

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

Fear - The Art of Selling[®]



Investments Assets! (Land Banking)

Buy Land (Dirt)

Property typically doubles in value every 8 to 10 years and HAS done so in the UK for over 1,000 years!



Depreciation

The Australian Tax Office (ATO) deems buildings to be worth ZERO dollars after 40 years.

Life Experiences ... 😊



Tim's Toys ...



What Do My Clients Say About Me?

Client Feedback

LinkedIn Recommendations = 250 + 

Personal Testimonials = 1,000 +

Google Reviews = 100 + 



“Having done the Fear – The Art of Selling® course twice myself ... and sent many of my staff to it; I have seen it work first hand.

A 400% increase in revenue can’t be wrong!”

Lee Trevena, CEO at Synetek Systems

Success Story # 1

Tim Branagan

BDM @ 212F / \$80K

Deakon / \$180K

Hit rate on the phone setting up meetings with prospects:

1:50 (Day 1)

1:6 (2nd Week onwards)



State Manager VIC - Account & Channel Management at Over The Wire



Telarus were so IMPRESSED with his B2B sales skills ... they gave him 1% of the business!

Success Story # 2

Hannah Browne

BDM @ Friday Media / \$80K

“Attending Prograd’s sales training was like going to kindergarten ...

Whereas Fear – The Art of Selling was like attending University!”

Now she is on BIG \$ 😊

AWARDS



General Manager at Cevo Australia

Hannah has built a successful team of B2B salespeople ... MOST of whom I have trained!

Success Story # 3

Matt Hancock

GOSS International

Education



Deakon Sales Training
FEAR - The Art Of Selling
2011 – 2011

The ULTIMATE sales course, instructed by the MD of Deakon himself, Mr. Tim Williams.



Matt's career was going nowhere and he needed help!

“EVERYTHING changed after he spent 30 hours with me ...”



Senior State Manager at Fairfax Media
Print and Logistics

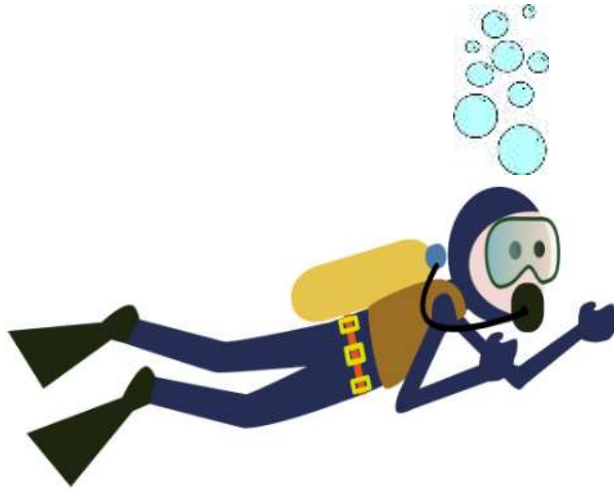


Smart people learn from OTHER smart people because we all only know what we know!

Success Story # YOU?

Name

- Where are you now?
- Where do you want to be in 5 years?
- How are you going to MAKE it happen ASAP?



Three (3) Mouse Clicks Away ...

The internet is full of information, however a lot of it is poorly researched.



The ONLY stories that are believable, are the ones based on YOUR personal experiences!

Bell Curve Percentiles ... 5% or 95%

Most people that you'll meet in your life have average intelligence.

Be very careful who you listen too!



Andrew McVey – Sales Director
Auswide Communications

"You are so right Tim!"



There are plenty of Muppets who've achieved nothing; yet happy to share their advice!

Friends, Family ... And Taxi Drivers



"You don't want to
take any risks ...

Keep doing the same
job son."

"Put all you money into buying Taxi
plates ... or BIT Coin."

"Just chill out Bro!"



Five Step Process To Making BIG \$

1. Education / Attend my B2B Professional Sales Training Course

2. CV / Resume + Covering Letter

3. Research / Job Applications

4. Job Interviews

5. Follow Up!

"I'll teach you everything you need to know and do to change your LIFE!"

You can't learn how to sell in a day ... it takes a min. of thirty (30) hours of face-to-face sales training to learn the fundamentals / end-to-end B2B sales process.



CV / Resume + Covering Letter (Cull)



- CTRL + F ... Keyword Search!
- Spelling & Grammar Review

NOT taking the time to write a customized covering letter shows a total lack of *respect, interest & understanding* of the role being offered.

Research / Job Applications

Choose 5 to 10 companies that you want to work for.

Research them!

Find out who the Approver is ... and apply to that person – i.e. Managing Director

Follow up by phone to setup a face-to-face interview ... and be VERY persistent.

Don't waste your time talking to HR



You have an average chance of ONLY 1:100 when you apply for a sales job via SEEK ... so start stacking the odds in your favour by applying directly!

Job Interviews (Sales)

You Need to IMPRESS!!!

"What's the difference between selling products & services?"

"What are you going to do in the first 90 days?"

"How do you deal with objections about price?"

"What's a 'USP' ... 'VAR' ... 'DMU' 'Blue Bird' ... ?"

The ONLY way to *"Fake it, to you make it!"* ... is to acquire as MUCH knowledge as you can about the B2B sales process and also improve your soft skills.

Candidates Responses ...

"Um ... ur ... um ... I would reduce the price."

"Um ... ur ... um ... I would tell them ???"



"How do you deal with objections about price?"

"S@#T! This person doesn't know anything about sales."

B2B Sales Skills Training: Units 1 - 8



Crash, Burn & Die (CBD)

The Deeper Your Knowledge ... The More Likely You'll Survive & Not CBD.



Sales books are helpful ... however face-to-face training is what improves your soft skills.

Candidates Responses ...

"WOW! I'm Really IMPRESSED."

"What are you going to do in the first 90 days?"



"My first task would be to document your Unique Sales Proposition (USP) ... I'll need to define the Tangible and In-Tangible Business Benefits that you provide to your existing clients.

I'll need your help with gathering some supporting evidence. I'm sure you've got lots of great case studies with facts & figures."

Follow Up! ... Don't Wait For A Call



Business Owners & Sales Managers EXPECT YOU to chase THEM!

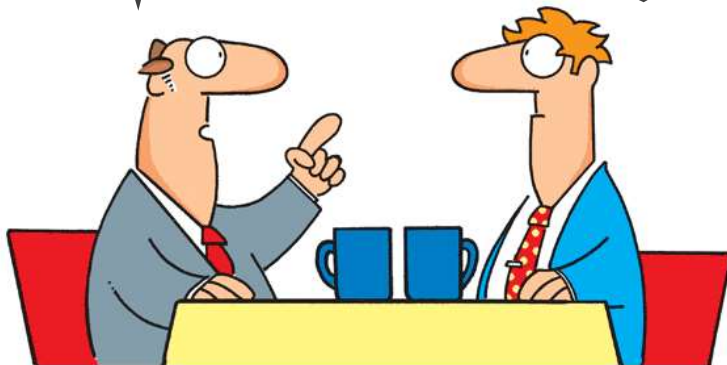
It proves that you have what it takes & WANT the sales job :)

Success ... Letter of Employment :)

"I'm willing to give you an opportunity ...

Now don't Stuff it up!"

"Thanks! ... I won't let you down."



EMPLOYMENT LETTER – SALES REPRESENTATIVE

(Mode of forwarding)

....., the 20...

.....
.....
.....
.....

Object: **TERMS OF EMPLOYMENT AS SALES REPRESENTATIVE**

Dear Sir/Madam,

This letter confirms the terms of your employment with (identification of the employer) (hereinafter the "Corporation") as sales representative. To confirm your acceptance of these terms, please sign one copy of this letter where indicated below and return it to us by (date).

1.00 EMPLOYMENT

1.01 Duties

As sales representative, you are responsible, without limitation, for the following tasks:

- (a) present and sell the Corporation's products and services to current and potential clients;
- (b) prepare plans of action and schedules to identify specific targets;
- (c) establish and maintain current and potential client relationships;

Fear The Art of Selling[®] Course Fee

It takes a minimum of seven (7) years to be a good B2B salesperson:

- 8 x 3.5 hr Weekly Sessions (Best Way To Learn)
- All Course Materials Provided
- \$3,177.00 Ex. GST *

"Don't waste your money on short 1 day sales courses run by RTOs ... you get what you pay for!"



*** The above fee includes a 10% EarlyBird discount - i.e. paid 3 weeks prior to start date.**

Return On Investment (ROI)



Let's Look At Two (2) Examples:

Employee - 'A'

\$45K - Current Salary

\$3K - Sales Training Course

\$90K - "NEW" Sales Role

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ROI = 1,500%

Employee - 'B'

\$80K - Current Salary

\$3K - Sales Training Course

\$180K - "NEW" Sales Role

=====

ROI = 3,333%

It's a NO BRAINER to empower yourself with the knowledge & skills needed to land a higher paying sales job and paint a MUCH brighter future 😊

Payment Options - CC or EFT

Pay by credit card ... ask your parents for the money, or sell one of your kidneys:



Life Isn't A Dress Rehearsal ...

Start your journey towards retiring comfortable:

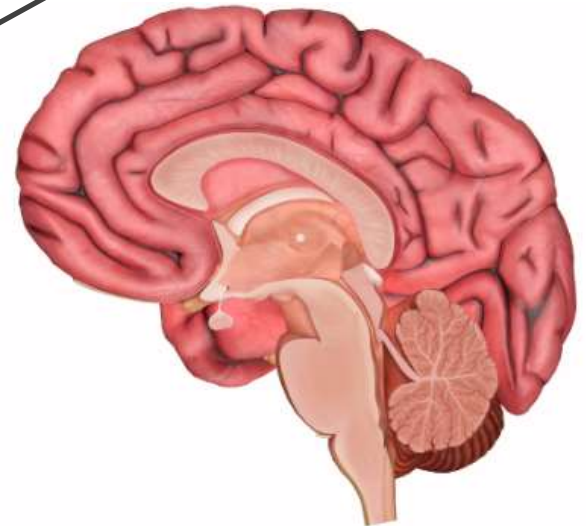


** Don't be the person that WISH they had the courage and persistence to be successful!*

Financial Freedom:

"Land a better job ... Double your income so you can *Save, Invest & Build Wealth.*"

"Invest in your personal development."



"MAKE IT HAPPEN!"



Do Some Research & Check Us Out

1,000 + Testimonials - <http://deakon.com.au/testimonials/>

250 + LinkedIn recommendations - <https://www.linkedin.com/in/deakon/>



100 + Google Reviews

Deakon B2B Sales Training Courses | Melbour...

5.0 ★★★★★ (114) · Training centre

40, Level 23, HWT Tower, City Rd · 1800 332 566

Open · Closes 5:30PM



"No sales training workshop, book or seminar I have ever seen or read has managed to combine such concise, relevant & valuable information as successfully as Fear – The Art of Selling.

Thanks Tim – Absolutely FANTASTIC experience! (I will practice, practice, practice)"

"The sales training course was 100% relevant to real world sales situations. I learnt a lot from attending the programme & also looking forward to further developing my sales skills by referring to the workbooks in the future.

Thanks Tim – Well worth the investment!"

The Next Step ...

If you are serious about doubling your income and **MAKING IT HAPPEN**, then:

Call “Deakon” on “1800 332 566”; or email us at “training@deakon.com.au”



Someone will get back to you within 24 hours ... simply provide your full contact details.

Final Thoughts ...

There are three (3) groups of people in the world:

- A small group of people that **MAKE** things happen! Earn 'BIG \$'
- A somewhat larger group that watch things happen; and
- A really large group of people that say:



"Hey what happened?"

Written By ... Dr. Nicholas Murray Butler (1862 –1947) President of Columbia University.

Entrepreneur - Essential Skills

If you also have ANY intension of running your own business in the future, then ...

You'll NEED excellent sales & marketing skills!



Glengarry Glenn Ross 1992 - Alec Baldwin



The Wolf of Wall Street 2013 - Leonardo DiCaprio

The Directors normally do MOST of the selling in start-ups and / or small businesses.

The next STEP ..

Call us 1800 332 566;
or

Email – training@deakon.com.au



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