

# Professional Selling

**A suite of customised development programs for  
sales performance improvement.**

**Skill development programs for  
technical professionals, sales teams and managers to:**

- ✓ Improve conversion rates and win new business
  - ✓ Gain more support from presentations
  - ✓ Use time wisely and be more effective
    - ✓ Improve team performance
    - ✓ Reach revenue goals

Programs developed and delivered by





## Overview of Professional Development for Sales Performance Improvement

Training and coaching programs developed by Vectis Advisors are based on best practice methodologies, scientific principles of communication, and current wisdom in the field of professional selling and management.

All programs are tailored to suit the requirements of your team and your company. To maximise results we'll explore your goals, preferences and desired outcomes to create an effective learning program.

Stuart Ayling BBus, GCM, Director of Vectis, is a professional and experienced facilitator and sales trainer who can understand your sales process and client environment and introduce appropriate solutions.



### Planning for your training program will include:

- Initial discussions via telephone to identify your objectives, company goals, and your desired outcomes from the training.
- Review of your company sales and marketing material.
- Frequent communication via email to request specific information and data on the operation of the sales team within your organization.
- Input via interviews with selected team members (where possible) and also from all participants via a web-based form to collect their viewpoints.
- Development of customised presentation material, workbook and slides.
- Development of specific scenario's and cases relevant for your company that will be used for discussion and simulations during the training.
- Identifying suitable follow-up processes, activities, support, and management actions to maximise the transfer of learning from the workshop to the work place.



## Professional Selling Skills

### Outcomes:

For individuals with revenue responsibilities: To learn the specific steps, strategies and personal communication skills to make initial contact, uncover motivations and drivers of the buying decision, be the 'Trusted Advisor', and gain commitment from clients.

### Topics overview:

- The flow of effective sales conversations
- Understanding what clients really want
- How to be the Trusted Advisor
- Understanding communication styles for selling
- Interpersonal communication skills - listening, assertiveness, empathy, trust
- Using the SOX™ question methodology to identify client requirements and gain commitment for action
- Aiming for sales excellence throughout the four stages of: Initiation, Planning, Execution, Follow up
- Creating the ideal client meeting
- Managing objections from clients
- Presenting recommendations with confidence
- Using the Major Account Planning (MAP) process
- Practicing sales interactions with instructor-led peer observation and critique

### Workshop format options:

The best format is the one that works to create change in your team. Factors to consider include the availability of participants and the range of topics to be covered in training.

- Programs include a combination of half-day, one-day or two-day sessions.
- Utilising group follow-up sessions to maximise personal change.
- Follow-on individual coaching.
- Participation by the facilitator in company webinars or teleconferences.

### For more information visit:

<https://vectisadvisors.com.au/b2b-sales-training/>



## Sales Management for Professional/Technical Teams

### Outcomes:

For individuals who manage sellers: To increase the confidence and self-awareness of sales managers so they are more comfortable and effective in their role, and help their team achieve greater outcomes.

This is an experiential learning program for anyone that manages staff who have revenue responsibilities. To accelerate learning participants are actively involved and are expected to apply the material between sessions and discuss their experiences at subsequent sessions.

### Topics overview:

- Managing Self
- Managing Others
- Managing Performance
- Vision, setting goals and creating expectations of performance
- Motivation factors
- Understanding your teams roles and personalities
- Managing performance
- Coaching and mentoring
- Effective delegation
- Sales reporting processes

### Workshop format options:

Because behavioural change (such as management skills) occurs over time, this program is ideally based around regular short workshop sessions conducted over 6-12 months. Alternately, an initial two-day workshop may be followed by regular coaching and support sessions that provides a structure for personal accountability and ongoing peer support.

### For more information visit:

<https://vectisadvisors.com.au/management-training/>





## Persuasive Presentations

### Outcomes:

For anyone who delivers presentations: This program is designed to help your team move from 'information' to 'influence' and give them the specific skills to:

- Create relevant messages that will resonate with the audience.
- Effectively communicate their message.
- Look confident, sound great, and get a positive response from their audience.
- Use proven techniques to be prepared and reduce anxiety.
- Learn how to stay in control of timing and distractions.

### Topics overview:

- Start with the end in mind
- Understanding your audience
- Using the PEAC™ planning model to structure persuasive presentations
- Creating stories that sell the idea
- Writing and designing effective presentation material
- Managing time during the presentation
- Responding to questions and objections
- Recognising and managing personal mannerisms
- Analysis of typical presentations given by the team
- Practicing presentations with instructor-led peer observation and critique

### Workshop format options:

Presentation skills training is best delivered over an initial minimum two-day program, followed by half-day sessions as required. This allows sufficient time for participants to understand key behavioural changes and to benefit from repeated practice in the safety of the learning environment.

Best outcomes are achieved with spaced-repetition, scheduling sessions with time in between for participants to apply the techniques in real-life presentation situations.

### For more information visit:

<https://vectisadvisors.com.au/presentation-skills-training/>



## Time Management for Sales

### Outcomes:

For individuals involved in selling: The focus of this program is to move participants from thinking about 'time management' to making decisions about effective 'self management'. Participants will come to understand what drives their use of time, how to avoid distractions, how to prioritise their work, and how to plan their week for success.

In particular for sales roles, this program considers revenue and client relationship goals and how to manage external and internal factors that distract them.

### Topics overview:

- Understanding your sales responsibilities
- Planning your week
- Urgent versus important
- Monitoring time usage
- Using the 3F's to better manage time: Focus, Filter, Finesse

### Workshop format options:

Prior to the workshop sessions participants will be asked to carry out one or two 'discovery' activities to monitor their time and outcomes over the weeks leading up to the workshop.

It is recommended to initiate the program with two or three half-day sessions, scheduled with time between to implement the new self-management behaviours.

An 'advanced' program incorporates extra role-specific time-related challenges that participants will work with through the duration of the extra sessions. Personal or group challenges will be identified and participants will apply specific strategies to those challenges between sessions. This program is ideal for improving specific self-management behaviours within your organisation.

This 'time management' topic can be modified to suit other non-sales roles and will be designed to be relevant for their workplace and goals.

### For more information visit:

<https://vectisadvisors.com.au/time-management-training/>

# Facilitator Profile: Stuart Ayling



Stuart Ayling is Director of Vectis, a specialist sales performance improvement consultancy serving clients nationally and internationally. After a career in numerous corporate sales and marketing management roles Stuart founded Marketing Nous in 1999 to focus on helping companies that sell services or technical or customised products - what he calls 'expertise-based' businesses.

Stuart holds a Bachelor of Business (Marketing, University of Western Sydney) and a Graduate Certificate in Management (International Business, University of Queensland). He has also been a lecturer at the internationally recognised University of Queensland Business School.

Stuart has many years first-hand experience in several business-to-business field sales roles across a range of industrial and technical products and industries.

As a result, he has personal experience being a sales professional and knows what it is like to:

- Be responsible for sales outcomes with sales targets to meet
- Visit multiple customers every day and deal with customers in various roles such as Purchasing Managers, production staff, site maintenance and business owners.
- Manage relationships with difficult customers, respond to objections and 'do deals'
- Handle technical questions that may go beyond his own personal experience
- Collaborate in a team with other technical staff and product sales specialists

In working closely with clients to provide effective in-house training programs and sales improvement consultancy services he helps clients to improve organisational capability in professional selling skills, communication skills, management skills and presentation skills.

Stuart has also presented keynote sessions at numerous corporate retreats, annual conferences, and peak industry groups including Queensland Law Society, Club Managers Association of Australia, the Chartered Institute of Management Accountants, and the Middle East Sales and Marketing Conference (Dubai).



*Above: Stuart Ayling delivering conference presentations.*

# A Few Client Testimonials

These are a few snippets from the many testimonials from satisfied clients available on the website at <https://vectisadvisors.com.au/testimonials/>

Clients include:



"We have used Stuart Ayling now for several years in our sales training exercises at our national sales conferences. Stuart has always been very accommodating to our requirements and run the training courses accordingly. We are now engaging Stuart on a monthly basis via webinars to further instruct our sales force to enforce the sales principals.

I have noticed an improvement in the sales force in preparing and dealing with our customers. We have also found his weekly e-mail tips of great value, which gives AMS an edge. We would recommend Stuart's training course to any organisation that wants to improve their sales performance."

**Dirk Kuiper**, General Manager  
AMS Instrumentation and Calibration, Melbourne VIC

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"On the training day, the participants immediately felt engaged as Stuart demonstrated his understanding of our needs and challenges, and how he wanted to lead the team to address them. The advice was practical and meaningful, and the training was delivered in a very professional manner with direct personal feedback and tips.

Stuart also followed up after the training to see how our team was progressing, and made himself available for any questions or support, which we really appreciated. The training certainly gave our team a renewed momentum.

Our team will greatly benefit from the tools and techniques and will be able to apply them every week during our training session."

**Frederic Vanhove**, Principal Engineer, Pacific Delivery - Projects and Services  
Schneider Electric, Brisbane QLD



"Stuart quickly made the team feel comfortable and engaged during the sessions. Within the first break one of my team said she'd "learnt more in the last couple of hours than she had in the last 6 months."

Stuart's investment in getting to know our company and the team has been hugely valuable to us and to me personally. The workshops have bred a level of confidence and curiosity, encouraging the team to step back and think about their roles as advisors and the relationships they have with our clients. This approach has now remained embedded months after the initial workshops."

***Sophie Hossack, Country Manager, Australia & New Zealand  
Receipt Bank, Sydney NSW***

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"Like every business we have a Sales Team that is varied in experience levels and of course abilities, so we were attempting to bring them together and deliver some structured training so that a core set of skills could be developed.

What impressed me straight away with Stuart was his ability to get the right information out of us as Managers as to what we really wanted to achieve as a business. Stuart then tailored his course detail to suit life experiences from a day-to-day point of view which really gave me some confidence that we were on the right track with this style of training.

I expect to see very positive results from this investment in our people and business. In fact we have already seen a new client on board as a result of our revised learning's from the two-day workshop."

***Mark Mahoney, Managing Director  
iMS Group, Sydney NSW***

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"I had identified a couple of skill gaps within my team, around becoming a "Trusted Technical Advisor" to customers, and communications with customers, particularly around confidence, being persuasive, difficult conversations, and knowing when to say "no".

We have a small number of customers and compete with much larger, multi-national aqua feed organisations, who are good at marketing, and can compete on price. Our advantage is being local, small and flexible. To harness this we want to provide added-value through development of superior (and more expensive) diets which provide a better ROI, as well as delivering superior on farm technical support through a relationship of mutual trust with our customers. In order to sell the more expensive diets and develop such relationships, the team needed skill strengthening in these areas.

The content of the sessions was customised to suit our customer interactions, with a lot of preparation on the part of Stuart prior to the training session. The sessions were informal and participative, but well chaired to ensure the participation didn't take over. I would have no hesitation in recommending Stuart and Marketing Nous to other businesses."

***Dr. Sunil Kadri, Head of Sales and Business Development  
Ridley AquaFeed, Brisbane QLD***

"The first time I chose to get Stuart involved in our sales conference was based on a recommendation from a colleague; however, after using Stuart once we have utilised his skills again at our recent sales conference and we will continue to do so in the future!

Stuart's training methods have enabled our sales team to challenge their current practices and to see new innovative ways of improving their selling skills in a fun and interactive environment. Our sales results have increased since incorporating Stuart's sessions into our sales conference and this has been during a downturn in the market."

**Justin Zakaras**, *National Sales and Marketing Manager*  
*Danley Construction Products, Brisbane QLD*

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"Dear Stuart, I wanted to write to you to express my sincere thanks and satisfaction following the recent sales training you carried out for our Australian and New Zealand Sales team at the Kingston Links Golf and Conference Centre in Melbourne. This was the first time we had our whole ANZ sales team together for many years and I wanted to give them some specific tools that they could use in the planning their sales territory and delivering the much-needed growth whilst improving customer satisfaction. I'm happy to say that the program you presented delivered just that.

In particular the team found great benefit in understanding communication styles, effective listening and using the S.O.X. questioning methodology to understand where the customer is in the buying cycle, what they actually want and how we are best capable to deliver this.

I thought the pre-work that you asked for added to the overall effectiveness as this gave each person an understanding of their own personalities and how they can get the best from themselves and also understand how they can best interact with customers of alike or differing personality traits.

The inter-group work during the training session was effective in getting the team to understand customer concerns and possible objections which led to us agreeing several action points, one of which will be to develop a frequently asked question cheat sheet and an equally important answer cheat sheet.

In summary I can state with confidence that the team thoroughly enjoyed the training and appreciated the tools they received, and I look forward to seeing the benefits translate into sales and enhanced customer satisfaction levels."

**Andy Evans**, *Managing Director ANZ*  
*IMI Australia Pty Ltd, Melbourne VIC*

## Contact Details

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