

BRIAN TRACY<sup>®</sup>  
SOLUTIONS

Professional Development | Executive Training

Achieve Your Goals Faster

# YOUR SALES STRATEGY PLAYBOOK



MARKET LEADERS IN TRAINING  
AND BUSINESS COACHING

[briantracysolutions.com](http://briantracysolutions.com)

# ABOUT US

## Who is Brian Tracy?

Brian Tracy is a legendary authority on the psychology of achievement and he is one of the top sales trainers in the world today. During his 30+ years of providing sales training to Fortune 500 companies and businesses all over the world, Brian meticulously studied and collected 'the best of the best' in sales closing techniques.

He says that his most important breakthrough, however, was the discovery that the psychology of selling is more important than the methods. That's when Brian broke every sales record in his company and increased his income twenty-fold. His best-selling books include *The Psychology of Selling*, *The Art of Closing the Sale* and *Advanced Selling Strategies*.

## Why sales training?

Research shows that the main reason businesses fail is because of low sales. Yet statistics prove that fully 70% of salespeople have never been given any type of sales training! They only receive 'product training' from their companies.

Sales training can quickly double sales and even small changes in sales proficiency can lead to dramatic improvements in the level of sales, no matter what the product or service, and no matter the state of the current market. We have clients who have been able to increase their sales up to ten times by learning and practicing better sales methodologies.



## What's changed?

Technology has shifted the sales experience with instant access to information and support. Today's customer does research on a business before they give it a second look. What was once considered the 'sales pitch' is now delivered through customer experience. The key is in selling the problem you solve, not the product. It's about building relationships.

The system of sales has evolved and it's important for companies to update their sales processes. What separates the successful salesperson from the unsuccessful one is the skill of listening to your customer, establishing the trust to keep the customer engaged and creating the relationship that leads to repeat sales. Acquiring new customers can be 25 times more expensive than keeping customers.

## Why choose Brian Tracy Solutions?

We provide solutions for generating sales, referrals and profitable growth. All of our sales programs have been personally developed by Brian Tracy. Each program has been thoroughly researched, tested and evaluated by thousands of people and the content is regularly updated. Brian's programs are motivational, empowering and lead to immediate results.

You will learn the 'inner game of selling', the art of closing a sale and practical, day-to-day techniques for boosting sales profits. Understanding your customers and helping them find solutions can make sales more enjoyable!

## How can we help you?

We work with businesses of any size to improve your sales results, customise your sales strategy playbook, and motivate and develop your sales professionals. We also help with hiring and training your salespeople and sales managers.

Andrew Phillips is an expert sales trainer, having worked closely with Brian Tracy for 15 years. He specialises in sales strategy and would be pleased to tailor a program to suit your needs. As an entrepreneur and business owner, Andrew knows that sales are the cornerstone of a company. He combines his firsthand experience with Brian Tracy's superior programs to guarantee that you achieve the results you want. Andrew is dedicated to building value for his clients.

Contact Andrew at [ap@briantracysolutions.com](mailto:ap@briantracysolutions.com)



***'No matter how passionate a salesperson you may be, no matter how likeable you are, if you can't close the sale, your efforts yield nothing.'***

# GETTING STARTED

## SUPERIOR SELLING SKILLS

**'Move into the top 10% of your field'**

- The New Realities of Selling
- The Winning Edge
- Personal Sales Planning
- Identifying Needs Accurately
- Relationship Selling
- Selling Consultatively
- Time Management
- How Buyers Buy
- Asking Your Way to Success
- Prospecting Power
- Influencing Customer Behaviour
- Mega-Credibility in Selling
- Making Persuasive Presentations
- Overcoming Objections
- Overcoming Price Resistance
- Negotiating the Sale
- Selling on Non-Price Issues
- Closing the Sale
- Building Customer Relationships
- Resales and Referrals
- Providing Excellent Customer Service

## SALES SUCCESS

**'Accelerated program to boost results immediately'**

- The New Realities of Selling
- Prospecting Power
- Identifying Needs Accurately
- Selling on Non-Price Issues
- Overcoming Price Resistance
- Closing the Sale

## WIN REALES AND REFERRALS

**'Advanced program to maximise sales achievement'**

- Key to Peak Performance
- Take Charge of Your Life
- Master Skill of Success
- 7 Steps to Goal Achievement
- New Realities of Selling
- The Integrating Principle
- Identifying Needs Accurately
- Prospecting Power
- Overcoming Price Resistance
- Resales and Referrals
- Selling on Non-Price Issues
- Relationship Selling
- Persuasive Presentations
- Overcoming Objections
- Achieving Balance in Life
- Strategic Goal Setting
- Maximising Productivity
- Overcoming Procrastination
- Personal Sales Planning
- Time Management for Salespeople
- Negotiating the Sale
- Delegating and Communicating
- Closing the Sale
- Providing Excellent Customer Service
- Balancing Work and Family
- Winning High-Margin Business
- Sales IQ Assessment and Debrief

## SUPERIOR SALES MANAGEMENT

**'Build a team of highly-motivated salespeople'**

- The Pivotal Skill
- Sales Meetings
- Managing and Leading
- Sales Supervision
- Planning for Success
- Skills Coaching
- The Sales Plan
- High-Performance Management
- Recruiting Salespeople
- Communication Channels
- Interviewing and Selection
- Territory Management
- Communicating for Results
- Performance Appraisals
- Motivating Salespeople
- The Problem Salesperson
- Effective Delegation
- Key Accounts
- Strategy and Positioning
- Time Management Skills
- Sales Training
- Leading the Action
- The Winning Team
- Pushing to the Front

## BEHAVIOURAL, HIRING AND PERFORMANCE ASSESSMENTS

**'Grow your business, increase sales, gain a competitive edge'**

- Comprehensive assessment and analytic tools
- Identify behavioural styles, key drivers and values
- Measure sales skills for growth and effectiveness
- Job benchmarking saves time and resources
- Boost productivity, performance and profits
- Develop more self-aware leaders

***'Nothing happens until a sale takes place.'***





*"After completing the program with Andrew, I am more confident in the sales process. I understand better how to nurture leads, overcome objections and create a relationship with my customers. I had a huge improvement in my sales results in the first month after attending the seminar."*

*Chris, Tech Sales*

*"The one-day Sales Success was perfect for our annual sales conference and a great team-building exercise. We found the program very engaging and we learned a lot. Andrew helped us set our personal and professional goals for the year and develop a 3-year plan. We all left feeling very confident in our sales abilities!"*

*Amanda, Real Estate*

*"The sales training with Andrew gave us more insight into what motivates people to buy and influences their buying decisions. The psychology of sales is very interesting! We understand more about the importance of attitude, how to create the right impression for our customers and how to gain their loyalty. We all agree that we are enjoying the sales process more now."*

*Kevin, Fitness Industry*

*"I have been a long-time follower of Brian Tracy so it was great to have the opportunity for my sales people to participate in the seminar of Win Resales and Referrals. The Sales Intelligence Assessments outlined the areas in which we could improve and we focused on those. Our key take-aways were the necessity of goal setting, the importance of identifying client needs, and how to build better relationships. I definitely recommend this program!"*

*Mark, Business Owner*

*"Our goal was to grow our company and improve sales. Andrew helped us appoint a senior sales manager to liberate the managing director to focus more on the business. Benchmarking the role and using behavioural assessments saved time and ensured we hired the right candidate. Having a senior sales manager has reduced management pressure and allowed us to further systemise the business. Thanks to Andrew for developing our sales team which has achieved our desired outcome of reducing expenses and increasing revenues. We look forward to working with you again."*

*Nick, Finance*

**Research shows that up to 73% of sales opportunities are lost because salespeople aren't reading the customer's signals. Our sales training programs will give you the sales skills required to make sure this doesn't happen to you!**

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