



## *The Persuasive Selling Process™* – Master Sales Conversations

*Walk away with a pre-planned client meeting template ready to use immediately in your B2B selling.*

# Welcome to our flagship course for mastering conversations!



## Where you might be:

- You're good at selling but like 80% of the sales people we meet worldwide, you don't consistently prepare for sales meetings and conversations

## What this can mean:

- You sell, but not always with the highest GP possible
- You sell in the short term but can miss out on long term opportunities that are 10X bigger
- When facing objections you discount or compromise to reach agreement

Do you want to maximise your profit margins when selling?

Do you want to learn the secrets of world-class B2B selling?

If YES, then you need to master the renown Persuasive Selling Process™ today!

## Course Outcomes

- Close the sales every time using The Persuasive Selling Process™
- Control every objection thrown at you using the Objection Managing Process™
- Use The Sales Tool Belt™ to successfully control every sales meeting or conversation
- Adapt to the four buyer Behavioural Profiles (personalities)



## Client Success Stories

- “The Persuasive Selling Process course highlighted areas I can improve – especially in structuring meetings and closing sales. It helped me add at least another 30% to my annual sales.” – *Roddy Turner, V12 Footwear, UK*
- “For any company that wants to have their sales team razor sharp! Helped us win a multi-million \$ project right away.” – *Greg McCalman, Entegra, Australia*
- “I have done LOTS of courses over my 8 years as a sales person and this one is by far the best!” – *Tania James, Gilmours-Foodstuffs, New Zealand*
- “Very full and relevant training. It has the potential to increase the sales that I get by £500,000.” – *Harry Dunham, One Site Building Products, UK*

## You will learn how to:

- Follow a proven process to maximise your sales conversion rate
- Sell your value proposition without needing to discount
- Fully apply The AIDA Principle face-to-face and by phone
- Use advanced questioning skills to fully understand deeper customer needs
- Close the sale more confidently and consistently
- Build massive long-term loyalty by the way you sell
- Make benefit selling an effortless ongoing habit
- Combine the best of consultative (solutions) selling & relationship-based selling
- Get more from every interaction with customers, colleagues and suppliers alike



If you are unable to see how **you can double your return on investment** after attending any of our courses, we will refund your money. *See our website for more details.*

# 4 Flexible delivery options

## The Persuasive Selling Process™ In-house Delivery

- Tailored exclusively around your business and industry
- Walk away with a real client meeting or call fully pre-planned
- Receive the Persuasive Selling Process™ meeting template to use forever
- Two days on site whenever it suits your team

### Bonus:

Each attendee receives an exclusive Sales Profile Report using the world class Extended DISC profiling tool worth \$250 (AU, NZ, CAN), \$175 (US) or £140 (GB)

### Investment (excl. travel)

**AU/NZ/CAN:** \$12500+GST (up to 10 attendees)  
\$1250+GST per person thereafter  
**US:** \$9500+GST (up to 10 attendees)  
\$950+GST per person thereafter  
**GB:** £7200+VAT (up to 10 attendees)  
£720+VAT per person thereafter

## The Persuasive Selling Process™ Public Delivery

- Share ideas with others from different industries
- Walk away with an actual client meeting or call pre-planned
- Receive the Persuasive Selling Process™ meeting template to use whenever you need it
- Two days at a central location

### Bonus:

Each attendee receives an exclusive Sales Profile Report using the world class Extended DISC profiling tool worth \$250 (AU, NZ, CAN), \$175 (US) or £140 (GB)

### Investment

**AU:** \$2485 + GST per person  
**NZ:** \$2485 + GST per person  
**CAN:** \$2485 + GST per person  
**US:** \$1785 + GST per person  
**GB:** £1385 + GST per person

## The Persuasive Selling Process™ Live Online Delivery

- All the principles of the Persuasive Selling Process™ in just one day!
- No wasted time and money on travel
- Dynamic and interactive
- Walk away with a draft client meeting or call planned out

### In-House Investment (excl. travel)

**AU/NZ/CAN:** \$6000+GST (up to 10 attendees)  
\$250+GST per person thereafter  
**US:** \$4750+GST (up to 10 attendees)  
\$175+GST per person thereafter  
**GB:** £3600+VAT (up to 10 attendees)  
£140+VAT per person thereafter

### Per Person Investment

**AU/NZ/CAN:** \$750+GST for 1 person  
**US:** \$525+GST for 1 person  
**GB:** £420+VAT for 1 person

## The Persuasive Selling Process™ Pure Online Delivery

- All the principles of the Persuasive Selling Process™ in just one day!
- No wasted time and money on travel
- 14 days of access to re-watch and re-learn
- Walk away with a draft client meeting or call planned out

### Bonus:

Each attendee receives an exclusive Sales Profile Report using the world class Extended DISC profiling tool worth \$250 (AU, NZ, CAN), \$175 (US) or £140 (GB)

### Per Person Investment

**AU/NZ/CAN:** \$750+GST for 1 person  
**US:** \$525+GST for 1 person  
**GB:** £420+VAT for 1 person

## Who is the Sales Mastery Company ?

We are one of Australasia's leading business-to-business, sales & training companies especially for medium businesses. We've helped over 6500 businesses grow in 10 countries in 4 continents. Most attendees claim the Persuasive Selling Process will help make them hundreds of thousands in extra sales.

All prices are subject to change without notice, see the website for the latest pricing.