



**DAVID STAUGHTON** “The Business Improvement Guy” is a scientist, author and award-winning businessman. He’s an expert keynote speaker, workshop presenter, MC and conference content coach. With a great commercial accumen David has been credited for multi-million dollar sales turnarounds for his clients.

David has written a series of eight eBooks to assist his client to make a dollar and a difference in business.

**David Staughton**

# GET A GAME PLAN

**PLANNING TO ACHIEVE YOUR GOALS**

Set your Personal Goals and Business Goals  
 Planning to be more Efficient and Effective  
 How to have a better life and be happier

**PPS**  
 Polished Professional Services  
 work/life effectiveness

**BIGhat**  
 Professional Services  
 www.bighat.com.au

**David Staughton**

# MAKING CONNECTIONS COUNT

**WORKING WITH ALLIANCES TO GET MORE LEADS**

Finding your potential alliance partners  
 Tips for how to get leads early in a relationship  
 Working with your alliance partners to get great leads

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# EXTRA SALES MADE EASY

**TURNING ONE SALE INTO MANY WITH DIVERSIFICATION**

The Mindset formula for selling extras and add-ons  
 Offering combos – using questions and words that sell  
 How to Implement a program and process for making more add on sales

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# ADOPT A WINNERS MINDSET

**ENERGISING YOURSELF TO ATTRACT MORE SALES**

Things that improve your sales mindset  
 Improving your energy levels and mood contagion  
 Techniques for instantly shifting your attitude from Grumpy to Great

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# TOP TELEPHONE TECHNIQUES

**USING THE PHONE TO MAKE MORE MONEY**

Phone skills techniques that really work  
How to build rapid rapport over the phone  
Best questions to ask and using phone scripts



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work/life effectiveness

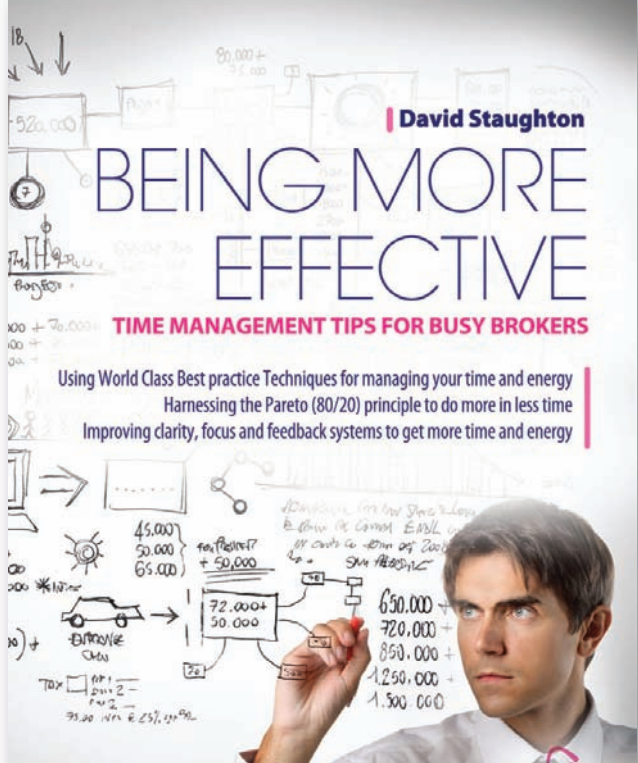
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# BEING MORE EFFECTIVE

**TIME MANAGEMENT TIPS FOR BUSY BROKERS**

Using World Class Best practice Techniques for managing your time and energy  
Harnessing the Pareto (80/20) principle to do more in less time  
Improving clarity, focus and feedback systems to get more time and energy



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# BEING A CLIENT MAGNET

**UNDERSTANDING PROSPECTS TO MAKE MORE SALES**

Recognising Different types of people fast  
Developing your behavioral flexibility  
How to sell more to different people



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# EFFECTIVE CLOSING

**TECHNIQUES & TIPS FOR QUALIFYING BETTER AND CLOSING FASTER**

How to find your ideal buyers and identify different styles of buyers (Convincer Strategy)  
How to avoid wasting time by using listening and questions to qualify your prospects  
Effective questioning and group dynamics that help close and confirm the sale quickly



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