



Winning Sales Strategies in tough times

Driving Sales - Boosting Profits
*Presented by world's leading
sales guru, Jack Daly*

Six Top Reasons to Sign Up:

- 1. Achieve greater sales and profits with existing resources*
- 2. Build a world-class sales organisation*
- 3. Learn how to sell smarter through value*
- 4. Develop a winning culture*
- 5. Set and reach your business and life goals*
- 6. Realise your sales potential and get quick results*

Date: Melbourne - 13 March 2009
Brisbane - 17 March 2009

This outstanding one-day seminar is a **MUST** for sales and marketing teams, management and company CEO's who want to get the best from their team.

Bring all your key players and save on seminar fees. Group discounts available.

Proudly supported by:



Your sales force is only as good as your sales leadership. Let this seminar be the start of something big for your organisation.

About Jack Daly



Nothing is more effective than learning from someone who is producing the results you seek.

Jack Daly brings 20+ years of field-proven experience. As the head of sales, Jack has led sales forces numbering in the thousands, operating out of hundreds of offices.

In 1985 Jack started a mortgage company. As CEO he led the company to 750 employees working in 22 offices (within 18 months!). In its first 3 years the company reported profits of US\$42 million.

In 1998, Jack helped a privately owned company to be recognized as Entrepreneur of the Year by Ernst & Young and ranked 10th on the Inc.500 list of fastest growing companies in the US.

Jack has built six businesses from scratch into national sized firms, two of which were sold on Wall Street, to First Boston and Salomon Brothers. Now he helps companies build their businesses.

Jack believes that success is by design, not chance. The successful entrepreneur realises that life is a series of "uncontrollables." The key is to focus on what you have control over.

Jack leads with content, delivers with contagious enthusiasm, and leaves his audiences both wanting more and committed to taking action.

What they say about Jack Daly...

"Jack had a massive impact on the sales process in my business! The best investment I made in my business last year. I am going again this year for sure!"

Boyd Roberts - Director & Marketing Consultant
Corporate Image

"I attended Jack's 2 hour seminar at the EO Tokyo University. He is the best speaker I have ever heard. As a direct consequence of his presentation my business recently won a \$41m sales contract."

Tim Green - Managing Director
Tim Green Commercial, EO Sydney

"Jack ran a series of one day workshops for us in 2007 with both our sales managers and our mortgage advisers. His presentations were always entertaining, straight forward and professional with strong relevance to our industry. Jack has been particularly good at providing tools which the participants could apply immediately to their business.

If the success of any program is judged by the lodgements of the key learnings, Jack has achieved a great deal with our team. His concepts and tools are still referred to regularly and he has contributed to a significant change of focus in our business."

John Symonds
Aussie Home Loans

Winning Sales Strategies, Drive Sales - Boost Profits

Most sales executives understand sales skills but execute them poorly. This highly interactive seminar provides field-proven, added-value strategies for productivity improvement while building long-term client relationships.

At our one day forum, learn how to take Jack's proven techniques and turn them into your own sales and management success stories. This man's enthusiasm is contagious - you've been warned!

What You'll Learn

- How to increase profits by enhancing your sales management
- Sales leadership techniques that you can implement immediately
- How to increase your sales but reduce your costs
- How to develop a winning management culture
- How to maintain the ultimate work/life balance
- Key characteristics of top performers
- Communication/social/buying styles
- Value-added selling techniques
- Relationship development and growth strategies

Seminar Agenda

1. First Impression... How's Yours?
 - Successful executives must have their goals in writing with a detailed plan of execution
 - Successful businesses have a system to measure activity and a method for accountability
2. Backwards Thinking:
 - The most important sales person is your receptionist
 - What differentiates you from your competition at the first point of contact?
3. Shortest Course on Selling:
 - Ask questions and listen
 - Never quote price until you establish value
 - Earn the right to ask for the business
4. Five Laws of Self Renewal:
 - Motivation is mandatory, not an option
 - 50% or more of success at selling is a head case
 - Strategies and tactics can be taught, attitude can not
5. Perception of Value is Key:
 - The first sale to any customer is not based on reality, it is based on perception
 - Learn how to differentiate yourself from the competition
6. Building a Touch System: Leveraging your Prospects, Customers and Clients:
 - Learn to get through the gate keeper and win more business
 - Learn to get around the price objection
7. People are Different, Sell Accordingly:
 - The best sales people do not sell to everyone the same way
 - Understanding how to identify the different types of people is critical to your success

Registration Form

Please photocopy for multiple booking. One form per participant.

4 Ways to register: Online: www.businessconnect.com.au **Tel:** 1300 721 778 **Fax:** 1300 721 779

Mail: Business Connect (Australia) Pty Ltd, PO Box 2585, Strawberry Hills, NSW 2012

Please print clearly

Mr/Mrs/Ms/Dr

First Name _____ Surname _____

Position _____

Organisation: _____

Address _____

_____ State _____ Postcode _____

Tel: () _____ Fax: () _____

Email: _____

Where did you hear about the seminars? _____

My company's main area of activity is: _____

- | | | |
|---|--|--|
| <input type="checkbox"/> Accounting | <input type="checkbox"/> Telecommunications | <input type="checkbox"/> Retail |
| <input type="checkbox"/> Business Services | <input type="checkbox"/> Transport/Logistics | <input type="checkbox"/> Trade/Import/Export |
| <input type="checkbox"/> Engineers/Construction | <input type="checkbox"/> Banking/ | <input type="checkbox"/> Travel/Leisure |
| <input type="checkbox"/> IT/Computing | Financial Services | <input type="checkbox"/> Other |
| <input type="checkbox"/> Manufacturing | <input type="checkbox"/> Law | |
| <input type="checkbox"/> Pharmaceuticals | <input type="checkbox"/> Media/Publishing | |

The number of people employed in my company:

- | | | | | |
|--------------------------------|----------------------------------|------------------------------------|-------------------------------------|------------------------------|
| <input type="checkbox"/> 0 - 5 | <input type="checkbox"/> 10 - 30 | <input type="checkbox"/> 51 - 100 | <input type="checkbox"/> 500 - 1000 | <input type="checkbox"/> N/A |
| <input type="checkbox"/> 6 - 9 | <input type="checkbox"/> 31 - 50 | <input type="checkbox"/> 100 - 500 | <input type="checkbox"/> 1000+ | |

The company has been operating for:

- | | | | |
|--------------------------------------|--------------------------------------|---------------------------------------|------------------------------------|
| <input type="checkbox"/> 0 - 2 years | <input type="checkbox"/> 3 - 5 years | <input type="checkbox"/> 6 - 10 years | <input type="checkbox"/> 10+ years |
|--------------------------------------|--------------------------------------|---------------------------------------|------------------------------------|

My company's annual turnover is:

- | | | | |
|---|--|---|----------------------------------|
| <input type="checkbox"/> \$0 - \$499,000 | <input type="checkbox"/> \$1M - \$4.9M | <input type="checkbox"/> 10M - \$50M | <input type="checkbox"/> \$101M+ |
| <input type="checkbox"/> \$500,000 - \$1M | <input type="checkbox"/> \$5M - \$10M | <input type="checkbox"/> \$50M - \$100M | |

Winning Sales Strategies (8:30am - 5:00pm)

Please tick one:

- | | |
|--|-------------------------|
| <input type="checkbox"/> Melbourne - Sebel Hotel | - Friday 13 March 2009 |
| <input type="checkbox"/> Brisbane - Brisbane Convention Centre | - Tuesday 17 March 2009 |

Registration Fees

	Register before 13 February	Register after 13 February
<input type="checkbox"/> Seminar Fee	\$650 inc GST	\$750 inc GST
<input type="checkbox"/> Family Business Australia Member	\$550 inc GST	\$650 inc GST
<input type="checkbox"/> Group Booking (6 or more)	\$500 inc GST	\$600 inc GST

Payment Details

- Please find enclosed cheque made payable to Business Connect (ABN 22 104 682 644)
- Please charge to my credit card. Total \$ _____
- Visa Mastercard AMEX (3% surcharge on Amex added to your total fees)

Card No: _____

Cardholders Name: _____ Expire: ____ / ____

Signature: _____ YES! I wish to receive further information from Business Connect and its sponsors on events and resources that will help my business

Winning Sales Strategies

presented by Jack Daly

Dates & Venues

Melbourne: Friday 13 March 2009
The Sebel, Albert Park

Brisbane: Tuesday 17 March 2009
Brisbane Convention Centre

Timing: 8:30am - 5:00pm

Workshop Fees include

- Comprehensive workbook
- Morning and afternoon tea break and lunch

Group Discounts

Group discounts are available for 6 registrations or more from the same business.

Early Bird Offer

All delegates who register and pay before 13 February 2009 will receive a \$100 discount on the seminar fees.

Confirmation

Registration will only be accepted and confirmed once full payment has been received. Confirmation of your registration, tax invoice and ticket will be sent once payment has been received.

Cancellation Policy

If you cancel before 13 February 2009, a \$100 administration fee applies. After 13 February 2009, tickets are strictly nonrefundable. If you are unable to attend a substitute is welcome at no extra charge.

Privacy Clause: In registering for these seminars relevant details will be made available to parties directly related to the seminar including Business Connect and key sponsors.

Information is correct at the time of going to print. The organisers reserve the right to change the program if necessary.

Workshop Hotline
1300 721 778