

Business Development Coaching Program

Available Australia-wide

6 x 60-minute coaching sessions
Meet over phone, Skype or in-person



- Are you **frustrated by that uncomfortable feeling** you get every time you meet a client for a "sales" conversation?
- Do you **struggle to get your clients engaged** and willing to move forward?
- Would you like **specific guidance** on how you can win more new business?

This customised, individual coaching process is suitable for advisers, consultants, professionals, technical specialists and business development people who sell services or complex or bespoke products. While this program primarily addresses the sales process (winning new business), it's understood that for professionals and technical specialists there can be an element of marketing (attracting prospects) that is integral to your sales activities, so we can cover that as well if needed.

Master your sales conversations and turn prospects into clients

From experience during your coaching program it is likely we will cover topics such as:

- Identifying sales goals and personal goals
- Self-confidence and assertiveness
- Understanding resilience and how to bounce back from challenges
- Using the proven SOX™ question strategy to structure sales conversations
- Review of specific recent sales encounters with a focus on future improvement
- ... and much more

Be coached by an expert

This sales coaching program will be personally delivered by experienced sales trainer, business development coach and Chief Sales Strategist at Marketing Nous, Stuart Ayling.

Get in touch now to explore how a personal sales coaching program would help you (or members of your team) become more confident with selling and achieve your goals.

For further details and to enquire visit:

www.marketingnous.com.au/training/sales-coaching/