

enrich

your sales career

Australia's leading sales consultancy Barrett has partnered with Swinburne University of Technology to be the first to offer the first VET accredited sales training program endorsed by a University in Australia providing both a Diploma in Business and Certificate IV in Business Sales.

Until now there has been no officially recognized benchmark for professional salespeople at tertiary level.

Finance, Marketing, Production, Engineering, Business Administration, IT, Research & Design, Human Resources, Logistics, Procurement and Entrepreneurship all have recognised tertiary qualifications, and now professional business selling is the last role in the value chain to be officially recognised in this space.



Barrett Sales Essentials

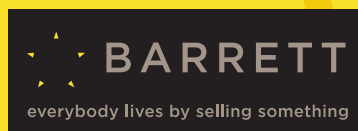
Barrett Sales Essentials' graduates will receive a Diploma in Business and Certificate IV in Business Sales which can lead to pathways for a Vocational Graduate Certificate (VGC) which accounts towards a Graduate Diploma and units for a Masters Qualification.

The program is eligible for Victorian and Federal Government funding so organisations can provide staff with tertiary education and increase their profit margins while being supported by government.

Barrett Sales Essentials offers salespeople, sales managers and business owners the opportunity to improve their sales strategy, approach and behaviours to create sustainable business practices and customer partnerships and improve overall sales results.

The Barrett Sales Essentials Program is a transformation program that delivers sustainable change and improved sales results for individuals, sales teams and business. It involves deep learning, coaching and mentoring to deliver a 21st Century solution sales system for individuals and businesses.

Over 90% of sales people follow no logical selling system with most of them 'flying by the seat of their pants' or 'playing it by ear' when it comes to selling. The Barrett Sales Essentials program gives salespeople and managers a robust integrated sales system and processes that provides a feedback instrument to help determine what was right or wrong in a sales or service interaction. It also provides sales managers with the framework and tools to be an effective sales coach, facilitator and developer of salespeople.





In the 21st Century, selling is everybody's business and everybody lives by selling something.



About Barrett Sales Essentials Program

Most sales training programs only cover one aspect of selling such as the sales call or account planning. Selling is complex and involves many aspects which need to be coordinated into a Sales System. Barrett Sales Essentials provides salespeople and managers with a sales system that includes core principles, skills, tools, templates, processes and models needed to control the vast array of variables that lead to sales success. 10 years in the making Barrett Sales Essentials is a program and system built to benchmark international best practice in 21st Century solution selling.



Personal insight and transformation

The Barrett Sales Essentials Program is not just a skills workshop. It is a 20-40 week behaviour change program that goes much deeper dealing with values, ethics, emotions, behaviour and brain science. The program has more to do with people's personal success, mindset and personal mastery.

Key areas of study include:

Sales planning, customer and account mapping; new business development and prospecting strategies and skills; effective solution selling communication skills such as questioning, listening, analysis,



Barrett partners with its clients to improve their sales operations.

Partnering with Barrett you will be able to:

- > sell more, more effectively, at healthier margins with less risk of failure.
- > make more informed decisions about who to employ, who to train, and coach in order to produce a more effective sales force with better, sustainable bottom line results.

Learn more about the Barrett Sales Essentials Program at www.barrett.com.au

ph: (03) 9533 0000 or email: contact@barrett.com.au

problem solving, solutions development, influencing, recommending and closing; robust selling processes that house organisational strategy, brand messaging, value propositions, product positioning, ethics and values.



Delivery

The Barrett Sales Essential program is delivered in-house with company sales teams. Public programs for individuals are coming in 2013.