

# **Attaining Professional Success Through Leadership**

Written by  
**David Jackson CSP**  
“The Sales Doctor”

- **How do we define success?**
- **What is the importance of establishing objectives?**
- **What is your role in the company in achieving objectives?**
- **What are the qualities of a good leader?**
- **How do you evaluate yourself against these qualities and develop them as good habits?**
- **How to lead your team to reach group success.**

# About David Jackson CSP



He has shared the platform with distinguished speakers like Tom Hopkins, Robert Kiyasaki, Dr John Tickell and Alan Pease.

David has produced over 12 celebrated video / DVD training programs, written 26 enriching e-books and recorded numerous audio / CD programs.

David lives in Sydney and is CEO of The Australian Salesmasters Training Company, a Registered Training Organisation (RTO 6854).

**For details on how to book David for your teams, training and development or special key note presentations please visit:**

**[www.davidjackson.com.au](http://www.davidjackson.com.au) or call the Sydney office on 02 9700 9333.**

## “An Ambassador for Optimism and Change”

Inspiring, fun, charismatic, motivational, honest, funny . . . these are some of the terms to describe David Jackson CSP. David delivers content rich entertaining programs.

Since 1985 David has addressed over 250,000 men and women in 8 countries delivering them a rare combination of information, optimism, fun and motivation that moves people from where they are now to where they would most like to be. His presentations are dynamic and compelling.

David guides his business audiences to a more effective and efficient way of doing business. Known as “The Sales Doctor” because of his motivational medicines, David’s clients have received improvements in profits, team attitudes, productivity levels of customer service and overall confidence. David is a passionate and energetic presenter who really walks his talk.

David was for 7 years the number 1 salesperson in his industry of over 6,000 sales people nationally and invited to appear on US television as “The thunder from down under”.

Acknowledged for his platform excellence, David received the accreditation CSP (Certified Speaking Professional) from the National Speakers Association. This recognizes his commitment to ongoing education, proven speaking experience and ethical behaviour. He is one of less than 600 CSP’s worldwide including Zig Ziglar and Mark Victor Hansen.

## Attaining Professional Success Through Leadership

**Notice: This eBook is licensed to the original purchaser only. Duplication or distribution via e-mail, floppy disk, network, print out or other means to a person other than the original purchaser is a violation of International Copyright Law and subjects the violator to fines and/or imprisonment.**

Copyright © 2010 by David Jackson and The Australian Salesmasters. All rights reserved. No part of the eBook may be reproduced in any form, by any other means (including electronic, photocopying, recording or otherwise) without prior written permission of the publisher.

Published by:  
The Australian Salesmasters Training Company  
Suite 317, 30-40 Harcourt Parade  
ROSEBERY NSW 2018  
Australia  
[davidj@thesalesmasters.com](mailto:davidj@thesalesmasters.com)



**For details on how to book David for your teams' training and development or special key note presentations please visit: [www.davidjackson.com.au](http://www.davidjackson.com.au) or call Sydney 9700 9333.**

## Table of Contents

About David Jackson CSP .....	2
Ebooks available.....	5-6
Overview .....	7
Success .....	8
Planning – Step 1 Motive .....	9
Write Out your objectives.....	10
Management by objectives .....	11
Assess your market .....	11
Assess your people.....	12
Setting goals .....	12-13
Planning – Step 2 Method.....	13
Planning – Step 3 Means.....	14
Traits of a successful manager .....	14-15
Review .....	16
Action Planning Section.....	17
Thoughts/Comments.....	26

## **eBooks Available**

eBooks By:

**David Jackson CSP**

Sales People

Assuring Your Success

Getting Qualified Appointments

Profitable Prospecting

Becoming a Professional Salesperson

Overcoming Your Greatest Challenges

Optimising Time Usage for Maximum Results

Sales Managers

Mastering Your Time

Attaining Professional Success

Achieving Personal Success

Building a High Performance Sales Team

Delivering Successful Sales Meetings

Conducting Step-By-Step Training

Making Decisions and Solving Problems

Reaching Profit Objectives

Getting off to a Winning Start

Professional Image

Being A Winner

Understanding & Influencing Others

Planning a Successful Future

Staying Calm Under Stress

Professional Communication Skills

Dealing with Difficult People

Developing Strong Relationship

Your Professional Image

Changing Destructive Emotions

Building Client/Customer Loyalty



## **An Overview**

This module is designed to help you and your staff set and reach objectives. It will help you become a better leader and increase profits for yourself, your team and your company. The module is divided into six areas. In it we will:

1. Define success in terms of striving for a definitive objective.
2. Explain the importance of establishing objectives.
3. Explore the role of the sales manager in achieving company objectives.
4. Examine the qualities of a good leader.
5. Show you how to evaluate yourself in those qualities and develop them.
6. Help you correlate your objectives with those of your salespeople, to assure eventual success.

## ATTAINING PROFESSIONAL SUCCESS

In this ebook called “Attaining Professional Success”, we will:

- define success in terms of striving for a definite objective,
- explain the importance of establishing objectives,
- explore the role of the sales manager in achieving company objectives,
- examine the qualities of a good leader,
- show you how to evaluate yourself in those qualities and develop them,
- help you correlate your objectives with those of your company and your salespeople, to assure eventual success.

### Success

#### **“Success”.**

Has a nice ring to it, doesn't it? Like a gentle tap on the rim of a beautiful crystal wine glass. Or like a handful of gold coins spilling into a huge chest of Spanish doubloons and precious jewels and other treasures.

But for too many people, the ring of success seems more like the gold ring on the carousel...something to grab at in passing. Or like the fabled wealth to be found at the end of a rainbow...which we somehow never seem to find. Or like a brightly shimmering peak somewhere far away on a distant mountaintop. To them, it seems that success is somehow too far away...that they “just can't get there” from where they are.

At the Australian Salesmasters Training Company, we see it somewhat differently. Our view of success is:

**Chance  
favours the  
prepared mind**  
-Louis Pasteur

***“Success is not just a destination, a mountaintop shimmering in the distance. It is a process, a journey with intermediate steps....and every one of them you reach is a success in itself”.***

Even the first step toward your destination...toward your objective...can be a success. The ancient Chinese had a proverb for it: *“The journey of a thousand miles begins with one step”*. When you look at it that way, it seems a lot easier, doesn't it?

To help you visualise the ideas and systems and techniques we're going to show you for reaching that distant plateau of success, let's use a familiar analogy, like taking a trip to a happy holiday resort somewhere. It doesn't matter where...pick out a place you'd like to go on holiday; it may be the seaside, or high up in the Alps for skiing, or in a remote and unspoiled woodland area beside a quiet lake. Wherever it is, that's where you want to go...the spot you want to reach.

**Plan ahead or  
find trouble on  
your doorstep**  
- Confucius

How would you begin? By **PLANNING**, naturally. That's fundamental to just about everything we do that is not simply automatic response, or habit. So, let's sketch out our plan.

All plans have in common at least three ingredients: motive...method...and means. Let's see if we translate those into terms more appropriate to our analogy.

**Motive** is our reason or purpose...the ultimate destination; in this case, that happy holiday resort. It is our objective; our **GOAL**.

**Method** is a series of steps, a concept of action, a time reference, for getting from our present point to our destination. That can be a route map, a timetable, and intermediate milestones along the way. Let's call them **DIRECTION**, **SCHEDULE** and **PERIODIC ACHIEVEMENTS**.

**Means** is simply the power or the energy or the driving force to propel us, project our vehicle to success. Let's call it our **DRIVER**.

These are the essential ingredients for reaching any destination...for planning for, and reaching, success. Let's analyse them separately.

**Motive**

## **Planning – Step 1... Motive**

Your motive is success. Sounds simple enough. But too vague...too generalised. You must be specific. As sales manager, you naturally want to make a profit for your company. Profit for the company means profit for you too. And for your salespeople. How much profit? That depends on many factors. It doesn't answer anything just to say "*As much as possible*". Profit goals must be realistic. Based on your company's track record last year or whatever last reporting period you use, what seems the potential for increasing profits in the next comparable reporting period? What are the foreseeable market trends in that coming period? How feasible is it that your present sales team can achieve a fair share of the sales market? What's a fair share?

Myriad questions and considerations to be approached in defining only one goal: how much profit can you reasonably expect to make?

But profit is not your goal, is it? What about non-monetary objectives? Doesn't your company want to earn and maintain a **GOOD REPUTATION**? And how about **PERSONAL RELATIONS**?

So, you really have several goals to think about, don't you? Several goals to plan for. And, as with all planning, writing out objectives, putting them in concrete terms makes them specific, clear, precise, consistent and compatible.

## Write Out Your Objectives

### WRITE OUT YOUR OBJECTIVES

There are three qualifiers in writing out objectives. Any goal must be attainable. Unless there is reasonable chance of reaching a goal, it is more a dream than a goal. If it is impossibly high, or there are obstacles which are out of your control or influence, better revise your goal until it's more REALISTIC.

A goal must have not only quality, but quantity. How, otherwise, can you express it in concrete terms? Does it have a dollar value?...a time or volume factor? Without some reference to quantity, how will you know when you've achieved it? Therefore, it must be MEASURABLE.

The third qualifier of every objective drives right to the core of its essence, asking the most difficult of all questions: Is it worthwhile? Does it offer sufficient inducement, reward, sense of accomplishment, to balance the effort and time and commitment necessary to achieve it? In other words, is it REWARDING?

- Realistic
- Measurable
- Rewarding

### REALISTIC...MEASURABLE...REWARDING

It is fairly common among employees to view "The Company" as some giant impersonal corporate creature with a special value system distinctly different from theirs. The curious thing is, usually they are similar if not the same. Profit is every employee's goal just as it is the company's. Both seek an increasing profit...that is, a greater return on investment, whether that investment be capital or simply personal energy and time.

Thus, it is very important that you, as sales manager, make every effort to see that your salespeople recognise this, to give them a greater sense of team identity. It's also important for you to understand the evolving new consciousness among employees, and their growing interest in helping guide and influence company policy and decisions.

As Auren Uris says in his book, "The Turned-On Executive",

***"Not long ago an executive could make a request and expect his people to treat it like an order. The executive of today can no longer depend on the authority of rank to get things done. He must be adept at the new motivational skills of approaching subordinates on grounds of mutual interest, the company's and the individual's, or risk losing his job because he can't hold good people or get satisfactory performance from those who stay".***

There are, basically, two approaches to establishing goals for individual employees: the Direct Approach and the Indirect Approach. Following the direct approach, the manager sets goals for each

person. It would be almost more accurate to say he sets quotas, because that's all a goal is to the employee who has had no voice in setting the goal. This approach is acceptable only when dealing with new employees or unsatisfactory performers.

The indirect approach calls on the individual to set his own goals and then coordinate them with the manager, who must then approve them in light of company goals and other individual goals set by his employees. So, you want to:

## Management by objectives

### INVOLVE YOUR SALESPEOPLE IN SETTING OBJECTIVES

This is part of what is called "management by objectives", the phrase coined by Peter Drucker, one of the foremost authorities on corporate management techniques, and author of many books, including "The Effective Executive".

Management by objectives is a widely-used and respected concept...but also a widely-abused technique. It has been misunderstood by many, and even strongly challenged by several. Management by objectives...often referred to only as "MBO"...is a simple concept. In essence, it means helping subordinates manage themselves and their jobs by establishing with them a clear, realistic and mutually acceptable set of objectives, along with clear guidelines of responsibility and standards of performance. The MBO system can become difficult – indeed, it can fail – if managers do not implement it properly and follow through. Under the MBO system, goals must be expressible in concrete terms, be written out, be measurable, and require feedback from the employee to the manager. The key to the MBO concept is "self control". As Drucker puts it:

***"Self control means stronger motivation: a desire to do the best rather than do just enough to get by. It means higher performance goals and broader vision".***

How do you begin setting individual objectives? Goal setting begins with an objective assessment of yourself, your job and responsibilities, and your sales team. A little later in this module, we'll get deeply into self-assessment; for now, let's concentrate on the requirements of the task and the people at your disposal to help you accomplish it.

Let's assume you already have worked out, with your own supervisors, your department's aggregate contribution to the company's profit objective. Now, you must apportion this requirement fairly among your sales team. Note that we didn't say "equally". Your salespeople may not all have the same or equal capabilities or potential; a fair distribution of the task will take this into account.

**Assess your market**

**ASSESS YOUR MARKET**

Who are your customers and potential customers? Can existing territories be revised to achieve better concentration of effort? Can your present salespeople cover all your territory and their individual territories adequately? Can a greater territory be covered by fewer salespeople? How does the competition affect your sales success in each market area?

**Assess your salespeople**

**ASSESS YOUR SALESPEOPLE**

This is the bottom line, of course, but you don't want to base your objective setting strictly on past performance. That's only measuring momentum, not potential. Assumption plays a necessary role in the goal-setting process; but successful assumptions are based on intuition, experience, sound thinking, and effective analysis.

Ratio of sales and profit to calls and expenses. This can be a rather complex equation to assess, depending on your particular kind of operation, your products or services, the scope of territory each salesperson covers, the immediate market, and market trends.

Ratio of sales to potential sales in each territory. Consider whether the person's sales record, even though possible high compared to your other salespeople, actually is below what it should be, considering the market potential in his area. Is he/she actually producing at peak, or simply appears so by virtue of circumstances?

As you sit down with each of your salespeople to discuss and establish individual objectives, consider well the question of viewpoint. Find out how the salesperson sees the task as a whole and their role in it. Is it the same as the way you see it? Probably not; at least, not exactly. A good way of correlating the two views is by making lists. Have your salesperson list in priority the responsibilities and anticipated contribution of their function, then, you make a list, assessing priorities and tasks according to your view. Now, compare your two lists. You may be surprised how greatly they can differ. Together, you can compile a third list from the other two, to establish mutually agreed responsibilities and priorities.

There are some things to guard against in your goal-setting meeting. Remember our earlier recipe for creating objectives? One ingredient was: REALISTIC. Be sure your salespeople

**Setting Goals**

**DON'T SET GOALS THAT ARE TOO HIGH**

Or too low. Unattainable goals and too easy ones have one thing in common: neither one pays off in true satisfaction. All of us have an inner desire for growth; but that desire flickers pretty low when objectives are vague, or when responsibility is not balanced by the authority to conceive a plan of action and carry it out.

**Don't hold your people accountable for things that are out of their control.**

All right. So you've agreed on priorities and responsibilities; on performance and contribution. On objectives. On goals. You've written them out in concrete terms so they're specific, clear, precise and compatible. Now hold them up to that yardstick again. Are they MEASURABLE?

**Method**

## **Planning – Step 2... Method**

An effective goals program should let you not only prescribe what you want to happen, and predict when it will happen, but also provide the ways for periodically checking your progress in making it happen. This means conducting periodic reviews to make sure the program is still on the right track and moving ahead.

Remember our analogy at the beginning of this module? Reaching success is like making a trip to a holiday resort. Periodic review helps us maintain DIRECTION, and gives us a time reference for keeping ourselves on SCHEDULE. And each successive milestone along the way, the small periodic ACHIEVEMENTS we make, gives us a sense of forward movement toward that eventual higher accomplishment we've set out for.

**Measurable  
progress regularly**

### **MEASURE PROGRESS REGULARLY**

Review can be conducted as often as you like, as often as is operationally feasible. Even daily activity reports can be a valuable review tool. Daily assessment serves several purposes:

Periodic ACCOMPLISHMENT REVIEWS usually are conducted on a monthly or quarterly basis. Whichever frequency you choose, or if you use both, develop a schedule for conducting them to maintain regular and consistent review. And that includes self-review. As manager, you're like the driver of the tour bus taking your whole team to that holiday resort, along that difficult road to success. Everyone's eager for the journey...all the preparations have been made...the destination and the route have been mapped out...the gas tank is full with energising fuel of enthusiasm. Now, it's your job to guide them there and get them there efficiently and productively. You are an important and fundamental part of the MEANS of accomplishing journey.

## Planning Step 3...Means

You wouldn't start out on a long trip without checking the engine first, would you? Or the air in your tyres? Even with a full tank of fuel, your vehicle can't be expected to make the journey unless it's soundly constructed and properly maintained...unless it is up to the job.

As sales manager, you've got a lot of other people riding with you. If you were in their position, you wouldn't want to trust yourself and your future to an unqualified driver, would you? Then, don't expect them to. So, take stock of yourself...take stock of your sales team's DRIVER.

We sometimes tend to take the negative view of self-evaluation, seeing it mainly as self-criticism. Which it is...but not only that. Identifying strengths and weaknesses in ourselves is not merely being egotistical and self-detractive. Honest self-evaluation is an important aspect of healthy self-esteem, because it enables us to get on with the business of developing ourselves to our full potential. It tells us where we need to concentrate our improvement; it provides us with goals. The founder of one of the world's largest department store chains, J. C. Penny once said:

***“Give me a stock clerk with a goal and I will give you a man who will make history. Give me a man without a goal, and I will give you a stock clerk”.***

Still, it takes more than a goal alone to make a successful sales manager. In his book, “Planagement”, author and management consultant Robert M. Randolph lists many qualities of the successful manager...inquiring mind...superior communicator...good listener...manages by example...regards change as opportunity rather than problem...makes the complex seem simple...skilful delegator...sees the best in others.

If we let it, the list could become almost interminable. Which is to say, the successful manager needs a wealth of positive characteristics, most of which can be learned. Let's look at some of these which we at The Australian Salesmasters consider most essential:

**MANAGES BY EXAMPLE** – by definition, this carries with it many other admirable traits, including INTEGRITY, UNDERSTANDING, and PERCEPTIVENESS. It implies, too, that they always GIVE THEIR BEST in every undertaking; he/she generally is OPTIMISTIC; they are CAPABLE and KNOWLEDGEABLE about their job.

**SUPERIOR COMMUNICATOR** – they give clear, sound direction, their philosophy is communicated in the missions, plans, policies and practices they endorse and utilise; they are DECISIVE and a SKILLFUL DELEGATOR who can get much accomplished through other people; they are a GOOD LISTENER, which gives their

INQUIRING MIND a perfect tool for constantly searching for new and better ways of accomplishing their responsibilities.

*EXERCISE FIRM, BUT FAIR, CONTROL* – the good manager recognises that his employees expect and want to be controlled; but they will insist that it be exercised fairly; resentment quickly follows where a manager allows some of his people to “get away with things” to be slackers. They recognise the good manager’s HIGH STANDARDS and expect to be assessed by the same standards. A wavering or inconsistent manager creates anxiety and fear among their salespeople. The good manager APPRAISES OBJECTIVELY, believes REWARDS SHOULD BE COMMENSURATE WITH CONTRIBUTIONS; they must stay aware of the performance of their subordinates, in order to HELP THEM; and they will ask for help and will expect it to be given fairly and completely. The effective manager will earn both the respect and trust of their subordinates; their control is thus based on EARNED PRESTIGE rather than authority. Firm control requires setting and maintaining standards, monitoring performance, and appreciating and evaluating achievement.

This is only a thumbnail sketch of the successful manager. In the Action Planning Section at the end of this module’s booklet, you will have a chance to add to the list of traits. If we want a concise and simple description of the successful manager, perhaps we can’t do better than quote Robert Randolph who says of the manager:

***“He recognises that the only real difference between companies is in the competence and dedication of their people, and so he considers himself to be primarily in the people business. He knows how to effectively blend the behavioural sciences with the techniques and tools of scientific management”.***

That’s a pretty impressive image we’ve been building, isn’t it? That’s the DRIVER of that success-destined bus we were talking about. That’s the kind of manager, the kind of leadership, your team needs to make that journey to that success mountain; the kind of manager they need to achieve their professional objectives and help you achieve the objectives of your company.

Is it the kind of leadership they’re getting? Being a successful and effective manager is one of your own objectives, isn’t it? If you’ve followed our system, you’ve written that out somewhere; if you haven’t, there’s a place in the Action Planning Section where you can do that. Remember, one of this module’s first point is: WRITE OUT YOUR OBJECTIVES.

Now using that list of characteristics of the successful manager, EVALUATE YOUR STRENGTHS AND WEAKNESSES as a manager. You’ll probably find that you’re strong in some of the traits we’ve listed, and weak in others. So you’ll want to IDENTIFY those desirable traits you need to work on.

Now, they've become your personal objectives, with a professional purpose. Work on them just as we've shown you in this module how to work on your company's and your sales team's common objectives.

## Review

## Review

**Don't agonize,  
organise**  
*- Florence Kennedy*

Objectives. They're more than just that distant destination we set out for. They're milestones along the way...milestones in personal development, which is necessary to the eventual achievement of our ultimate goal: success. They are milestones in professional improvement, which is essential to effectiveness in helping realise our company's profit goals. And these...personal growth and profit...are our motives for striving in our work and in our personal lives.

To know them, and fully understand them, we need to WRITE OUT OUR OBJECTIVES. We need to assure ourselves that they are REALISTIC, MEASURABLE and REWARDING. As managers, we need to INVOLVE YOUR SALESPEOPLE IN SETTING OBJECTIVES that contribute to or are common with those of our company. To set company objectives, we must ASSESS OUR MARKET, then ASSESS OUR SALESPEOPLE. We must GUARD AGAINST GOALS THAT ARE TOO HIGH, and we must NOT HOLD OUR PEOPLE ACCOUNTABLE FOR THINGS THAT ARE OUT OF THEIR CONTROL. And we must MEASURE PROGRESS REGULARLY.

Most importantly, we must assure that we are good managers. That must be our first objective. For, only by being good managers, can we shape the individual objectives of our salespeople and correlate them with the objectives of our company. And only when these personal and company goals are compatible, can we hope to reach that ultimate destination: professional success.

That's the goal. If you'll follow it, this module is a very dependable guide, a route map, good directions for getting there. The eagerness and energy of your sales team is the fuel you need for the journey. Whether you can harness it, use it efficiently and effectively, get the most mileage out of it, depends on how good a manager you can make of yourself.

You're the driver. Have a good trip.



4. List below the responsibilities and their priorities for each of your salesteam. Have them complete a similar list.

Responsibility	Priority
•	
•	
•	
•	
•	
•	
•	

Now compare your list with the one you have had your salespeople complete. Note any difference in your priorities and theirs. Help each salesperson re-establish their priorities so everyone will be working towards the same objectives.

5. Market Assessment

In order to plan accurately you must know your market. Briefly analyse yours according to the following standards.

- a. Who are your customers and potential customers?
  
- b. Do any of your territories need revision?

c. Can your present staff cover all your territory satisfactorily?

d. Can greater territory be covered by fewer salespeople?

e. How will competition affect your sales in each market area?

## 6. Salesperson Assessment

Complete a salesperson assessment for each member of your staff, using the following criteria as your guide. Use a good list of key performance indicators.

a. Total sales:

b. Anticipated future sales:

c. Ratio of sales and profit to call and expenses:

d. Ratio of sales to potential sales in each territory:

7. In order for a plan to be successful its objectives must be measurable. Briefly describe how you will measure each of the objectives you and yours salespeople have set:

8. A successful plan is rewarding. Briefly describe the benefits of reaching your goal for:

a. Your company:

b. Your staff:

c. Yourself:

**SECOND GOAL:**

Steps I will take to assure success	Date Completed
•	
•	
•	
•	
•	
•	

Expected Benefits:

**THIRD GOAL:**

Steps I will take to assure success	Date Completed
•	
•	
•	
•	
•	
•	

Expected Benefits:

9. What are the qualities of effective leadership? Rate them on a scale of zero to ten – then pick the ones in order of priority that you are going to work on improving.

	Rating
•	
•	
•	
•	
•	
•	
•	
•	
•	
•	
•	

10. What can I do to improve in each major area that will bring greater economic results?

Methods of improvement:

Public Relations:

Advertising:

Reduction of Waste:

Improved Performance:

Increased Productivity:

Selling Skills Training:

Individual Meetings with Salespeople:

Self Development:

Correspondence:

Record Keeping:

Field Training:

Solving Technical Problems:

Wasting Time:

Preparing Someone for Promotion:

Who?

What does this person need to do and know to be promoted?

Additional Areas of Improvement?

11. Take the top six areas of improvement and develop a plan to successfully change.

FIRST GOAL:

Steps I will take to assure success	Date Completed
•	
•	
•	
•	
•	
•	

Expected Benefits:



Goal	M	T	W	T	F	S	S	Total

Goal	M	T	W	T	F	S	S	Total

Goal	M	T	W	T	F	S	S	Total

These are the benefits I will realise by reaching my goals:

These are the benefits I will realise by reaching my goals:

These are the benefits I will realise by reaching my goals:

## Thoughts/Comments about this e-Book

What are the Best usable ideas you gained from this e-Book?

How do you plan to apply these ideas and habits?

How will these ideas and suggestions help you lead a more satisfying personal life and a more effective business life?

What other topics would you like covered in a value packed e-Book?

**Please send your thought/comments to:**

**[davidj@thesalesmasters.com](mailto:davidj@thesalesmasters.com)**

*Our most sought after products and services include...can any of these help you?*

- ✓ Government Funded Training Programs
- ✓ Salesmasters Coaching and Mentoring
- ✓ Management and Leadership Workshops
- ✓ Telesales Seminars/Programs
- ✓ Customer Service Workshop Experience
- ✓ In-House Training Workshops
- ✓ 1 Day Sales Workshops
- ✓ 2 Day Management and Leadership Workshops
- ✓ 2 Day Sales Bootcamps
- ✓ Negotiation and Phone Skills Evening Clinics
- ✓ Audio, CD and DVD Training Programs
- ✓ "Your Success" DVD Training Library  
(over 888- titles now available) [www.dvdtraining.com.au](http://www.dvdtraining.com.au)
- ✓ E Books Only – [www.ebooksonly.com.au](http://www.ebooksonly.com.au)



**The Australian Salesmasters Training Company**  
**Suite 317, 30-40 Harcourt Parade**  
**ROSEBERY, NSW 2018**  
**AUSTRALIA**  
**PH: (02) 9700 9333**  
**FAX: (02) 9700 8988**  
**Websites: [www.thesalesmasters.com](http://www.thesalesmasters.com)**  
**[www.dvdtraining.com.au](http://www.dvdtraining.com.au)**  
**Email: [info@thesalesmasters.com](mailto:info@thesalesmasters.com)**