



EXCEL LEADERSHIP AUSTRALIA

SYS6

SIMPLIFY YOUR SALES IN 6 STEPS

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Get the best
from people



Improve
performance
and culture



Grow your
bottom line

WHY HIRE US?

Because you experience:

- Staff disengagement
- Lack of innovation / creative problem solving
- Poor cash flow and sales conversion rates
- Poor communication: within the organisation and to prospective clients

And you want to:

- Triple your current sales results with higher conversion rates
- Enhance emotional intelligence to improve workplace communication and motivation
- Help team members successfully approach collaboration and problem solving
- Empower staff to become self-sufficient and self-motivated

ELA offers end-to-end services from private coaching to team and group training, enabling people to lead better.



ABOUT RHIANNON

Rhiannon is a certified Executive Coach and Sales Consultant. Rhiannon and the team at ELA works with business owners and sales representatives to upskill them in sales, convert more consistently, increase cash flow and get momentum back for better work/life balance.

Rhiannon's qualifications include:

- Bachelor of Business Administration, Macquarie University
- Master Practitioner of NLP, Leadership & Executive Coaching
- Extended DISC® Behavioural Profiling Consultant
- Timeline Therapies®
- Tony Robbins Unleash the Power Within Firewalker
- PCI® Change Practitioner

OUR ETHOS

"I believe employees genuinely want to be a part of thriving teams and experience great organisational culture. People require growth and seek ownership in their role. More often than not, they want to contribute to something bigger than themselves, something more than what they could ultimately achieve on their own.

To make this happen, strong and aligned leadership is imperative. That's why the clients of Excel Leadership Australia are driven to make lasting, transformational change to meet with ongoing success and to lead better."
- Rhiannon Bush

ABOUT

6 PROVEN BENEFITS OF COACHING

SYS6 is the quickest and easiest way to increase your sales conversion rates because it combines proven sales techniques and process with the emotional support of coaching.

Six proven benefits of coaching include:

- Establish and act towards achieving goals
- Increased engagement
- Safe place to gain perspective
- Deeper level of personalised learning
- Build self-awareness
- Support for improving specific skills

Research summarised from International Coach Federation, Human Research Institute and Harvard Business Review.



"A coaching relationship moves beyond mentoring or sponsoring in that it focuses on long-term values and aspirations. The best coaches encourage a positive mindset and ask probing questions to help people make the best choices, not only in their careers but also in their personal lives."

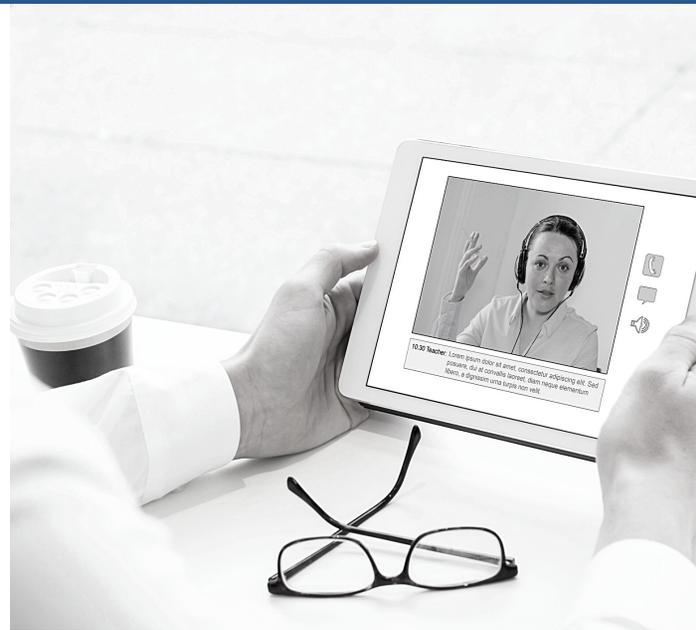
Richard Boyatzis

Harvard Business Review article "Coaching for Change".

SYS6 - YOUR SALES COACHING PROGRAM

Many people think of 'sales' as a dirty word - something that involves trickery, manipulation and unethical behaviour. But if you have an offer that you know will genuinely help someone, while adding great value and that you can deliver to a high standard, 'sales' becomes a simplified and informative process, necessary to help somebody make a smart, authentic buying decision.

Rhiannon and the team at ELA will support you and your staff on the journey to smashing your current sales results and help you take your business to the next level.



SYS6

SYS6 is ELA'S proven sales coaching program with a variety of learning platforms for business owners and sales representatives to improve their current sales conversion rate. With metric tracking, proven techniques and ongoing support, SYS6 is a holistic, ecological approach to improved sales results.

TRAINING

SYS6 includes group sales training for immediate feedback and implementation. SYS6 also offers self-paced learning with the ability to prescribe specific, relevant training to troubleshoot areas individual participants need right now.

COACHING

Private coaching sessions help individuals improve performance through self-awareness and enhanced communication. Coaching is a thought-provoking and creative process that inspires leaders to maximise their potential.

SYS6 INCLUSIONS

- Private + Group Coaching Sessions
- Ongoing accountability
- Ongoing real-time support
- Self-paced learning
- Prescribed exercises + tasks

ABOUT

SYS6 LEARNING PORTAL

The SYS6 program has been strategically and logically configured into 6 modules for participants to work their way through between private coaching sessions. This is to minimise overwhelm and maximise impact.

Upon signup, participants receive:

- Immediate and personalised access to all modules to get started
- Simple and easy-to-use interface to target the content most relevant to their growth, development and troublesome areas
- Self-paced learning
- Support and FAQs
- Accompanying worksheets to deepen and tailor the sales content

The online learning portal accompanies a closed Facebook Group for immediate access to group support and interaction.

SYS6 Sales Coaching Modules

It's best to consume the modules in order, but since you have immediate access feel free to consume as you like.



Welcome

Introductory

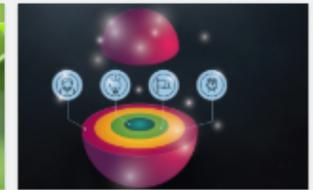
- Introductory Manual
- SYS6 Pre-Coaching Questionnaire



Module 1

Leads, What Next?

- Diary Management
- G.R.O.W.
- Rapport Building
- Common Sales Objections
- Celebrate
- Results vs. Reasons



Module 2

Your USP & Communicating Value

- Your Extended Disc Profile
- Core Needs
- Money Mindset



Module 3

Intention & Outcome

- Certainty in Sales
- Anchoring
- Modelling
- Be-Do-Have



Module 4

Serve & Qualify

- 4-Mat
- Representational Systems
- Sensory Acuity
- Behavioural Flexibility
- State Management



Module 5

Structuring the Conversation

- Buying Strategies
- Embedded Commands
- The Magical Qualifying Question
- Identity Statements
- Metaphors
- Moving Away vs. Moving Towards



Module 6

Delivery & Ascension

- Measurement of Results
- Importance of Play
- What Do You Want?
- Your Business Plan
- Decisions
- Communication



Bonuses

Bonus Worksheets

- Physiology of Excellence
- Power of the Pause
- Record the Experience of Making a Sale



Tracking

Metrics Worksheets

- Weekly Measurement of Results

LEARN

SYS6 LEARNING OUTCOMES

MODULE 1 - Leads, what next?

- Get a solid understanding of the client's business and current status.
- Implement scheduling methods that will utilise time efficiently and assist a busy schedule.
- Learn the basics of building connection with people faster to get to the qualifying stage of the sales call.
- Install an anchor to instantly change state and empower decisions physiologically.
- Become aware of common objections and generate client-specific responses to their common objections.
- Get a solid understanding of current situation and develop a future business forecast.
- Implement a quick way to reward every sale.
- Develop accountability to get desired results.
- Reinforce learning and begin building momentum.

MODULE 2 - Your USP + Communicating Value

- Should have sales results.
- Discuss changes, blocks and what's been happening (emotional and results).
- Enhancing self-awareness and communication through adaptive and natural behavioural profiles.
- Gain awareness of 6 core needs and the fine balance that dictates all human behaviour.
- Delve into law of attraction and how that is affecting sales quantum.
- Reinforce learning.

MODULE 3 - Intention & Outcome

- Calibrate results and discuss.
- Discuss clients' driving behaviours. Discuss how this applies to prospects and affects sales.
- Cover the power of modelling and find examples for clients' to enhance results further.
- Begin considering ways to change internally to generate external results.
- Install states to build resilience when making sales calls. Reinforce Ring of Power.
- Reinforce learning and build certainty on the sales calls.

MODULE 4 - Serve & Qualify (determine if you're right for each other)

- Calibrate results and discuss.
- Cover the 4-Mat Model, learning styles and its application in the sales process.
- Understand representational systems and adapt language to build stronger rapport.
- Recognise emotional triggers and manage accordingly, to prevent interference with sales results
- Self-discovery of modalities and revision of Core Needs and 4-Mat for implementation.

MODULE 5 - Structuring the Conversation (+ Advanced Sales Techniques)

- Calibrate results and discuss.
- The importance of ethics in sales.
- Learn about strategies and elicitation and the benefit of this in sales.
- Learn identity statements theory & how this can be utilised to close.
- Study and implement a method used to quickly qualify prospects to best serve you both.
- Cover both strategies and recognise how they shape the sales conversation.
- The use of stories and symbology to expedite learning for prospects.
- Taking your sales to the next level with the use of better qualifying questions and metaphors.

MODULE 6 - Follow-Up, Over-Delivery + Ascension

- Ensure client satisfaction and progress. Celebrate Success.
- Discuss how play affects the brain and how this can be used for sales results.
- Obtaining a holistic, fulfilled approach to life for the client - not just their business.
- Devising and setting new targets for the clients' business over the next 6 months.
- Every decision is a choice.
- Highlight communication as the cross-section linking all sales learning.
- Prepare for self-sufficiency and greater levels of success moving forward, with the safety net of monthly check-ups.

SYS6

THE DETAIL

Stakeholder liaison

- Collaboration with the sponsor to discuss purpose, outcomes and measures of success
- Identify key stakeholders and engage prior if required
- Provide communications for the sponsor to send participants
- Sales process audit

Planning & Preparation

- Provide a detailed schedule for the engagement including commencement dates, sales targets, KPIs and training
- Devise and sign-off agenda with sponsor
- Plan and prepare the body of works for all stakeholders in accordance with the agreed agenda

Program Inclusions

- Individual access to our online learning portal covering each of the SYS6 modules with downloadable workbooks
- Individual Extended DISC® Profiles, including a 30+ page, sales-specific report & accompanying 2-hour group training session (limited to 8 attendees per training)
- Weekly group coaching sessions to keep staff accountable and on track with their sales learning and development
- Ongoing private group access for staff to receive real-time support
- Access to Excel Leadership Australia's staff for private coaching when required

SYS6 OUTLINE

Selling is both an art and a science. When people are up-skilled in the fundamental techniques of selling, paired with heightened knowledge of human behaviour, sales are simple, congruent and frequent.

With this philosophy, SYS6 was born.

Making sales calls can be a daunting thought but when you have an authentic offer that you're passionate about, selling becomes very simple.

Throughout these 6 steps, participants will learn frameworks and various approaches to have converting conversations without the discomfort often felt when venturing through the sales process.

These proven frameworks will be prescribed for participants during the SYS6 program making them effective, relevant and allowing the participant to take ownership of the process and the results.



SYS6

EXTENDED DISC® TRAINING

Extended DISC® is a highly validated psychometric and workplace assessment tool designed to help Individuals, teams and organisations to become more successful.

EDISC® provides easy to use information on how to modify, comprehend and interpret human behaviour and supports individuals and businesses to improve relationships, communication and key aspects of business such as sales performance, leadership and management.



BEHAVIOURAL PROFILING

Use behavioural profiling to understand your people's strengths, development areas, what motivates and what demotivates them. EDISC® provides you with information to maximise the performance of yourself and your employees.

Understanding the balance of behavioural styles and dynamics is integral to connect faster and more deeply, adapt your personal communication style to enhance your ability to influence and for your overall mental health and well-being.

WHY DO EDISC®?

Key outcomes of customised EDISC® Behavioural Assessments and Workshops:

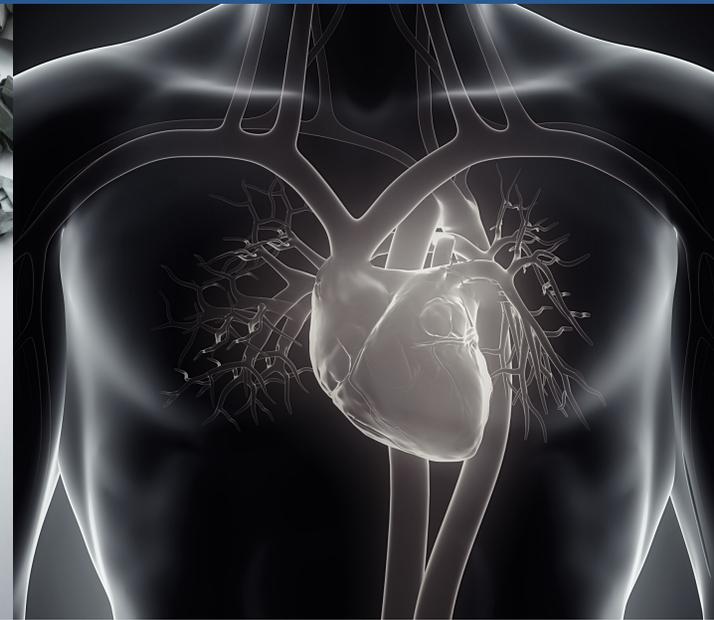
- Increased self-awareness
- Identify areas of strength, weakness and development
- Learn to communicate more effectively
- Uncover unconscious and conscious behavioural patterns
- Identify comfort areas and which tasks use more energy
- Learn about best role fit for a person

EDISC®

FLOW OF THE CONVERTING SALES CONVERSATION

The diagram on the following page outlines The Flow of the Converting Sales Conversation.

The Flow is built into four distinct sections journeying from detail (features) to purpose (benefits). Across these transitions, the prospect will flip between their headspace and heart-space. Both head and heart will be used when a buying decision is strong.



1. THE INTRODUCTION

As soon as you begin the conversation, the prospect will often go straight into detail. The problem is that in detail, they're disconnected emotionally. They're completely using their headspace which is all cerebral. Making a purchase, especially a big one, is a holistic experience. It's not an emotionless transaction (unless you're buying soap).

3. THE OFFER

During Step 2 you work out whether your offer is right for your prospect. If they tell you their vision and you don't deliver that, be honest and tell them that. If they're your perfect client, they'll need the nitty-gritty of what you offer. Give that information only when you've worked out that you're a match.

2. PURPOSE

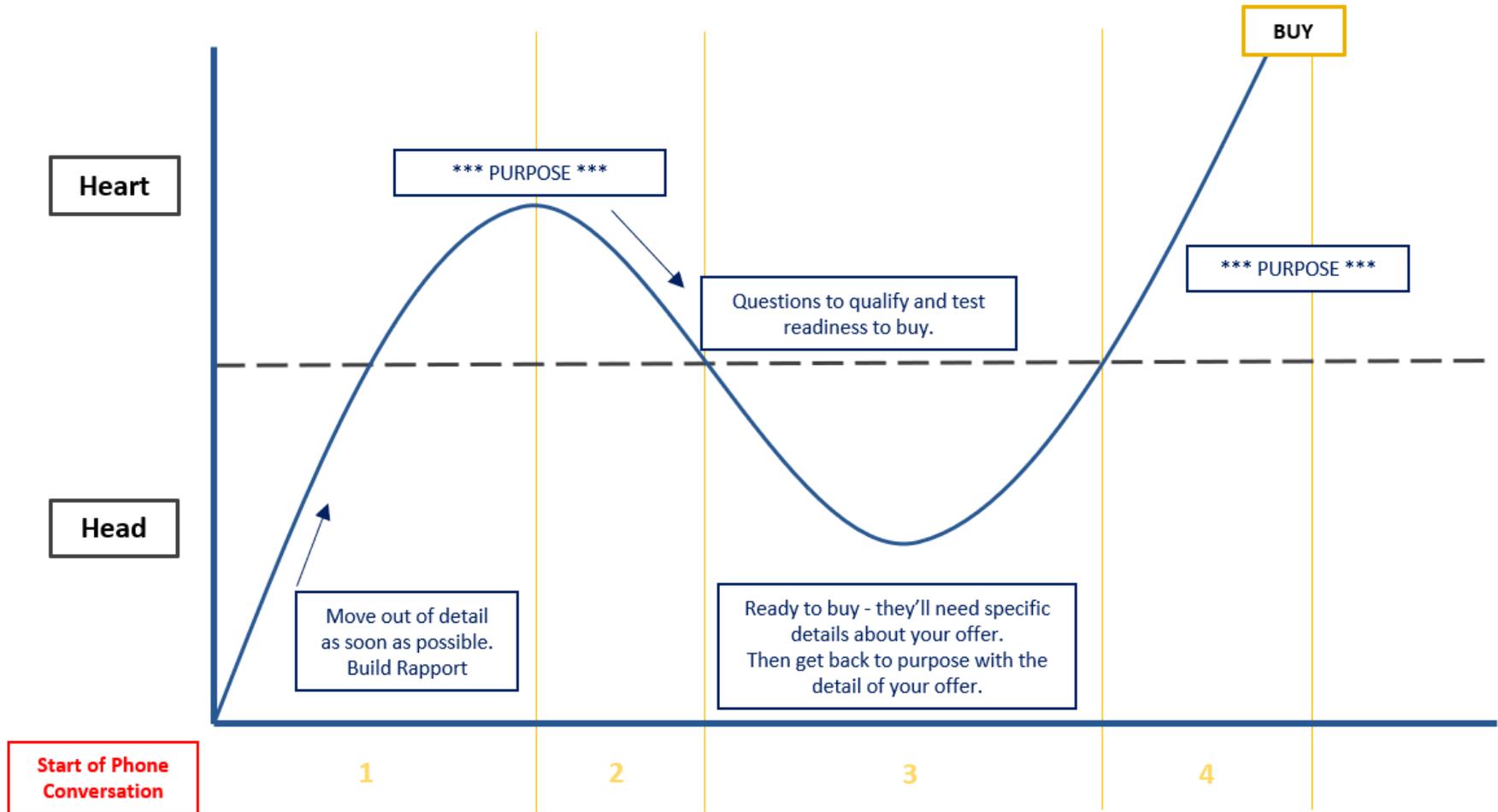
During the rapport-building (Step 1), they come out of the detail. Next it's important to find out why they're here. What's their big vision? What brought them to you? This discussion will get them into their heart space. Here is where you'll feel them light up.

4. THE CONVERSION

The moment you make the decision to buy, you do it in your heart space. Think of a time you've made a big purchase. You're excited and you can see that what you're about to pay for, will get you the result you want. Marry what they've said they want with what you offer. This will put them back in heart space and they will buy.

FLOW

The Flow of the Converting Sales Conversation



HAPPY CLIENTS

"So engaging and packed with tangible skills to immediately apply in our lives. I will be recommending Rhiannon to our business. I am certain we have much more to learn from her about becoming a high performing team and how our own behavioural profiles hinder or enhance communication."

- DELEGATE OF THE WOMEN IN
MANUFACTURING LEADERSHIP SUMMIT
MELBOURNE, VIC

"I would recommend absolutely everyone to Rhiannon and the Excel Leadership Team! This would not only be for sales, but for any endeavour where a success mindset is key. I don't think any more needs to be said other than the week after I finished our last session, I was our company's #1 Sales Rep."

- LUKE MORGAN
SHARP EIT

"This weekend was AMAZING. Our trainer Rhiannon was engaging and motivating. As a trainer/assessor I am quite critical of other's and their delivery but she had me engaged throughout. Even though the days were long I was never uninterested in what she was explaining. She delivered the content using fantastic resources and mediums so it was never boring and incredibly informative and enlightening. I was enthusiastic about his new adventure before but now I'm about to split a stitch haha. Great to engage with and meet other coaches and really looking forward to developing those relationships. Honestly - couldn't be happier!!"

- AMY SNIDER
MELBOURNE, VIC

"I've run many professional corporate events and Rhiannon is one of the most inspiring, pleasant and energetic people I've had the pleasure to work with. As our MC, she expertly channelled our audience's energy into real engagement and connectivity with our speakers and brand. As a professional, she's approachable and can be flexible to suit any requests or challenges that arise. She brought out insights that may have been missed and for that I cannot recommend her enough. I can't wait to work with Rhiannon again."

- ANTHONY ISAIS
EVENTS PRODUCER, SYDNEY, NSW

"Rhiannon has a warm and beautiful energy! She is extremely personable and can instantly connect with her clients! So if you are feeling stuck reach out to her so she can help you move forward."

- SHIVANI LUTHRA
SYDNEY, NSW



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LEAD BETTER

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Public Liability (Up to \$20,000,000): LPS019843889; ex. 1/08/2021

