shayne Thompson, for one or two days of the most amazing sales training your team will ever experience. No matter what size your business is, you are invited to join us for an amazing one or two days of action packed sales, negotiation and leadership coaching that will have a profound impact on the productivity and success of your business.



Sales are the backbone to any and every business, because the sales team generates the revenue. Regardless of how good your product or service is, or how innovatively you use emerging technologies, if you do not have a strong sales force, your business will lose culture, energy, sales, productivity and profits.

Shayne Thompson has seen the potential in many businesses and helped them to increase sales revenue and unlock the potential of generating more revenue from each client over their lifetime.

Take a moment and ask yourself if your business has dealt with any of the following issues:

- Unclear sales strategy leading to confusion among the sales team on how to increase sales
- Hiring too many B and C players who simply lack the motivation to succeed
- Salespeople shy away from approaching high-level decision-makers
- Each salesperson sells using his or her own methodology, leading to very mixed results
- Sales prospecting output is far lower than it should be—which means weak sales pipelines
- Salespeople are too quick to drop prices in order to win deals
- Sales cycles drag on for much longer than necessary, often ending in deal stagnation
- Salespeople are uncomfortable asking for referrals in order to win business

If you have noticed any of these, you're in danger of falling into the trap of having a sales team that is not performing at its peak, resulting in lost sales.

Always Be Closing. It's the mantra of many a sales organization. But key decision makers can be hesitant, resistant or even apathetic. Getting from open to close requires polished presentation skills, a keen sales acumen, the ability to assess what questions to ask and, more importantly, when to listen – all of this requires training. Let master sales coach Shayne Thompson help your team break through the barriers and increase accountability, productivity and profit.

Shayne Thompson has been training and coaching high performing sales teams for over 20 years for some of Australasia's most successful businesses. Now it's your chance to fast track your sales team to achieve their true potential and achieving maximum results.

Don't delay book today
Attendance numbers are extremely limited

I have been involved in Sales for 17 years and attended numerous sales courses but never have I come away from a course feeling so totally enthused and motivated"

John Thomas

As a result of your Sales Psychology training, I am enjoying one of the busiest months ever. In a so called recession - I have closed four deals this month all in excess of \$1 million

Robert Ashton

Can i sincerely thank you for an outstanding, informative and inspiring few days. The manner of your presentation, the interaction with ourselves and the standard of the material combined to ensure we absorbed an incredible amount of invaluable knowledge.

Simon Spiller





Day One

Sales Development

What Are You Selling And Where Is The Value?

In order to become a better salesperson we must first understand what it is that we are actually selling to our customers from their point of view. We must also be able to demonstrate the value that is associated with the offering. In the absence of value customers will always compare and purchase based on price.

How To Build Trust And Rapport

Studies show that you have less than 30 seconds to create a strong first impression with someone. Customers today want to deal with people they can trust. Learn the skills to create a dynamic strong first impression that will start the relationship that will lead to ongoing sales.

What Makes People Buy?

In order to sell more we need to first understand what makes people buy anything. People are predictable and we will share with you the latest psychological principals which you can tap into to make people want to buy your product or service.

The 7 Secrets Of Sales Psychology

Most sales people are never taught how to sell. It's usually expected that they already know how to sell prior to starting their role. In this session we will uncover the secrets behind generating sales and how to increase your sales success rates.

Managing Objections

Most salespeople will face objections on a daily basis, be it features or price etc. Learn how to manage these situations and turn your clients into raving fans.

How To Negotiate Like A True Professional

Many potential deals fall over during the negotiation process. In this session you will learn how to control and manage a negotiation towards a successful outcome for both parties.



Day Two

Sales Leadership

What is Sales Leadership?

So now you are a team leader or a sales manager, discover the purpose of the role and the impact you can have on the success or failure of your team

People and Communications Skills

Being an effective leader requires good understanding of human nature and being able to communicate your messages with clarity so everyone is clear on their responsibilities and are focused on success

How to Motivate Your Team

Every sales leader needs a motivated team in order to achieve results. Learn what motivates people and how you can inspire people to push beyond their self-limiting boundaries.

Coaching Your Team to Success

Coaching and mentoring your team is a big part of being a successful leader. In this session we will discover the best ways to coach and mentor individuals within the team.

Running More Effective Sales Meetings

Sales meetings can often do more damage and harm to the culture and energy of your team than good. Learn how to create dynamic and inspiring sharp meetings that pack a punch and generate excitement within the team

Don't delay book your team in today for one or two days – numbers are limited