



IN-HOUSE
NEUROINFLUENCE
SALES INTENSIVE

Leverage Neuroscience to Guarantee Optimal Sales





A benchmark sales approach not only reflects a company's service offering, it defines it. Astute businesses recognise that their clients' first personal impression is often delivered by Sales.

When every sale counts you must have full confidence in your sales team to provide the highest customer experience possible.

The SalesSPACE system for Seamless Sales™ ensures your customers leave every conversation feeling valued and empowered leading to higher conversion and increased revenue.



*The System to
Seamless Sales™*

ACHIEVE IMMEDIATE RESULTS

SalesSPACE guarantees a very different approach to selling. An approach that has been designed for emotional, high value contract sales.

The in-house NeuroInfluence Sales Intensive has a solid foundation in proven research and results-based neuroscience.

Move forward knowing exactly what your team is saying with a repeatable system that works.

THE REVENUE GROWTH MODEL

Advance from Same Old to a Stand Out in business.

Status Quo: If more of the same is not what you need, change it.

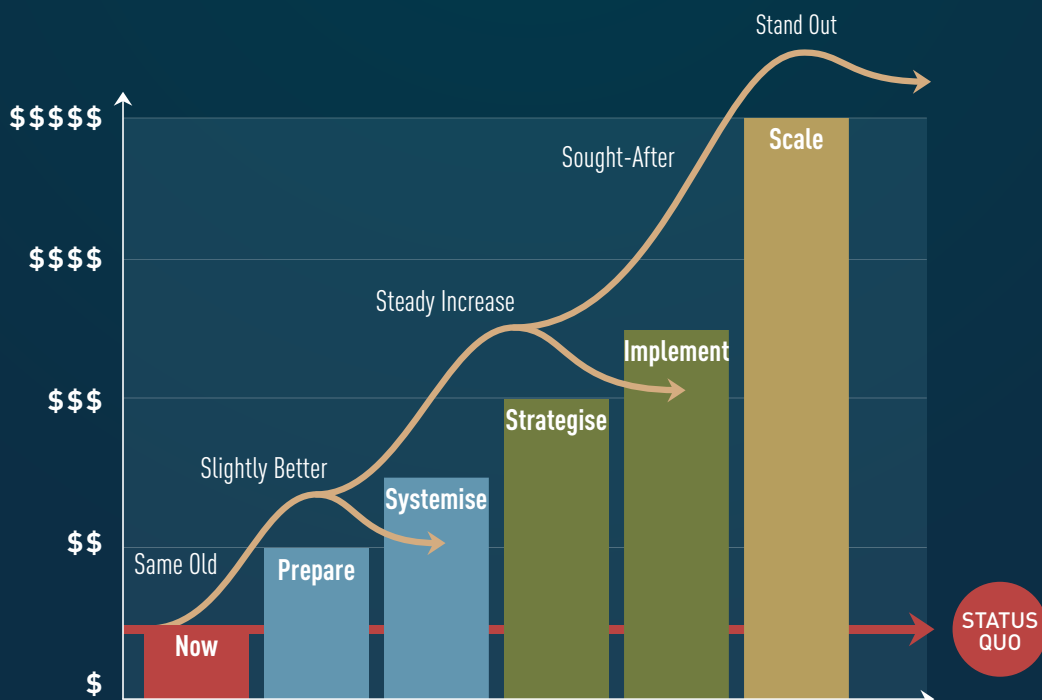
Plan and Prepare: Confidence is directly proportional to preparation. Clarify, think and research. Hone your language for substantial rewards.

Systemise: The key to success is structure—in your pitch, sales messages, initial consultation and closing script. Bring clarity. Be easy to buy from. A confused mind says no.

Strategise: Strategy reduces stress. It ensures an approach that meets objectives. From planned sales activities to budgets and scripts, sales strategy ensures strong results.

Implementation: Value is not in the system but in what you do with it. Ingrain and accelerate. Test, analyse and challenge everything you've created. Implementation is key.

Scale: Achieve strategic profit—the least effort for the most reward. Focus on positioning, marketing and strategic partnerships. Embody the principles and attitudes required to prosper.





✓ AN APPROACH THAT WORKS

The SalesSPACE Buyer's Coach™ Methodology will enable your team to conduct structured sales conversations that convert.

Be the coach, not the opposition. A Buyer's Coach™ is seen as a **Professional, Personable** and **Perceptive** advisor. Trusted as one of the team, they inspire strong connections and lead with purpose. To your clients, they're an **Attentive, Creative** and **Wise** authority, making their decision to buy from you an easy one.

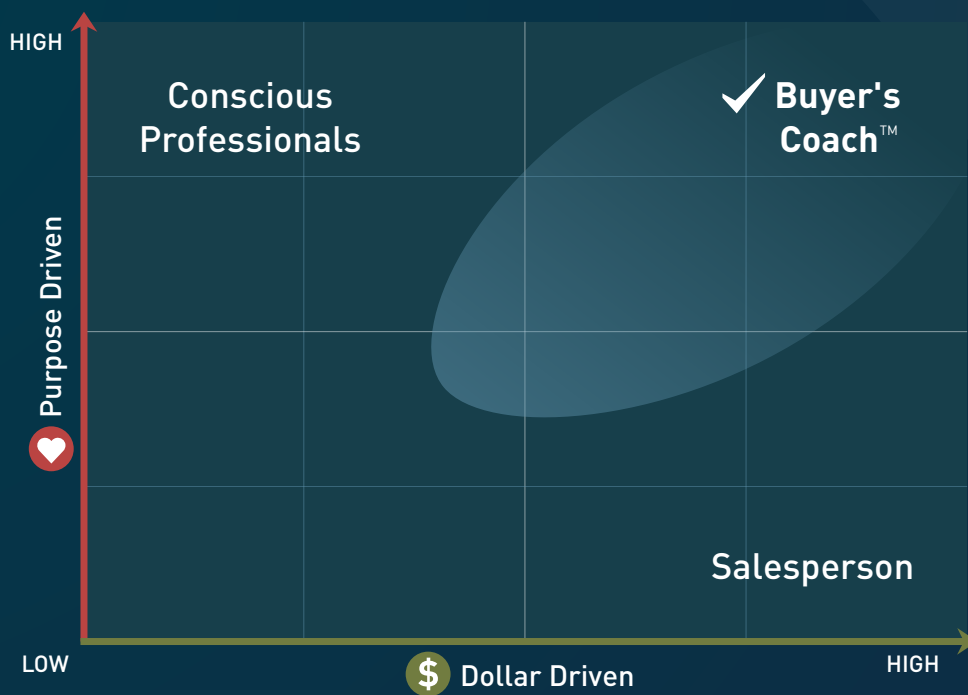




SUSTAIN YOUR BUSINESS

Care factor counts.
Modern selling is about
combining purpose
and profitability.

Purpose driven sales teams promote sustainable prosperity. Research shows modern organisations report a 20% - 35% increase in revenue through selling with Noble Purpose. Combine a drive for professional success with a strong belief in your ability to help prospective clients.



PROGRAM INCLUSIONS

Build your team's toolkit of invaluable skills.

Mindset Mastery: The first sale is always to yourself. Gain invaluable insight into your psyche. Experience a paradigm shift to greatly increase your influence.

Prove Credibility and Value: Be obsessed with first impressions. Develop key sales messages that instantly define your business' value proposition and solidify credibility.

Sell with Conviction: Language controls connection. Ensure clarity of your offering and expedite the sales process with skilfully crafted scripts. Know the right questions to ask, speak with conviction and lead transformative sales conversations.

Make Objections Your Strong Point: Lead the way. Adopt an upside-down approach to objections — the most powerful tool in your toolkit.

Follow-up with Style: The fortune is in the follow-up. Strengthen the follow-up process; perfect what to say and how to say it—written and verbal.

Secure Referrals: Your reputation is everything Know when and how to secure rave testimonials from your clients.

Create Opportunities: Own your influence Master the art of pitching to take control of your lead generation.

Develop a Sales Focus: Sell intelligently Implementation is key. Learn weekly strategies to achieve a marked increase in revenue.



+ Additional Inclusions

- Your pitch
- Key sales messaging
- Visual models to prove your value and showcase your unique selling points
- Full initial consultation system, complete with all vital questions
- Closing system
- Sales scripts and templates (from cold calling to follow-up)
- Essential sales collateral checklist

+ + Bonus Inclusions

A personalised, branded on-line training for pre-training education and post training implementation.

Contact Details

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www.SalesSPACE.com.au

“ The SalesSPACE team have shown us the light we could not find in our sales process. We have been struggling to find a system that could both mentor our team as well as hold them accountable. After intense coaching we have come up with a model that we are both confident and excited to put into action. I highly recommend this program.”

 **Just Better Care** **Phillip Behr**
Director. Just Better Care


“ SalesSPACE’s expertise more than delivered the results we set out to achieve. Their perception and ability to understand our business, shifted our perspective and provided us with a new direction. We have now produced and documented a new sales model based on scientific research. This is one of the best investments we’ve made. Thank you.”

 **Jasmin Romic**
Co-founder and CEO of Quiddity

“ In just 6 weeks Rachel was able to achieve the evolution I had been trying make in my practice and professional life for years. I couldn't recommend her more highly.”

TOBIAS PARTNERS
Nick Tobias
Founding Principal at TOBIAS PARTNERS

“ The best trainers I have ever had the pleasure to work with. Simply awesome. Thank You”

 **Sue Neilsen**
General Manager,
Good Deeds Property Buyers

“ Rachel’s distinction on crafting your elevator pitch and being irresistible when speaking to prospective clients, promoters and JV partners are unparalleled.”

 **Dr. Joanna Martin**
International Speaker

“ Our goal was to develop a consistent approach when connecting with our prospective patients – after the training we certainly have that! We now know how to be clear and direct, listen for key words and ask the right questions to evoke strong emotions. Fantastic, energetic, engaging training. Thank you!”

 **HUNTER PLASTIC SURGERY** **Amber Moncrieff**
Director. Hunter Plastic Surgery

“ I would thoroughly recommend this course to any professionals that want to improve their way of selling. I love the Sales Success System as it has provided me with a structured approach to sales. I love Rachel’s passion and ability to present. She commands attention and teaches you to do the same. I can’t wait to implement this structure.”

 **Ryan Paterson**
St John Ambulance Australia

“ I love “a...ha!” moments. I spent an hour-and-a-half with Rachel and had several of those “light bulb” moments. It was an invaluable learning experience. Whatever your level of sales experience Rachel will give you profound insights and very specific tools to take your sales success to a whole new level.”

 **Tim Burns**
James Home Services NSW State
Master Franchisee

“ I now see sales from different point of view and the value of effective communication. I know I can now sell more and increase the revenue of the business. If you love to sell, you should learn the right, or better way to excel at it. That’s why sales professionals should train with SalesSPACE.”

 **Arisa Shakya**
Luna Park Sydney

RACHEL

Sales is imperative in every business. Your entire success is built around the performance of your sales team. Sales expert Rachel Bourke offers extensive insight into what makes some people much easier to buy from than others.



With over 25 years experience as a business owner, Rachel knows what it takes to succeed. Like you, she knows the tough decisions, exciting highs and the financial pressures.

Winging it in sales simply won't cut it; there is a structure that works. You must know exactly what to say, and when to say it.

Rachel is renowned for her practical, inspirational and no-nonsense style. Utilising an advanced application of Neuro-linguistic Programming (NLP), Neuro-Semantics and her own Buyer's Coach Methodology™, she continues to attract clients that are determined to be the best.

Her client portfolio includes the NSW Business Chamber, leading small to medium enterprises, prominent influencers, trainers and educators. Rachel worked internationally for several years teaching advanced skills of influence to senior executives of global banks such as The Royal Bank of Scotland and Morgan Stanley, the general manager of L'Oréal Paris and many more.

COLIN

When dollars make the difference, it's imperative to work with a strategist that has a mind for detail.



Colin Eggins has extensive experience and expertise in sales, strategy, media advertising and management. He has been instrumental to the success of hundreds of businesses including Nick Scali Furniture, The Good Guys and the Greater Building Society.

Colin's impressive portfolio includes a rewarding 21 years at Southern Cross Austereo, culminating in managing their largest regional TV business unit in Australia. He holds a Master's in Business, has personally sold over \$20M of advertising and has been responsible for over \$60M of team sales at Southern Cross.

The success of SalesSPACE's clients is now his exclusive focus. They rave about his ability to solve problems and identify areas of significant improvement. Colin rates his highest professional achievement as joining the SalesSPACE team and is the driving force behind strategy that has afforded the business phenomenal growth. He is dedicated to helping your business succeed.

