



# MORE PROFIT NOW

## WORKSHOP

5 - 6 March 2009  
Brisbane

Venue: Brisbane Riverview Hotel  
Cnr Kingsford-Smith Drive & Hunt Street  
HAMILTON 4007 QLD

**Win More Business**  
**Win Better Business**  
**Grow Your Revenue Now!**

*"Wayne Gerard's style is engaging; he ensured the content was relevant and well targeted for the participants who represented a diverse range of organisations and customer facing roles. The seminar is suitable for any manager, sales person or customer-facing employee. The time and cost of the seminar will be recovered many times over with the many valuable insights, tools, and strategies which can be employed now."*  
Chris



**T**oday your customers and prospects are busier than ever; they demand higher levels of service, more complete solutions, fewer suppliers and more advantageous commercial relationships. In addition the current economic environment requires every business to apply extra attention and smarter commercial agreements to ensure sustainable cash flow and profitability.

Most businesses have excellent examples of customer relationships that address all of the above criteria. You know this because, more than likely you have a number of customers (your best customers) who only buy from you. Can you think of a couple now? Your best customers value your service and the relationship you share; they are certain that you have the right solution and their best interest in mind; therefore they only buy from you. Even when you are sometimes more expensive!

If you are like the rest of us you will also have customers that buy from you sometimes and customers that buy from you only when you have the cheapest price! What if you could convert a number of these customers and your prospects into best customers?

- Would doing business be more enjoyable and less stressful?
- Would you win more of the business you want at the value / profit you deserve?
- Would it be easier to grow your revenue, profit and business off the back of strong relationships with excellent customers?

Most people find it easier to enjoy their work and deal with the inevitable challenges that arise in business when we are working with the people (team and customers) that they like.



Find out how to win more of the business you want and to create more customers that are prepared to pay full value for your products and services by attending **the 2 day "More Profit Now" workshop in Brisbane 5-6 March 2009**



### **Learn How To Impact Your Customers and Prospects So They Call You!**

Hear from other sales people, hear how they are differentiating their businesses and building excellent customer relationships.

**This interactive session provides you with the knowledge and practical experience to:**

- Maximise your profit and ongoing sales success
- Create sales opportunities in your existing customer base, with your prospects, and in new markets
- Position your customers to pay full value for your products and services
- Build long term, profitable, and exclusive customer relationships
- Influence customer buying and decision making processes
- Position your business as a preferred supplier

**Over two enjoyable and thought provoking days you will learn:**

- What specific actions, knowledge and attitudes you use both consciously and subconsciously to create your best customers
- The 13 Top Sales Strategies of the most successful sales people
- The four sales questions that everyone in your business can ask to win you more of the business you want now
- Sales communications strategies to uncover hidden customer objections and concerns
- How to put your customers and prospects at ease without saying a word
- How to impact your customers so they buy on value not price
- 7 Strategies that will keep your team focused on your customers and making more profit now

## The program is suitable for:

### Corporations

- Wanting to enhance the skills and focus of their management and customer facing staff
- High performing staff who have been identified / ear marked for career progression into management, sales and leadership roles
- Sales managers, account managers, marketing managers that are responsible for driving price rises, profitability, and revenue growth
- CEO's, CFO's and executive management teams wanting to drive business growth via new business, geographic expansion, and or mergers and acquisitions

### Small to Medium Business

- Small to medium business owners and their key staff who multi task across selling, customer service, product management, marketing, management and leadership roles

### Individuals

- In sales, business development, management, leadership or customer service roles who want to become standout performers
- New sales people looking to learn key sales and customer service skills
- People wanting to develop their professional network and learn proven strategies to increase their profit now

## Generate More Sales - Get Your Team Focused On Closing More Sales Now

This workshop represents a great opportunity for your business to put a group of people through the same top class training that Wayne delivers to large sales teams. These workshops are also very popular because the program incorporates a number of excellent networking segments for the participants, which often generates sales leads and business relationships. Attend this workshop to "Find out what you do at your best and how you can do it more often"



## Workshop Facilitator



**Wayne Gerard** provides a range of sales, strategic management and mergers & acquisition related consulting and training services to many of the largest organisations with Australia. Wayne's range of consulting and training solutions are tailored to meet the business environment, and his customer's personal goals and business outcomes. Wayne's ability to sustainably improve business performance is refreshing.

Wayne is a passionate and thought provoking professional speaker, regular presenter of sales training workshops, conferences, seminars and board / executive management strategic workshops. Over the last 5 years Wayne has presented to over 10,000 business people.

**Places Are Limited – Register Now or Phone SGP on 1300 23 66 73**

### Day 1

- Seminar Commences at 9am
- Morning Tea at 10:30am
- Lunch 1pm
- Afternoon Tea 3:30pm
- Seminar Dinner 6:30pm (Evening Activity, Please plan to attend)

### Day 2

- Day 2 Commences at 9am
- Morning Tea at 10:30am
- Lunch 1pm
- Afternoon Tea 3:30pm
- Seminar Concludes 5pm

Price for the Seminar is \$1970 per participant (Including GST)

### Early Bird Specials

- \* Book and Pay in Full By 16 February 2009 \$1600 per participant (Including GST) that's a saving of \$370 if you book now
- \* Buy two tickets at the early bird price of \$1600 each for your business or members of the same family and get a third ticket for \$799 (total investment of \$3999) that's a huge saving of \$1911.
- \* Price includes Seminar, Morning Tea, Lunch, Afternoon Tea.
- \* Price excludes Dinner

## An Amazing Event Designed Just For You!

Please complete the contact details section below in full.  
Confirmation of your registration will be forwarded by email shortly.

Enquiries [events@sgpartners.com.au](mailto:events@sgpartners.com.au) Event Marketing By [www.sgpartners.com.au](http://www.sgpartners.com.au)

Workshop Series	Duration	Date	Location	Special Price Today Only (Inc GST)
<b>More Profit Now</b>	2 Days (Thr & Fri)	5 – 6 March 09	Brisbane	\$1970 <b>\$1600 by 16 Feb</b>

\* Pricing includes course, workbook, lunch, morning and afternoon tea.

\* Venue: Brisbane Riverview Hotel Cnr Kingsford-Smith Drive & Hunt Street HAMILTON 4007 QLD

## Contact Details

(Please complete all details for the Primary Contact / Credit Card Holder).

Code: **S | G | P | 1**

<b>Name:</b> (Dr / Mr / Mrs / Miss / Ms)	
First:	Middle:
Last:	
<b>Business Details:</b>	Position:
Company:	
<b>Address:</b> (Business or Residential)	
Street:	Suburb:
State:	Postcode:
<b>Telephone Contact:</b>	
Mobile:	Home:
Work:	Fax:
<b>Email Address:</b>	
<b>Preferred Contact Method:</b> (You may select more than one)	
<input type="checkbox"/> Email <input type="checkbox"/> Telephone <input type="checkbox"/> Mail <input type="checkbox"/> Fax	
<b>Credit Card Payment:</b> <input type="checkbox"/> Visa <input type="checkbox"/> Mastercard	
Card Holders Name:	
Credit Card Payment:	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
Expiry Date: ____/____	Security Code: _____
Signature:	Date:
*Credit card processing fee 2%.	
<b>Direct Deposit Payment:</b>	
SGPartners - BSB: 084 255 Account No: 82 730 8118 Please send payment confirmation to <a href="mailto:events@journeygroup.com.au">events@journeygroup.com.au</a>	

**REGISTER NOW - TO OBTAIN YOUR SPECIAL PRICE OR FAX THIS FORM TO**

**(07) 3852 6282    WITHIN 24HRS**

I the above signed agree to the cancellation policy contained herein. Cancellations with a full refund (less \$20 administrative fee) will be accepted within 7 days from the date of this form. Cancellations after the 7 day period and up to 6 weeks before an event will forfeit 20% of the purchase price. Cancellations within 6 weeks of the workshop will not be eligible or a refund.

If you are unable to attend, please nominate a substitute.

