

CORPORATE OVERVIEW OF STEPHEN WREN CONSULTING PT. LTD.

THANK YOU FOR YOUR INTEREST

SWC

STEPHEN WREN CONSULTING

“BE THE BENCHMARK”

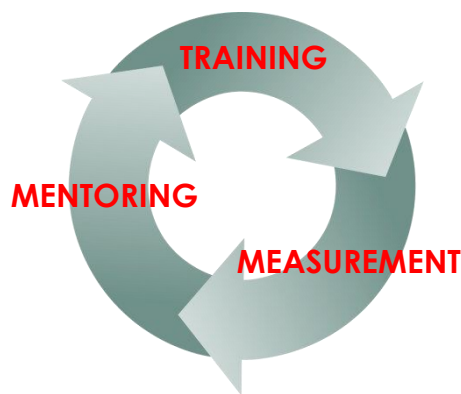
COACHING - TRAINING - LEADERSHIP

BE THE BENCHMARK



S.W.C. CORPORATE OVERVIEW

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"The derogatory term "wood duck" is just the cynic's way of describing someone else's satisfied customer".

Steve Wren

TERMS OF REFERENCE

Strategies: Protocols and applications designed to create *loyalty*. Examples include your Mission Statement, client management protocols and your Vision for the future.

Tactics: Ethical protocols and applications designed to generate *business and revenues*. Examples are the tangible tools, dialogue paths and skills on show during presentation sequences and negotiation, leadership styles and daily operations.

SWC: Stephen Wren Consulting

FPSA: Focus Plus Service Auditors (S.W.C's customer service monitoring wing)

"Tactics are what salespeople use to make sales. Strategy is what brands use to create loyalty"

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Steve Wren

From everyone at SWC; thank you in advance for your time. This document is we trust a comprehensive look at our culture. It's a factor necessary to ensure we mirror the quality of your brand and reflect the spirit of your vision for the future.

There is Process and then there is Chemistry. Processes are necessary but alone, don't provide a point of difference as everyone has them. Processes don't make salespeople compelling or memorable or magnetic. These are qualities that rely on **chemistry**; chemistry that comes from being confident and having belief. Ultimately it's chemistry that keeps relationships fresh. We at SWC acknowledge this reality and champion it at every opportunity in the substance, relevance and variety of our consultancy.

The protocols, strategies and intelligence we offer are designed to be instantly useable, eminently memorable and ultimately quite simple.

Our belief is that any outcome must ensure your people; their words and actions, are recognisable as consistent with your brand in a way that differentiates it from your business rivals in a positive way.

We believe that good salespeople are simply good people who sell. Our training model champions personal worth, the dignity of our profession and the responsibility to perform so we never die wondering. We therefore promote the notion of pro-activity right from the word 'go'. We hate the word 'benchmark' unless we **are** the benchmark – thus our motto. Aspiring to benchmarks is reactive by definition. Let them aspire to be like us.

We believe that our training model must provide outcomes that empower our partners to immediate benefit. Organisations these days are tired of motivational speakers who entertain but fail to provide teams with workable solutions that equate to increased revenues and profile.

This submission is offered with pride and gratitude.

Stephen Wren
Director
SWC

Actors don't win Oscars simply because they follow a process even though it's necessary to follow a process. They win them because they transfer their feelings; which is the essence of influence. Influence is the essence of selling and leadership.

- To be influential requires credibility.
- To be credible requires expertise and confidence. Credibility becomes credentials.



JOAQUIN PHOENIX
Best Actor for
"THE JOKER"

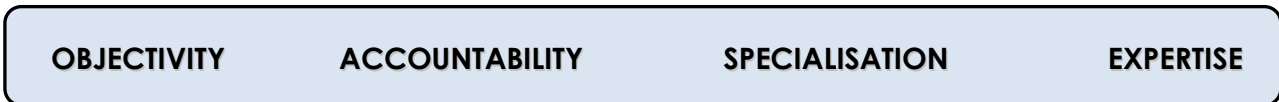


"The Difference between good and great"

When the **will** is strong and the **skills** are significant, the **conscience** becomes the stabilising factor. When these three exist in harmony, the co-beneficiaries are the customer and the employer. Nothing will provide stability to any team like having options does. Our resources and methodology are designed to ensure this harmony exists by providing support at both personal and professional levels regardless of the job description.

The nexus of the three factors (the white V) is about vigilance. This is what separates the great teams from the good teams.

Good is the enemy of great! Once 'good' is achieved, it's common for progress to slow as benchmarks are usually met at this point. The trouble is; nothing special happens next. Complacency replaces vigilance (the white "v" integral to keeping on track) and this is where training comes in and why external training is preferable.



SWC FOR COMPLETE BUSINESS SOLUTIONS

SWC is a family business whose partners have more than 50 combined years of experience in management, sales, service and hospitality. Our partnerships provide total business solutions;

- Sales Training
- Leadership & Management
- Personal Development
- Quality Customer Service Protocols
- Profitability & Marketing
- Product Training
- Event Facilitation

WELCOME

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LEADERSHIP & TEAMS

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G
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PROCESS

KNOWLEDGE

FACTS

TRUTH

RIGHTS & RESPONSIBILITIES

BE THE BENCHMARK

BE THE BENCHMARK

BE THE BENCHMARK

BE THE BENCHMARK

BE THE BENCHMARK

CHEMISTRY

BELIEF

SPIN

FLAIR

WORK ETHIC

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ABOUT US



STEPHEN WREN - DIRECTOR

I was a police officer for many years, an executive in sales for many more and as CEO of SWC, currently partner some of Australia's leading brands and companies. My recently completed book, "The Chemistry of Selling" champions the dignity of being a professional salesperson and offers immediate options for working professionals and their leaders.

Change and the management of it is making consultants rich and proving a headache for many businesses. I am unrelenting in my belief that the individuality and style that any 'agent' can provide in the execution of his or her work still means something. I believe it's the reason why customers who spend the most tend to be the happiest, whilst those who haggle tend to be nightmares to manage.



JASON WREN - PARTNER

As director and co-founder of Focus Plus Service Auditors, Jason's vision is based on his vast experience in hospitality, customer service and sales across many retail environments.

He has gained his experience by owning businesses and built his reputation by troubleshooting for companies who require assistance with theirs. He has dedicated himself to forging lasting multi-faceted relationships with marquee companies based on creating mutual points of difference through real world solutions and the championing of brands.

His style and ethic has seen him become a sought after keynote speaker who most recently was engaged by Schwarzkopf International in China.

SERVICE AUDITING AS AN ADJUNCT TO YOUR BUSINESS

Service auditing incorporates mystery shopping, customer service monitoring and the management of 'dead leads'. This aspect of our business is proving to be highly sought after as the benefits include

- **Gaining incremental sales**
- **Feedback on why people don't buy.**
- **The potential to instantly remedy any issue that contributes to lost sales**



"When the certainty you feel comes from faith instead of ego, your credibility is assured"

I invite you to visit www.stephenwren.com.au for current and relevant testimonials

Steve Wren

METHODOLOGY

Generally, our methods, delivery style, material and outcomes are reliant upon;

- Harmonising with the key requirements of our partners
- Open communication and the strict adherence to the mandate of the client
- Providing the same point of difference to you that we know means so much difference to your customers when they experience it from your agents.

TERMS OF REFERENCE AND THEIR RELEVANCE TO OUR METHODOLOGY

TRAINING: Understanding the **“how”**. The person who knows 'how' will always be employable.

EDUCATION: Understanding the **“why”**. The person who knows 'why' will always be the employer.

THE RELATIONSHIP



Our methods champion the harmony that should exist between training and education. Our training produces well rounded individuals who have more options than their rivals. This equates to more credibility. Customers tend to gravitate to partners with high credibility. Within the parameters of your training requirements, this means endowing your people with the knowledge of the process that you require, in harmony with the tactics that will differentiate them from others with similar processes.



The road to the sale is still without peer as the best model for an effective selling process which, at its best provides control and momentum for the salesperson. Notwithstanding this fact, the intention of the sales encounter should be to create, maintain and enrich relationships. This is where “chemistry” comes in. Our materials and methods will ensure that your agents are empowered with the potential to create powerful first impressions and enduring lasting impressions through the use of effective words and unique strategies designed to.....

- **Transfer feelings**
- **Alter customer perception**
- **Prevent and/or overcome objections**
- **Create a sense of opportunity**
- **Maximise the purchase experience**
- **Perpetuate the ownership experience**

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OUR TRAINING MODEL



Our formal sessions are highly interactive with the onus on application and inspiration rather than motivation. Harmonising agendas is a great goal and an even better outcome. The diagrams above capture we trust, the essence of our agenda and the projected outcomes we have found our partners require.

Branding is everything! From a brand level to the individual, nothing causes 'ownership' like branding. We've found that the more personalised the event, the better the long term outcome.

**DERRICK HOLDINGS
(AUSTRALIA)**

RICHARD CHRYSAL




PRODUCT TRAINING
DATE

PROVIDED BY
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COACHING - TRAINING - LEADERSHIP

**THE COMMERCE BANK
OF AUSTRALIA**

FAY DERRICK



LEADERSHIP & TEAMS
DATE
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**UTOPIA CONSULTING
(AUSTRALIA)**

PAULA NEALE



**QUALITY CUSTOMER
SERVICE**
DATE
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Examples of potential training manuals depicting various subject matter.

BRIEFING & FEEDBACK

Is a vital component of anything worthwhile. **SWC** commits to providing industry leading post event resources. Of this we are very proud.

"When the achiever achieves, it's not a plateau, it's a beginning. This is in direct opposition to your comfort zone."
Donald Trump

"A leader has the right to be beaten but never to be surprised."
Napoleon Bonaparte

"There is no spreadsheet that records morale but there is evidence of it on all your spreadsheets."
Stephen Wren

The passion we have for our industry is reflected in our methodology. This is directly responsible for the long term relationships SWC and its contractors have developed. Some of our core partnerships include;

BMW (Group Australia)

- Service Auditing across the Eastern seaboard
- Facilitation of their National Conference (Melbourne 2010)
- Resulting ongoing relationships with the dealer network including Bruce Lynton BMW, Southern Cross Autos (Toowoomba) & The Pickerings Group (Townsville)

TOYOTA MOTOR CORP.

- National product launches and product training (Aurion, Camry & Kluger)
- Resulting ongoing relationships with their dealer network including A P Eagers (across three states & the NT) Grand Motors (Gold Coast) Sci-Fleet, Sunshine Toyota (Caloundra) Grand Motors Toyota (Southport) - including their sales cadet program.

RAMS HOME LOANS

- Coordinating their National Quality Control program, customer service monitoring and targeted discharge program.

MITSUBISHI MOTORS (QLD)

- Management & leadership training
- Sales training state wide (ongoing)
- Service Advisor training & mentoring (statewide and ongoing)
- Service auditing across three states.
- Training relationships with their dealers groups including Ross Gray (Bundaberg) Carlisle Motors (Mackay) Pickerings, Blue Ribbon Motors (Ipswich)

OTHER PARTNERSHIPS

- **James Frizelles Automotive Group (NSW & Qld)**
- **Peter Warren Automotive Group**
- **AP Eagers (Qld, NSW, NT)**
- **RAMS Home loans**
- **Paul Sadler Swim Centers (Qld, Vic, Canada)**
- **SciFleet Toyota**
- **Len Patti Motors (Toowoomba)**
- **Torque Honda (Brisbane)**
- **Lexus of Southport & Indooroopilly**
- **Inchcape Automotive**
- **Ford Motor Company**
- **Honda Australia**
- **Schwarzkopf International**
- **Ross Gray Motor City**
- **Surfers City Holden**
- **Autosports Group**
- **The Alto Group**



REFEREES

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A WORD ON REPUTATION

"Branding" is everything". I have ensured that my company and its agents operate under the assumption that our partners' brands will be judged by the quality of our partnership. The quality of our partnership relies on the consistency of our consciences, the relevance of our message and the understanding that long after the partnership ends, the ripple effect of our input will influence the personal and business outcomes of the lives of the people we've been entrusted to resource.

This above all else, typifies the model SWC offers.



CONCLUSION or WHAT A TRAINING RELATIONSHIP WITH SWC COULD MEAN TO YOUR BRAND

It's a statement of fact (and one we're proud of) that when our partners drive the protocols we offer, they experience several things;

- Trainers/coaches who understand the coal face issues they encounter every day
- Trainers/coaches who respect the experience and share the aspirations of the professionals we work with
- A partnership that provides doable solutions rather than catchy mantras
- Increased profitability
- More options that create value and decrease tension
- Stability of staff and the retention of elite operatives
- Increased customer loyalty
- The ability to attract top performers
- Mutual respect
- A reemergence of belief in the role excellence plays in job satisfaction.

Of all the variables associated with the role retailers play, the one we can totally control is ensuring our agents are prepared tactically, ethically and emotionally. I'm proud to say that SWC is proving a standout in this regard.

Thank you again for your consideration and your time.

Best Regards

Stephen S Wren
Director
Stephen Wren Consulting P/L



BE THE BENCHMARK: TUTORIALS

NEW!

We're proud to announce our "**Be the Benchmark**" audio tutorials have attracted enormous interest and wonderful feedback. Much of the culture we share is echoed in these audio sessions designed to support professionals in **LIFE, SALES AND MANAGEMENT**. Perfect on PC, tablet, or any device - available from our website



Welcome

We are proud to welcome you to this incredible new resource. These audio coaching files are filled with inspiration, motivation and strategic intelligence. We will continually add new sessions to each of the three categories of **LIFE, SALES & LEADERSHIP**. Just remember, *tactics are how you win battles but strategies are how you win wars.*

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year**

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