

# MODERN SELLING

## ...for Australians in Australia



At the completion of this two (2) day live-in program you will leave with measured enhanced clarity in the following four (4) key fundamental areas:

- 1. Modern Selling Environment - Australian vs.American Sales Models**
- 2. Modern Selling Professional - What are the traits and characteristics**
- 3. Modern Selling Process - What are the critical steps**
- 4. Modern Selling Skills - Key competencies required**

### PROGRAM CONTENT WILL INCLUDE ...

- Self Assessment - skills of the Modern Sales Professional
- Characteristics and Behaviours of a Modern Selling Professional
- Prospecting for new business opportunities
- Utilising the telephone as a business tool
- Client Engagement Strategies
- Relationship Selling - Building Professional Intimacy
- Customer Centric Questioning Strategies
- Identifying your Unique Selling Proposition/s
- Dealing with Day to Day Objections
- Modern Ethical Closing
- Strategic Follow Up

### PROGRAM DETAILS

Designed For	All Australian Sales Professionals - numbers limited to ONLY 25 people to maximise the learning experience.
Duration	Two (2) day intensive <b>LIVE IN</b> Program with compulsory study sessions on the evening of Day one (1)
Training Method	Interactive experiential learning environment with <b>WRITTEN REVIEW</b> on Day two (2)
Certification & Recognition	All participants will receive an SMI Modern Selling Skills Certificate. Over achievers will be recognised by the group on completion of the program.

# PROGRAM INVESTMENT

Inclusions	<ul style="list-style-type: none"> <li>• Two (2) day intensive sales learning experience with Australia's premier sales trainer.</li> <li>• One on One 1:1 Coaching Session with Peter McKeon on the evening of Day one (1)</li> <li>• Participant Workbook, Worksheets and Tips</li> <li>• ALL Meals included</li> <li>• Overnight accommodation at the venue</li> <li>• Graduation Certificate</li> </ul>	
Investment	<p>EARLYBIRD INVESTMENT</p> <p>All Earlybird registrations will receive a complimentary copy of Peter McKeon's book "If the Shoe Fits, Sell It!"</p> <p><input checked="" type="checkbox"/> Yes! Please register me for the following program:</p> <p><input type="checkbox"/> Earlybird Brisbane</p>	<p><b>\$1495 inc GST</b></p>
Information	<p>Phone: +617 3852 2899</p> <p>Fax: +617 3852 2877</p> <p>Email: noreen.messenger@salesmasters.com.au</p>	

Title  Mr  Mrs  Miss Name.....

Company .....

Address .....

Suburb..... State..... Postcode.....

Business Ph..... Business Fax .....

Mobile..... Email.....

Number of tickets..... @ **\$1495.00 (incl. GST)**

Attendees Names .....

Special Dietary Needs .....

Investment Type - Cheque / Cash / Visa / Mastercard / Bankcard / Amex

Investment Amount \$.....

Card Number

Expiry Date   /

Cardholder's Name.....

Signature.....

FOR ALL YOUR ENQUIRIES, INCLUDING DETAILS  
OF THE PROGRAM TIMELINE PLEASE PHONE +617 3852 2899