

Your personalised sales blueprint to start 2020

How To Increase Sales In 30 Days Blueprint



This one-day workshop presented is by



A proven step-by-step workshop to increasing sales

Do you have a proven 30-day sales program to grow sales in 2020?

You only have to review the average week of your sales team to find out that they have no time to sit back and refine what they are doing.

Most of them will begin the year, repeating sales mistakes that should have been corrected last year.

They need a systematic process which they can implement throughout the year that will help make their sales life easier - and give you the sales results you need.

If this sounds familiar, you are not alone - many sales managers struggle to make sense of what was supposed to be a great year.

For the most part, your sales team are so focused on trying to make budget - let alone earn a bonus - that they never stop long enough to consider a better approach to selling.

Making budget in the next 30 days for many salespeople is no fun. Unfortunately, a rare few can rise above the fray and improve their sales system.

The rest of the sales team will be disappointed by the fact that the new approach, developed by your top-flight sales star, is never passed down the line to the other members

of your team.

This can result in one or two members of staff always claiming the winners' prize, while the rest of the sales team either languish in quiet desperation - or if things get bad enough - to be shown the door.

It doesn't have to be this way - there is a proven sales training system that is working for Australian firms like yours.

Based on his 30+ years of sales and business building experience, Ken Robinson has developed a 30-day sales blueprint for 2020 that your team can implement immediately.

Ken will work with you and your team to develop new methodologies and sales mind-sets, which will enable your sales team to rise to their full potential.

Unlike many sales trainers, Ken walks the talk. His training is not based on the collective wisdom of yesteryear's sales gurus, who are still teaching sales training techniques that belong in the 1950s.

With Ken's approach, you get the hands-on experience of someone



Ken Robinson - Workshop Presenter

who has been consistently selling regularly to the Australian B2B sector for several decades.

Ken has sold in both recession and boom times and knows the best approach no matter what the market is doing.

Why have other Australian companies been keen to implement Ken Robinson's unique sales training program?

To answer that question let's hear from one of Ken's clients:

"I know your sales methods work. You cold called me on a Thursday afternoon, you then convinced me to meet with you the following morning and on the day of our meeting I ended your visit by signing an agreement for a 6 month campaign. Something I had not budgeted for, but knew I had to have.

"Ken, the way you presented your pitch was so compelling, you did not pressure me and I did not at any point feel like I was being sold. Instead, as I listened to you share one case study of success after another I knew that I had to have what you were offering and signed on the spot without hesitation.

"That is why I want you to teach my salespeople how to sell like that!"

Attache Software, Managing Director, Mike Rich

Attendee feedback:

Ken sales workshops are worth the money ...

"I am happy to recommend Ken's workshop. I have been to several of his workshops and I have had my team of Engineers complete a one-day in-house sales workshop.

"His workshops are excellent and worth the money. His energy and fun approach made the day most enjoyable.

"Plus, I have used his marketing services and know that he understands how to win new business. He is an excellent sales copywriter and understands how to reach buyers by translating your highly technical material into a format senior executives can understand.

If anyone wants to verify my comments, I am happy to act as a phone reference for Ken. I can be contacted at 0429 484 088."

Adam Blundell // Principal Ecologist **Klienfelder Newcastle**



It's been an excellent day... a game changer!

"I was more than curious because I thought I had seen it all when Ken came to my office and presented last week. I was mistaken – the course has been very insightful and the logic behind Kens approach is embarrassingly basic. It's been an excellent day and our whole sales team founded it a game changer."

ROGER DAVY // Coverite Managing Director



Ken's presentation is extremely worthwhile

"I have been to many training courses and Ken as a presenter is definitely unique.

"His broad range of experience and knowledge in sales he has shared today, I feel will be invaluable in the growth of our business.

"He understands how to take a complicated message and quickly translate it so that the layman can understand what we are trying to sell.

"Engineers have a tendency to make things complicated, whereas Ken workshoped with us each of our key sales messages, so that anybody lacking an engineering background would understand what we are trying to communicate!

"Ken's energy level throughout the course was amazing. Not once throughout the eight hours of his workshop did I feel either bored or tired. He kept on involving each participant, making sure that we all walked away with a sound sales strategy we could implement immediately!"

Jason Whelan // Sierratek, Principal Engineer



I was pleasantly surprised, thoroughly enjoyed the day

I normally never take cold calls, but when Ken phoned about his sales workshop, I knew I had to attend. From the moment I answered his call, he knew exactly how to sell me. He is one of the few sales trainers I have met who practices what he preaches. He teaches a powerful approach to selling. What I thought was going to be a long day turned out to be a great day as I learned a whole new set of sales strategies I plan to implement when I get back to the office.

David Potter // Sales Director

Workshop Outline

Part 1 - Selling in today's ever changing sales environment

- What three selling methods no longer work in the Australian market?
- What communications approach works with your average CEO?
- What approach will guarantee you will never make it in sales?
- What approach ensure your sales message is in line with where the buyer wants to go?

Part 2 – How to generate a list of qualified prospects that will want to meet you

- Steps you can to make sure you are presenting to the person who signs the cheque.
- How has the global economic downturn worked to your favour?
- What makes a good prospect list, compared to a bad one?
- How to write a sales letter that will have a CEO calling you for an appointment.
- Discover why your website could be giving reasons for your customers not to buy.

Part 3 – How to get through to a decision maker to make an appointment

- Why cold-calling is definitely dead if you take this approach
- The difference between an appointment making script and a door closing script
- Walk away with a telephone script that will have your appointment book full.

Part 4 - Develop a sales blueprint that will see you closing deals within a week

- In the first two minutes of your presentation we show you two approaches that will ensure you have the full attention of your prospect, giving you the best chance of closing a deal within the first week of making contact.
- Learn how to accelerate your sales cycle without leaving your prospect feeling rushed or pressured.
- Discover how you can eliminate all objections before they even raise their ugly heads.
- We give you a road map to ensure you will avoid selling techniques that harm your chances of a sale.

Part 5 - Communicate in such a way that the prospect sees you as an expert

- One of the reasons why most salespeople fail is that their entire approach sounds rehearsed and superficial. Learn how to give yourself that point of difference so the prospect sees you entirely differently to other sales reps peddling another pitch.
- We share with you a series of steps, that used correctly, will guarantee that you'll never have to deal with price as the main point of contention.

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Part 6 – How to give sales presentations that have people wanting to buy now!

- Learn our step-by-step presentation method that has enabled me to close sales within an hour. Discover the key points, that if answered correctly, will give you the best chance of walking away with a sale the same day you hold your meeting.

Part 7 - How to close a sale without using the many closing techniques that leave us feeling cheap and desperate in front of a potential new client

- Having spent 30 years selling to companies both large and small, I will be teaching you a methodology that has enabled me to present in such a way that the majority of my prospects have needed little if any pressure from me to close a deal.
- We are selling to a highly educated market, who have come across many salespeople using techniques that belong in the 1950s. At the end of my one-day workshop, thankfully you will not need to resort to the same tired old selling methods.
- You will leave this workshop with everything you need to implement my step-by-step sales approach.

At the workshop you will receive:

- You will walk away with a telephone script that will have been developed to meet your selling needs.
- You will have a new sales letter designed to tap into your market and the knowledge how to send it out to the right people.
- You will have a proven 30 day step-by-step sales plan that you can apply to your selling situation.



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LinkedIn recommendation



 Home  My Network  Jobs  Messaging

**Ken Robinson**
Sales Trainer, I'll show you how to make a Sale in 48hrs

Recommendations

Ask for a recommendation 

Received (3) Given (4)

**Matthew Betland**
Club Payroll Specialist - SAVE 200 hrs Completing Payroll
February 5, 2020, Matthew was a client of Ken's

I have just made six sales calls using the telephone script Ken taught me to write at his sales workshop. Six phone calls and I have booked one demonstration of our software. A top result! I have no hesitation in recommending Ken to any business owner!

What's more, the way Ken showed me how to structure the script, enabled me to sell without sounding pushy. I hate pushy salespeople, that's why I signed up for Ken sales workshop in the first place. When Ken sells, you don't feel like he is selling. He is so focused on helping you with his suggestions, that you want to buy.

The first time I spoke to Ken was when he telephoned me about a sales workshop he was holding in Newcastle. His enthusiasm over the phone is infectious. He shared so many stories of people that he has helped, I knew I needed to do the workshop. Twelves minutes into his sales pitch I was booking a ticket.

The workshop was exactly what I needed! Not only did he provide simple sales strategies, but he tailored his material to each participant. He is an entertaining speaker and kept us wanting more throughout the day. The workshop gave me a complete blueprint for the new sales direction of my business.

Since the workshop, I have hired Ken to produce a newsletter marketing program that is producing quality leads. No sooner was the newsletter program working, Ken showed me what was possible with my website. Over the Christmas break, he rewrote and redesigned my website. The site is mobile friendly and his writing has really set us apart from our competition.

I deal with many suppliers, Ken is one of the few people who have followed up on the work they have done. I can understand why Ken has many customers because he really cares about you. What's more, when you least expect it Ken will telephone you offering you another new idea. He just likes to help people. He had really changed my approach to growing the business and has given me the plan and tools to make it happen. Thanks! [See less](#)



Introducing your presenter

Hello, my name is Ken Robinson. I first developed the method my clients now use at the age of 24, when I decided to start my first small business which was in partnership with Australia's oldest media group J.B Fairfax.

My small business produced magazines with print runs of 700,000 magazines which were inserted into newspapers like the Sydney Morning Herald.

My startup needed sizeable financial backing, the type of backing I did not have as a 24-year-old entrepreneur who had only five years of sales experience.

The approach I now use with my clients, which I started developing back in 1990, enabled me to sell to several layers of senior management.

Eventually, I convinced the board of Fairfax to give me 100% financial backing from one of Australia's oldest media companies.

What I learned back then you cannot find in "how-to" books or even University courses.

It was a matter of trial and error. In my case, a lot of failure, but eventually, as I pitched my proposal around town, I started to see a pattern as to how investors and senior executives responded.

Once I worked out what to say and more importantly, what not to say, the doors started opening.

Now 29 years later, I have used the same approach to repeatedly sell a business program which has been used by over 400 real estate offices throughout Australia and New Zealand.

Plus, over the past 15 years, under my guidance, my team have actively worked with some of Australia's leading companies to help them reach the highest levels of corporate influence.

One of my clients was doing over one hundred million dollars worth of work for Woolworths Supermarkets.

They had spent six months trying to get similar work with Coles Myer.

The division they wanted to work with at Coles Myer kept knocking them back.

My client asked us to help them win over the senior management at Coles.

Five days later, my client telephoned me to tell us that they had just been awarded \$23,000,000 worth of new business from Coles Myer.

They had mailed our document to every senior manager at Coles Myer. Several key people had read the material and having been motivated by its content; they contacted our client to offer them this new work.

We just received a testimonial from a client who has sent 12 of our documents out to their target audience.

The 12 mail-outs resulted in 32 contracts worth \$40,000 each.

As my client said, "Ken, to send out 12 documents and generate \$1.28 million in new sales, makes your program one of our best investments."

I regularly presents training workshops in both sales and marketing.

Otherwise: I love spending time with my family.

Having celebrated 23 years

of marriage to my wife Wendy, we are heavily involved in raising our son Marshall and three beautiful daughters Charlotte, Victoria and Alexandra.

For relaxation, I can be found sailing my Beneteau 34 yacht around Lake Macquarie NSW. My friends describe me as a "Chardonnay Sailor".

Like many, my family have faced life's challenges head-on.

Nine years ago, our daughter Victoria, at the age of three, was diagnosed with a brain tumor involving eight hours of life-saving surgery. At the time, Victoria was given four days to live.

My family's journey with Cancer was featured in a Christmas Edition of The Australian Women's Weekly to help raise funds for the Starlight Foundation.

It's charities like Camp Quality and Starlight who have helped families like ours. Please consider giving them a donation.

We are thankful for the ongoing support our family has received over the past nine years.

Women's Weekly Christmas edition featured my family's fight with childhood cancer



The whole idea of this one-day program is for your entire sales team to develop new plans of action for the next 30 days

For this program to work, we recommend that you have the manager responsible for the sales team attending as well as your team of sales reps. The whole idea is for the team to develop a new sales approach that is based on past years' successes in the business.

- * Full one-day intensive workshop with one-on-one and group training
- * **BONUS valued at \$1200** - Four weekly online coaching sessions
- * Lunch and daytime refreshments
- * You will take home new scripts and dialogues
- * You will develop new sales and marketing letters
- * A personal 30 day sales blueprint for you to use
- * A painless approach to dealing with clients who have been given a better offer by your competition
- * A cheat sheet to a b2b buyers motivation
- * One-on-one training as we only in accepting a maximum of twenty people to this workshop

SAVE \$200 - SEATS NORMALLY \$850 p/p

One Seat =	\$650
Two Seats =	\$600 p/p
Three + Seats =	\$550 p/p

You can now book your seats at:

<https://kenrobinson.com/sales-training-brisbane>

<https://kenrobinson.com/sales-training-sydney>

How To Increase Sales 30 Days Blueprint

Ken Robinson's one-day sales workshop

As one of my clients said to me when deciding to send six of his sales staff to one of my one-day sales workshops:

"I know your methods work, you cold called me on a Thursday afternoon, you then convinced me to meet with you the following morning, and within a day I was writing out a cheque for a year-long newsletter campaign.

"Ken, your presentation, approach and attitude were so positive I couldn't come up with enough reasons to knock your proposal back.

"I had never dreamed of marketing my business with a campaign like yours, but you convinced me otherwise. You had me spending money on advertising that was not planned for in our yearly budget.

"I want you to teach my salespeople how to sell like that!"

My methods and strategies are based on my real-world experiences of selling B2B over the past 30 years.

If your sales approach isn't producing the numbers you want, you have the opportunity of going behind the scenes and learning a system I use daily.

A sales system that has steadily built my business over the past 18 years to the position it is in today – one of the country's leading newsletter publishing houses.

Now utilising my years of experience, I have produced a one-day workshop that will teach you a proven step-by-step sales process!

In my one-day workshop, plus

four weekly on-line coaching sessions, I will be sharing with you my cold calling approach, my face-to-face selling approach.

Plus, I will walk you through my sales writing techniques that have not only built my business but have grown the sales of my clients across Australia and New Zealand.

As I write this letter to you, I would suggest you book as soon as you can as we have limited seating for this workshop.

So, please take the time right now to book online before you or your staff miss out on this opportunity.

In the meantime, I look forward to seeing you at my workshop, for one awe-inspiring business building day!

You can now book your seats at:

<https://kenrobinson.com/sales-training-brisbane>

<https://kenrobinson.com/sales-training-sydney>



Ken Robinson