

A
SNEAK PEEK
AT



METHOD
&
CULTURE

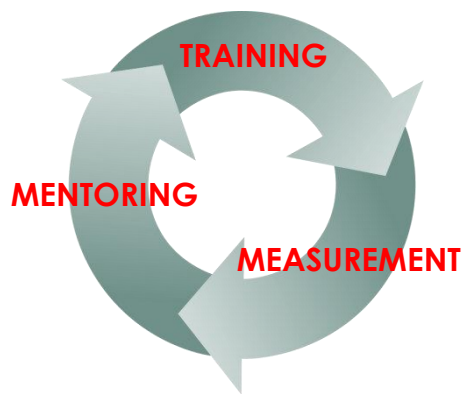
STEPHEN WREN CONSULTING PTY LTD

BE THE BENCHMARK



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"The derogatory term "wood duck" is just the cynics 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



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

BE THE BENCHMARK

Steve Wren

OVERVIEW & PERSONAL PHILOSOPHY

From everyone at SWC; thank you 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.

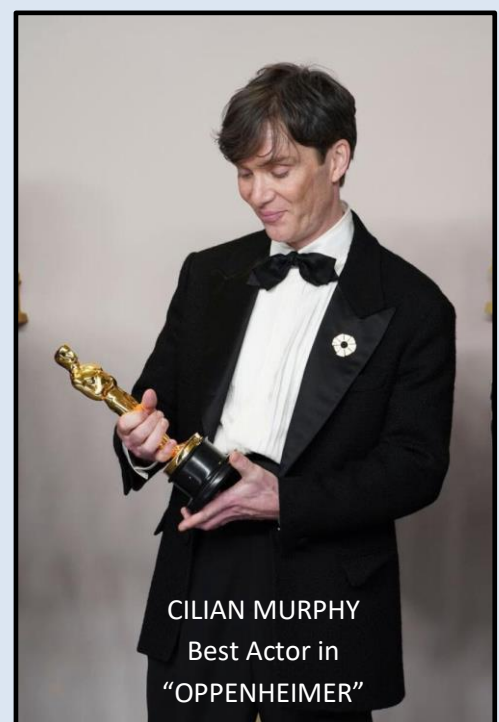
Our belief is that any outcome must ensure your people; their words and actions, are recognisable as consistent with your brand in a way that differentiates it from your business rivals in a positive way.

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.

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.

- To be influential requires credibility.
- To be credible requires expertise and confidence.



CILIAN MURPHY
Best Actor in
"OPPENHEIMER"



"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.

| | | | |
|--------------------|-----------------------|-----------------------|------------------|
| OBJECTIVITY | ACCOUNTABILITY | SPECIALISATION | EXPERTISE |
|--------------------|-----------------------|-----------------------|------------------|

SWC FOR COMPLETE BUSINESS SOLUTIONS

SWC is a family business whose partners have more than 70 combined years of experience in 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

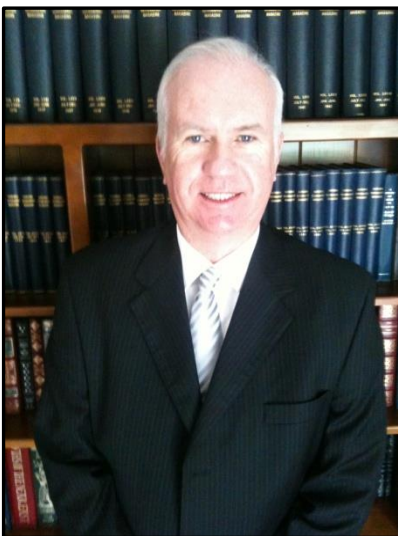
ABOUT US



STEPHEN WREN - DIRECTOR



JASON WREN - PARTNER



STEPHEN CARR - PARTNER

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.

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 have seen him become a sought-after keynote speaker who most recently was engaged by Schwarzkopf International in China. He currently trains and coaches service personnel for Ford across the Asia Pacific region.

Steve brings 30 years of motor trade experience to the SWC team. He has managed large sales teams in Queensland and NSW representing a wide range of brands including prestige.

For the last 8 years, he has cemented an enviable reputation across the country as a sales trainer and coach, providing resources to leading industry players both metropolitan and regional. He brings an ideal mix of 'track record' and industry know how to this team.

Steve has been involved in numerous product launches in our industry and has always attracted wide acclaim for his unique blend of expertise, tactical know how and decency. He has recently developed a telephone monitoring system which has been utilised by major dealers' groups.

YOU CAN'T EXPECT
WHAT YOU DON'T
INSPECT

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

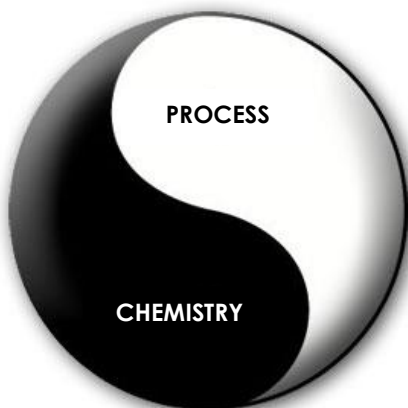
TRAINING: Understanding the **"how."** The person who knows 'how' will always be employable.

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.....

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

Stephen Wren



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

OBJECTIVES & KEY OUTCOMES FOR 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.

SYLVIA PROWSE




PRODUCT TRAINING

DATE

PROVIDED BY





WILLIAM LENARD



LEADERSHIP & TEAMS

DATE


PROVIDED BY

FAY DERRICK

QUALITY CUSTOMER SERVICE

DATE



Examples of potential training manuals depicting various subject matter.

"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

REFEREES

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