



## How To Land A High Paying Professional Sales Job? (Part A)

**Fear** - The Art of Selling<sup>®</sup>



# Who Are Professional Salespeople?

Professional salespeople come in a variety of different shapes & sizes, however the best all have these important common traits:

- Ability To Listen And Empathize With Others
- High Energy Levels – i.e. Persistence
- Responsible & Disciplined
- Eager To Keep Learning
- Problem Solver



At The End of The Day ... *“Professional Salespeople Help Solve Their Client’s Problems.”*

# Q. Why Be A Salesperson? ... Ans. 1

## Control Your Income!

There is nothing more frustrating than working hard (*or harder than your colleagues*) and not being rewarded for it.

Professional salespeople have a lot of control over how much they can earn. i.e. commissions

Hard work = **MORE \$**



Not everyone can, or wants to be a “Anaesthesiologist”, “Surgeon” or “Gynaecologist”?

# Q. Why Be A Salesperson? ... Ans. 2

## You Can Always Get A Job!

**Artificial Intelligence (AI) is never going to replace a professional salesperson because customers buy from people:**

- They actually like;
- Trust; and
- Respect!



**"The last person any business owner will sack is a skilled professional salesperson."**

Unlike Machines ... "Professional Salespeople" Take AWAY People's Fears, Doubts & Concerns.

# Q. Why Be A Salesperson? ... Ans. 3

## Challenge Yourself!

**Working in sales makes you think outside of the box on a daily basis to work out how to win the deal.**

**You'll also:**

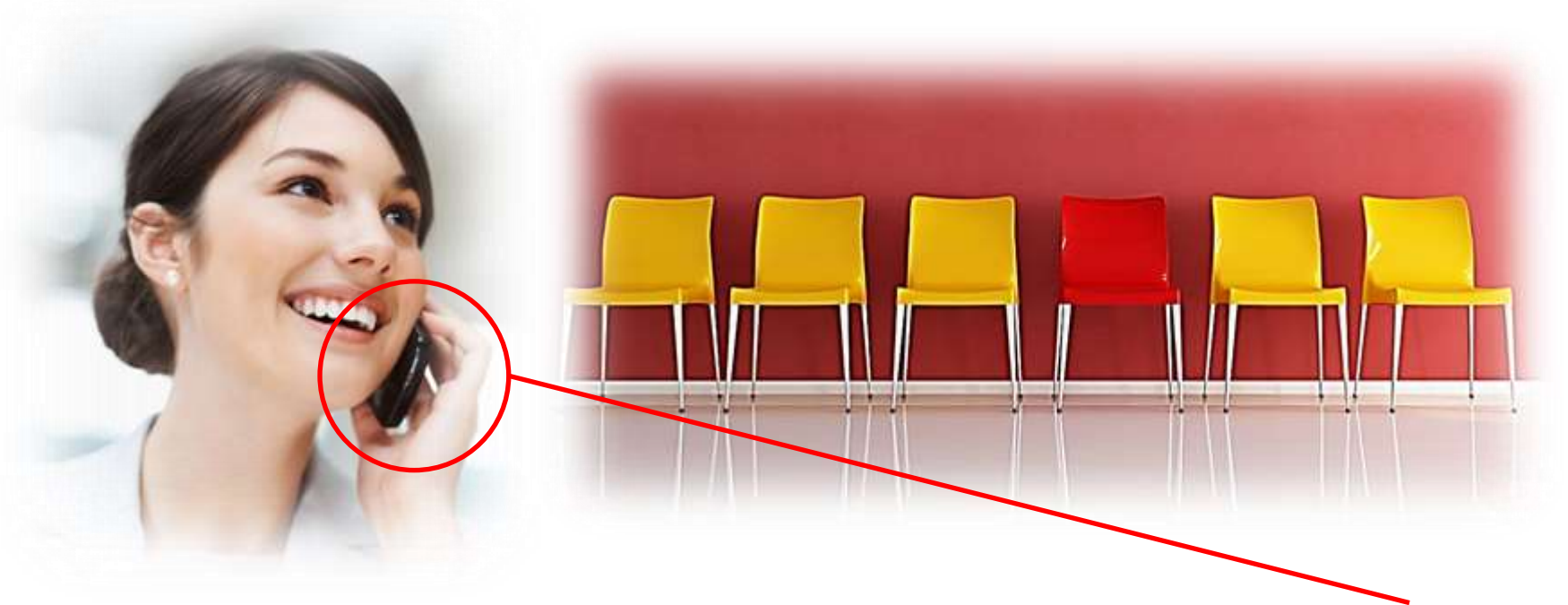
- **Build a network of valuable contacts**
- **Have more freedom / time**
- **Never be bored 😊**
- **HELP people!**



Everyone has to sell / negotiate ... in job interviews, to your kids, buying a house or car etc.

# Pick Me! ... Pick Me! ... Pick Me! ...

Employers often receive 100 plus applications for each professional sales job they advertise.



Making the short list of the top five (5) applicants is difficult / **You have to STAND OUT!**

# Do I Need Industry Knowledge First?

The Simple Answer is NO!

**SMART employers don't get hung up on professional salespeople not having specific industry knowledge – i.e. IT Software**

**They are much more concerned with your:**

- **Communication Skills**
- **Work Ethic; and**
- **Attitude**



**You can trim the claws on “Tigers” & “Lions” ... however you can’t grow them on SHEEP!**

# Graduates, Career Changers ...

Like any job there are plusses and minuses; however the latter are far outweighed by the rewards.

If you're going to work hard, then you might as well get paid well for doing it.



## Senior BDM - Enterprise Software Solutions

44 Recruitment

Sydney > Ryde & Macquarie Park

**Up to \$150k base plus super: \$300k OTE**

Sales > Account & Relationship Management

- Strategic Software Sales Role
- Autonomous role
- Established ERP global vendor

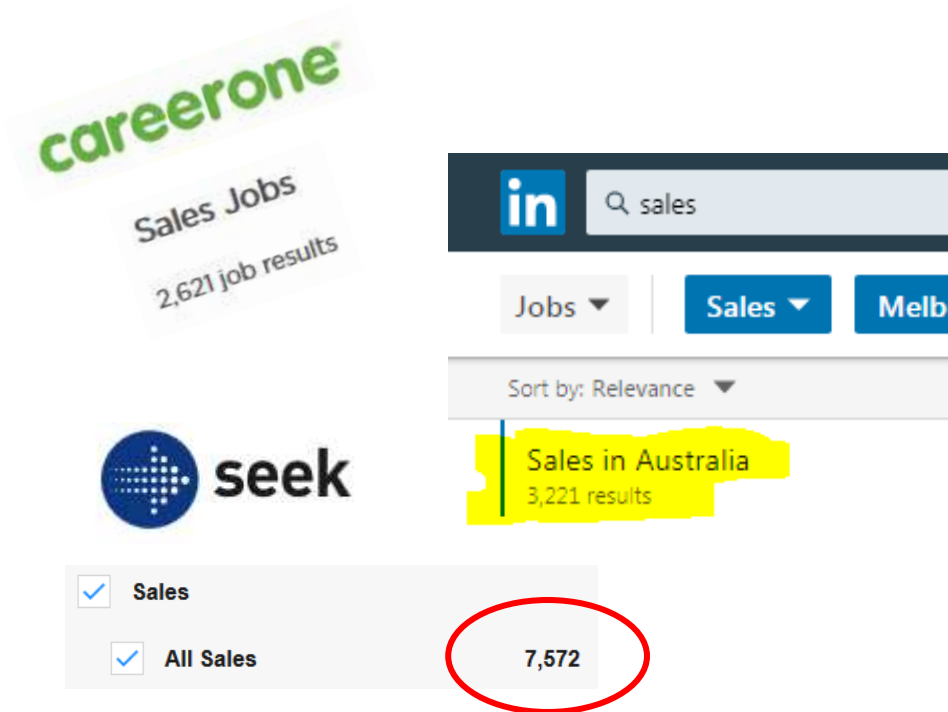
Global software vendor seeks experienced BDM with a track record of selling enterprise level software solutions

Employers want ... Graduates, Career Changers, or those re-entering the workforce 😊

# Job Sites

Employers are *SCREAMING* out for candidates that understand how to sell products, services and various solutions.

You just need to educate yourself first!



The image shows a collage of job search results. On the left, a 'careerone' logo is above 'Sales Jobs' with '2,621 job results'. Below that is the 'seek' logo. In the center, a LinkedIn search bar shows 'sales' with filters for 'Jobs', 'Sales', and 'Melb'. Below the LinkedIn bar, 'Sort by: Relevance' is shown. A yellow highlight covers 'Sales in Australia' with '3,221 results'. At the bottom, a filter section shows 'Sales' and 'All Sales' both checked, with the number '7,572' circled in red.

Job Site	Search Criteria	Results
CareerOne	Sales Jobs	2,621 job results
LinkedIn	sales (Sales filter selected)	3,221 results (highlighted)
Seek	Sales (checked), All Sales (checked)	7,572 (circled in red)



# What Does Your Future Hold NOW?

## # 1 - Reality Check



Life is the **ULTIMATE** teacher for people that don't take control.

## # 2 - Opportunity



Make sure that the choices you make in the future, also **LEVERAGE** the past!

# Retirement Nest Egg

**So How Much Do You Need?**

**That's the 64,000 question ...**



**You need to own your home; have NO debts ... and 1, 3 or \$5 Mil in liquid assets - CASH!**

# Mean Superannuation Balance: 13/14

Age	Male	Female	Persons
15 to 19 years	\$375	\$262	\$320
20 to 24 years	\$6,265	\$3,941	\$5,118
25 to 29 years	\$18,072	\$14,812	\$16,441
30 to 34 years	\$36,373	\$25,549	\$30,937
35 to 39 years	\$55,279	\$34,812	\$44,938
40 to 44 years	\$83,565	\$53,536	\$68,316
45 to 49 years	\$119,500	\$67,805	\$93,258
50 to 54 years	\$146,608	\$84,228	\$114,895
55 to 59 years	\$227,765	\$115,046	\$170,393
60 to 64 years	\$292,510	\$138,154	\$214,121
65 to 69 years	\$194,633	\$117,144	\$155,474
70 to 74 years	\$146,165	\$101,960	\$123,587
75 to 79 years	\$114,937	\$25,692	\$68,022
80 to 84 years	\$30,026	*\$17,468	\$23,135
85 years and over	*\$26,226	*\$4,281	*\$12,862
<b>TOTAL</b>	<b>\$98,535</b>	<b>\$54,916</b>	<b>\$76,424</b>

Source = <https://www.superannuation.asn.au>



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**95% + Australians live in “TOTAL DENIAL” ... and DON'T or WON'T have enough SUPER!**

# Inheritance ... Bank of Mum & Dad



The Syncardia total artificial heart costs \$125,000 USD and \$18K a year to maintain.

## Inheritance ...



Longer life expectancy ... 80 plus; combined with associated medical expenses = ? \$ left.

# Show of Hands!

Do You Currently Earn The Following Salary?

\$500K +  
\$400K +  
\$300K +  
\$200K +



# Income For Your Financial Freedom:

- \$1K Per Day = \$365K PA
- 40% Tax = \$146K
- 20% Living Exp. = \$73K
- 40% Save, Invest = \$146K

CEO, MD, GM or XYZ Director / A sales career leads to many of the highest paying jobs!

# The Working Poor ☹️

## Average Wage:

The average Australian earns nothing like \$85,000 a year. Figures from the Grattan Institute show the median tax-filer's income is just under \$45,000.

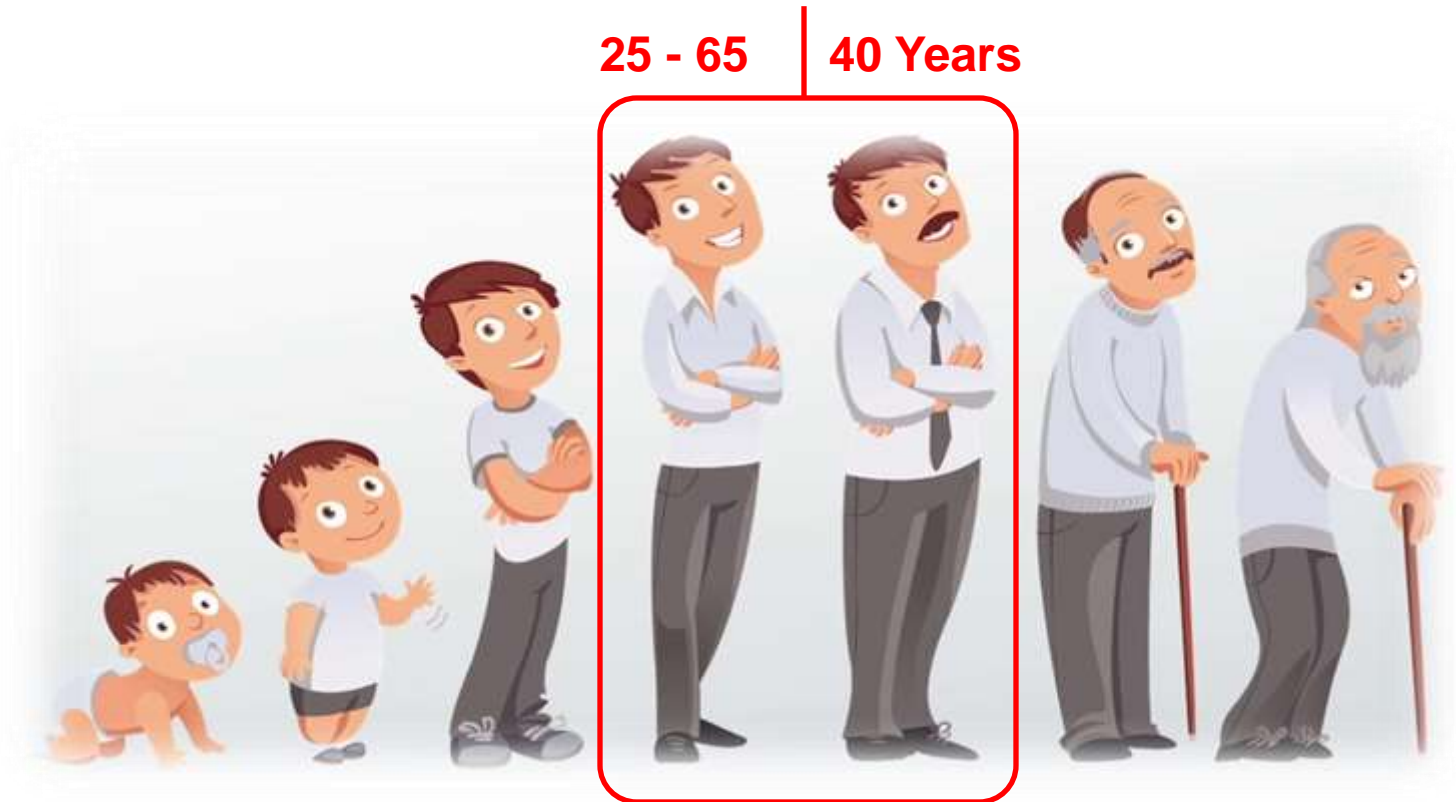
*i.e. half the “average income” quoted!*



The first thing you learn about “STATISTICS” is that they can reflect ANYTHING you want!

# Stages of Life

You only have a small window of opportunity to **SAVE** for a comfortable retirement.



# Your Health / Mental State

20, 30, 40, **50 ... 70 or 90 Plus!**

**No one stays young forever:**

- Energy Levels
- Muscle Atrophy
- Aches, Pains & Arthritis
- Injuries

"I wish I could retire ... but I just can't afford too!"



**It's VERY important to MAXIMIZE your earning potential while you are FIT & HEALTHY :)**

# Existing on The Age Pension - Ochh!

The Alternative Option Is VERY Depressing ...

Per fortnight	Single	Couple each
Maximum basic rate	\$834.40	\$629.00
Maximum Pension Supplement	\$67.80	\$51.10
Energy Supplement	\$14.10	\$10.60
<b>Total:</b>	<b>\$916.30</b>	<b>\$690.70</b>



"Honey ... we are financially stuffed!"



This is how the majority of Australians will spend their final years ...

You CAN'T magically fix everything at the end of your working life. Sorry ... It's TOO late!

# Schools & Universities

Life Is HARD ... and Making REAL Money is HARD

Reality often bites after the gap year is over, because it's time to get a job / pay the bills.

Remember ... *"Employers owe you nothing!"*

The sooner you learn how to sell yourself ...  
the faster you'll land a HIGH paying job and  
achieve your goals.



When you come second or third in a job interview ... you don't get a gold star. You get absolutely nothing; because it takes more than a piece of paper - i.e. degree

# Career Progression / Salary Range

You Have To Crawl ... Then Walk, Before You Run!

**The most common types of sales roles are as follows:**

- Telesales / Telemarketing
- Internal Sales / Customer Support
- Sales Cadet
- Sales Coordinator
- Sales Executive / Representative
- Account Manager
- Channel Manager
- Business Development Manager (BDM)
- Sales Engineer
- State Sales Manager
- National Sales Manager
- Sales Director



\$200K +

\$300K +

\$400K +

\$500K +

(1) Get your foot in the door (2) PROVE yourself ... and then (3) Ask for the BIG dollars \$.

# Types of Sales - B2B or B2G v B2C

- B2C - Business To Consumer (Selling to the General Public)
- B2G - Business To Government Departments
- B2B - Business To Business



Go Kart = 70 Kg / 28 hp

V



Porsche GT3 Cup Car = 1,200 Kg / 485 hp

The BIG money is in B2B & B2G sales roles such as IT, Software, Telecommunications, Medical & Scientific , Automation and Professional Services etc.

# Double Your Income Within 1 Year!

Is It Possible? ... YES

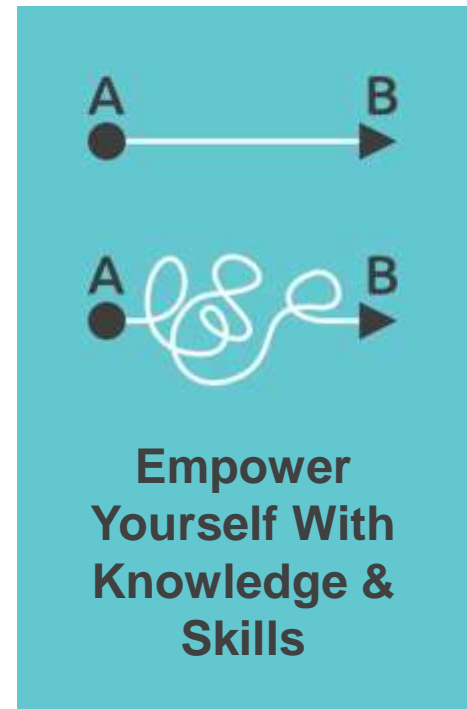
**"The key to making it happen is to improve your knowledge & skills ASAP!"**



# Great Advice, Coaching & Wisdom

You Can Waste Years of Your Life By Trying To Do Everything Yourself ...

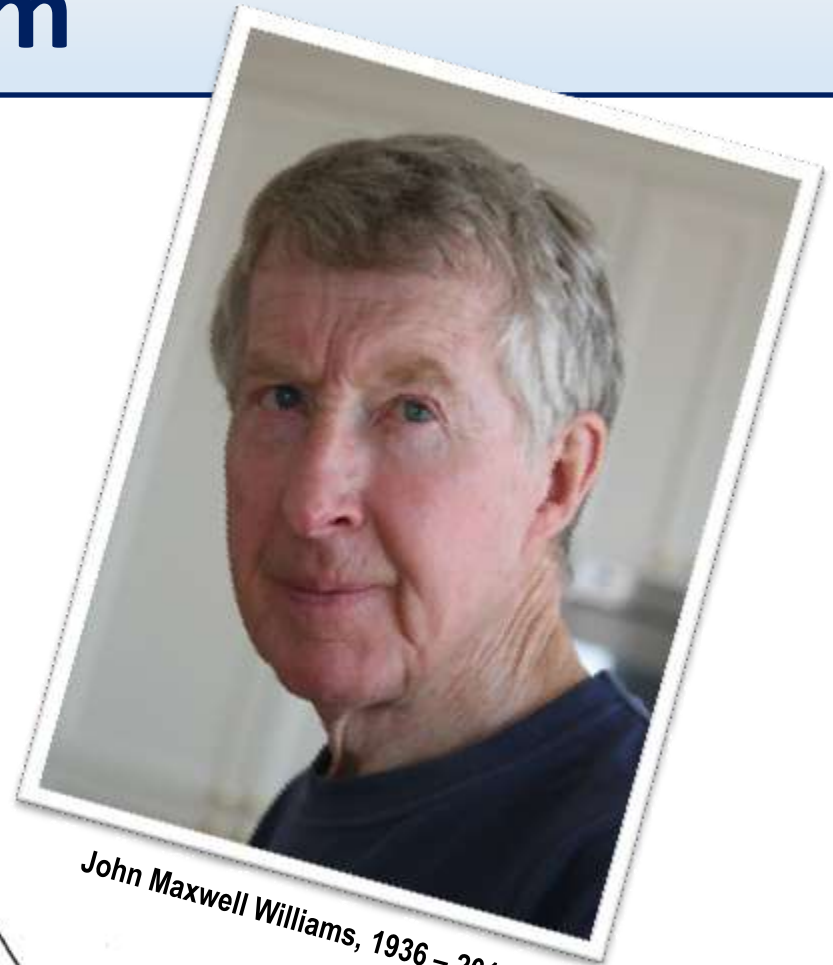
"As with most things in life ... you can do it the EASY way, or the HARD way."



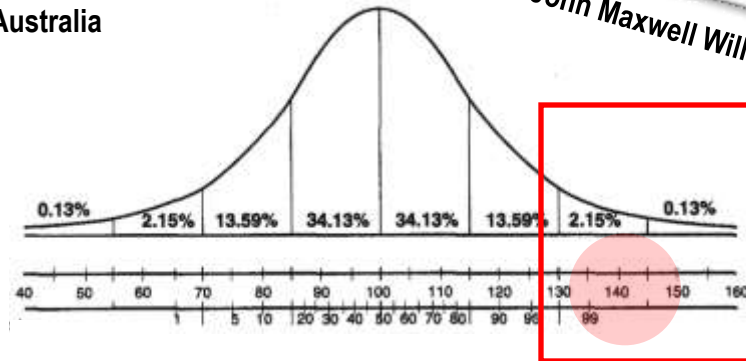
# My Father's Wisdom



Tim Williams, 17 Years Old - 1<sup>st</sup> Year Apprentice 'A' Grade Electrician  
Ford Motor Co. Australia



John Maxwell Williams, 1936 – 2012



# 1: 1 Coaching (Job Interviews)

If You Don't Have A Plan ... **Then You Plan To Fail!**

My father had fifty (50) tradespeople working for him at the time, and he provided me with lots of 1:1 coaching.

This INVALUABLE knowledge led to:

- Job Applications (Electrical Apprenticeships) = 30
- Job Interviews = 24
- Jobs = 8



I explained to Interviewers how I built Electrical / Electronic model kits ... “Job’s YOURS!”

# Going The Extra Mile ... Before Uber

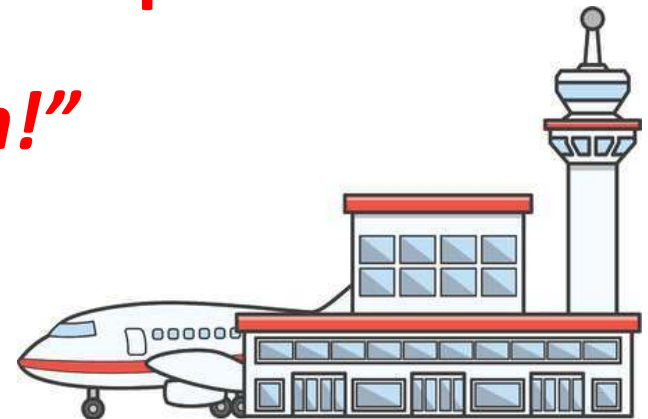
I used to go out of my way to pick up, and drop this guy off every year from the airport.

Q. Why? ... A. *"To pick his brain!"*



Alec Gardner  
Sales Trainer - Schneider

"I'm always happy to share knowledge with people that want to listen & learn!"



Alec Gardner was making ten (10) times what I was making as a salesperson at the time.

# One Phone Call Changed Everything

"I want to work for Hewlett-Packard ...

Chris Fischer got a plane the next day; flew to Melbourne ... and hired me!"



Your life can change in a few hours when you know EXACTLY what to say / SELL yourself!

# Tim Williams - Who Am I?

## Sales Trainer, Business Coach & Entrepreneur

### Quick Facts:

- 30 years B2B Sales Experience ... Schneider & HP etc.
- 54 years Old, Married, No kids, 1 x Cat = Ferris
- B2B Sales & Marketing Expert
- Net Worth ... \$7 Mil plus



"I'm Hungry!"



### Hobbies & Interests

Motorsport, Tenpin Bowling, Table Tennis, Snooker, Woodworking and Travel.

# Homes

"We ALL have to start somewhere!"



# Homes

"Now this is more like it ... \$2.7 Mil."



# Continued ...

## I've done the hard work & reaped the rewards:

- 1,250 + Testimonials, LinkedIn Recommendations & Google Reviews
- Signed Up 900 + Businesses Since 2006
- 10,000 Face-To-Face Meetings
- 13K LinkedIn Connections
- 150,000 Cold Calls
- 3AW 774
- ABC



**SOLD \$5Mil of my voice!**