

# Sustainable Sales Workshop

Good Sales People Are Born, Great Sales People Are Developed

**Brisbane**

3rd April – 4th April 2012



**Sales Development Group**  
Developing People, Processes, & Profits

# Sustainable sales, revenue, and profit growth doesn't just happen.

## What do you want from your Sales Team?

- Do you want to increase your revenue?
  - Do you want to increase your net profit per transaction?
  - Do you want to win better quality or easier to deliver business?
  - Do you want to deal with better quality customers?  
Customers you can build long-term relationships with?
  - Do you want to grow your business, geographically?
  - Do you want to grow or exit via a merger or acquisition?
  - Do you want to introduce new products and services to your existing clients?
  - Do you want to increase your market share in your existing industry?
  - Do you want to win more of the same work from your existing customers?
  - Do you want to enter a new industry to leverage your existing skills, capabilities, products and services?
- Do you want better awareness and more predictability of your sales, cashflow, revenue and profit?
  - Do you want more control or more transparency with your sales team and sales process?
  - Do you want to speed up your sales process to win business faster and more frequently?
  - Do you want to increase your prices to achieve a price that represents a great return for you business and value for your customers?
  - Do you want to create a better vibe in your business?
  - Do you want to become known as the provider of choice in your chosen markets?
  - Do you want more referrals & more clients out there selling for you?

## **"Selling is a Team Sport"**

Wayne Gerard, Managing Director - Sales Development Group

***"Our management team received enormous value, both professionally and personally from the workshop. In hindsight, I wish our entire staff could have attended."***

Jim Hegerty, Director - Team Engineering



*"Very well delivered workshop, Wayne adapted his approach and content to meet the audience. Our engineers, sales people, and management team all got great value from the workshop"*

Paul Walker, Industry Director  
LogiCamms

*"Wayne has delivered Sales Training twice for us because we value the impact he has on our team, our customers, and our business"*

Mick Crowe  
Chief Executive Officer  
G&S Engineering

## **Do you want to increase your teams focus on your customers, revenue generation and achieving your budget?**

Just like the operational, manufacturing, and administrative aspects of your business, the sales, marketing and customer engagement aspects of your business can be improved.

Most organisations have also invested in the optimisation of their operational, manufacturing and project management processes and made them sustainable and consistent by implementing systems and KPI's. Taking errors or waste out of the manufacturing, operational and project management aspects of most businesses has led to greater customer satisfaction, faster production, less waste, lower operating costs and greater profit.

The same results can be achieved by investing in the management, sales, marketing and customer engagement aspects of your business.

### **You can hire an engineer, yet you have to create a sales person!**

In fact most of your sales people have come from a technical or professional background.

On average they have had 3 or more years worth of technical or professional training. Yet the average amount of sales training for people in the Mining, Oil & Gas, Engineering, and Industrial sectors is only 3 days and that's generous. More than 70% of the people in businesses who have day-to-day contact with your clients have never had any formal sales or customer engagement training!

No wonder we often hear stories from organisations about their clients awarding work (that they didn't hear about until after it was awarded) to their competitors because the client didn't know your organisation could do that!

We estimate and many of the leading organisations in your industry have confirmed that most businesses leave a significant amount of revenue (40%) and work on the table

because they haven't invested sufficiently in the sales, marketing and customer engagement people, processes and systems of their business.

Find out what the most progressive organisations in your industry are doing now to achieve better sales performance and better financial results.

**Attend the Sales Development Group  
"Sustainable Sales"™ Workshop 3-4th April 2012**

Learn from the leading sales trainer in your industry. Wayne Gerard is an expert sales trainer and consultant and has trained thousands of sales people, sales managers, engineers, operational people and executive management teams.

The large majority of people that engage with your clients day to day are not sales people. Yet they are integral to your sales performance. These are the people that your organisation is judged on. These are the people who could be identifying sales opportunities and building trust and confidence with your clients.

Claw back the missed opportunities and leverage your non-sales people who regularly engage with your customers to identify new sales opportunities. By having a more organised, coordinated and consistent approach to selling and customer engagement your business will remain front of mind for your clients.

### **Helping you to become the business your clients call first whenever they need something done.**

For anyone who has attended one of my previous sales training workshops such as Solutions Selling, Becoming Sales and Customer Focused or Making Sales you will find this workshop Sustainable Sales builds on those foundations and offers numerous new insights, greater structure and easier to implement tools, strategies and ideas. Sustainable Sales will help you make more sales, better sales, faster sales and deeper customer relationships. It's also the perfect introduction to formal sales training for all of your Non-Sales Sales People.





*"Wayne's delivery and the content were outstanding, the tools and ideas are practical, relevant to me, and easy to implement. The investment has easily paid for itself over and over again. This is a great workshop you must attend."*

Kim Sharp, Owner & Manager - John Martin & Co

## You & Your Team will learn:

- Specific step by step actions, tools, processes and beliefs that will maximise your effectiveness at each stage in the sales process.
  - How to generate more quality leads and sales opportunities.
  - How to reduce the time it takes to win new business.
  - How to build lasting relationships with your clients.
  - How to engage with your clients to enable you to easily Up-sell additional products and services.
  - How to obtain referrals and references and how to use them to win new sales more quickly.
  - How to create the reputation that you want in the market and how to have your clients telling others about you and selling for you.
- How to position your value at each step of the process to maximise your position during the negotiation.
  - How to ensure the project or work is handed over and executed successful by making sure everyone has common expectations.
  - How to build sustainable relationships with your clients and jointly plan their future expenditure with you.
  - The workshop format will facilitate you building new industry relationships as you engage with your industry peers to gain their perspective, insight and experiences to compliment your own perspectives.

*"This workshop has been the catalyst for the next stage in both my life and my business(es). The workshop has delivered like many don't, by demonstrating practising and reiterating the concepts in a way which they will be retained."*

Mike Boyd, Managing Director - Appligate



## People

*Good Morning Wayne,*

*I just wanted to drop you a quick email to say thank you again for the fantastic workshop yesterday.*

*I gained so much from it and the comments on my feedback form reflect that. I woke up this morning feeling very empowered, confident and excited about my future both inside and outside of work.*

*I wish you and your team all the best for the future and I look forward to the next time we meet.*

Harriet Jeffery  
Senior Consultant  
Coal Operations for NSW  
Stellar Recruiting

## Process

*I would just like to thank you for the opportunity to attend the selling workshop over the last couple of days. I enjoyed it tremendously – (hey that could be my word – Tremendous!!!).*

*As I said in my feedback although I may have been unconsciously doing some of the things that we discussed over the two days it really cleared the fog and opened my eyes to the process and the value of following a process. I was definitely just winging it until now.*

*If you would like someone to be a verbal referral to any new clients you are trying to establish please feel free to get them to call me.*

Steve Fabri  
BDM  
HMG Hardcrome

## Profits

*"I have been involved in the Mining and Construction business for thirty years and can categorically say that this is the best sales workshop I have attended. Wayne's expert knowledge of the subject matter and the passion he demonstrates is second to none.*

*"I would absolutely recommend this workshop to any company that deems increased revenue and higher margins a priority in its business."*

Mick Gamble  
General Manager  
TEAM Engineering

## Our Guarantee

*Simple to use tools and a common sense approach to selling and managing your client relationships.*

*We practice what we preach, because it works.*

*No hype.*

*We know that most people don't like being sold to. They continue to buy from the people who help them.*

*We will show you how to help your clients solve their problems using your products & services.*

*We guarantee you will get value from this workshop, or your money back.*

Wayne Gerard  
Director  
Sales Development Group

*The most practical content I have come across in a workshop. Drawing information from participants by asking questions - fantastic!*

*Great information and strategies relevant to our business and profession. I recommend this workshop to all business professionals because the content is so relevant and applicable.*

*Wayne's knowledge and delivery are outstanding. The workshop will help me to be better at what I do and enjoy my work more and in turn be more successful.*

Arnaud Marion  
Business Centre Manager  
WorkPac

## Bring a Client

**What would happen to your business if you could assist your clients to win more work?**

**Would they buy more from you?**

Refer your clients to this workshop and benefit from the opportunity to spend quality time with them building an even stronger relationship. Gain an even more detailed understanding of each other's business. Create a sustainable sales partnership now with your key clients.

Bring your clients to this workshop by taking advantage of the special offer below!

### Workshop Special – Bring Your Clients & Save

**\$1575 (Ex-GST) per participant when you bring a client to this workshop with you.**

**That's a saving of \$600 for two people.**



**Developing People,  
Processes,  
& Profits**

### Sales Development Group

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## **"Selling is a Team Sport"**

Wayne Gerard, Managing Director  
Sales Development Group



### **Workshop Trainer**

**Wayne Gerard** is the Managing Director of Sales Development Group.

Over the last ten years, Wayne has developed and delivered a range of sales and management related training and consulting services for many of the largest organisations within Australia.

Widely regarded as the leading sales trainer and business growth consultant servicing the mining, utilities, oil & gas, manufacturing, construction and engineering sectors, Wayne offers a range of consulting and training solutions tailored to your evolving business environment, and his customers' personal goals and business outcomes. His ability to sustainably improve business performance is both refreshing and unique.

Wayne is a passionate and thought provoking professional speaker, regular presenter of sales training workshops, conferences, seminars and board/executive management strategic workshops. Over the last 5 years, Wayne has presented and trained thousands of business people.

### **Sales Development Group**

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## Registration & Payment Details

Business \_\_\_\_\_

Participant Name \_\_\_\_\_ Role \_\_\_\_\_

Email \_\_\_\_\_ Mobile \_\_\_\_\_

2nd Participant Name \_\_\_\_\_ Role \_\_\_\_\_

Email \_\_\_\_\_ Mobile \_\_\_\_\_

Address \_\_\_\_\_ Suburb \_\_\_\_\_

Postcode \_\_\_\_\_ Country (if not Australia) \_\_\_\_\_

### Investment Per Participant \$1875 + GST

**Payment Options:**  Credit Card or  Direct Deposit (x in appropriate option)

**Credit Card Details:** Mastercard    Visa    (circle)

          

Expiry Date \_\_\_\_\_ / \_\_\_\_\_ Security Verification Code \_\_\_\_\_ Total Invested \$ \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

### Direct Deposit Details

**Account Name:** Sales Development Group | BSB: 084283 | Account Number: 79 785 5654 |

**Bank:** NAB

**Please email this completed page and your payment confirmation to [admin@salesdevgroup.com.au](mailto:admin@salesdevgroup.com.au) to confirm your place in the workshop. Please call (07) 3376 6996 for more information.**



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<b>Location</b>	Hillstone St Lucia St Lucia Golf Links, Carawa St St Lucia QLD 4067
<b>Parking</b>	Free Onsite Parking
<b>Timings</b>	8:30 – 5pm Daily
<b>Dress</b>	Business Casual
<b>What To Bring</b>	Pen + Your Business Cards
<b>Investment</b>	\$1875 (Ex-GST) per participant
<b>Includes</b>	Lunch, Morning & Afternoon Tea, Training Workbook

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### Terms & Conditions

*(In registering for this workshop you agree to the following terms and conditions)*

- Credit card payments, a credit card processing fee of 2.7% of the transaction value is payable in addition to the investment value outlined above.
- Direct deposit payable by 13 March 2012
- All payments must be received prior to workshop commencing.
- Cancellations with a full refund (less \$50 administrative fee) will be accepted within 7 days from the date of registration. Cancellations after the 7-day period and up to 6 weeks before an event will forfeit 20% of the purchase price. Cancellations within 6 weeks of the workshop will not be eligible for a refund. If you are unable to attend, please nominate a substitute.
- A tax receipt and any further workshop details will be emailed to you upon registration.