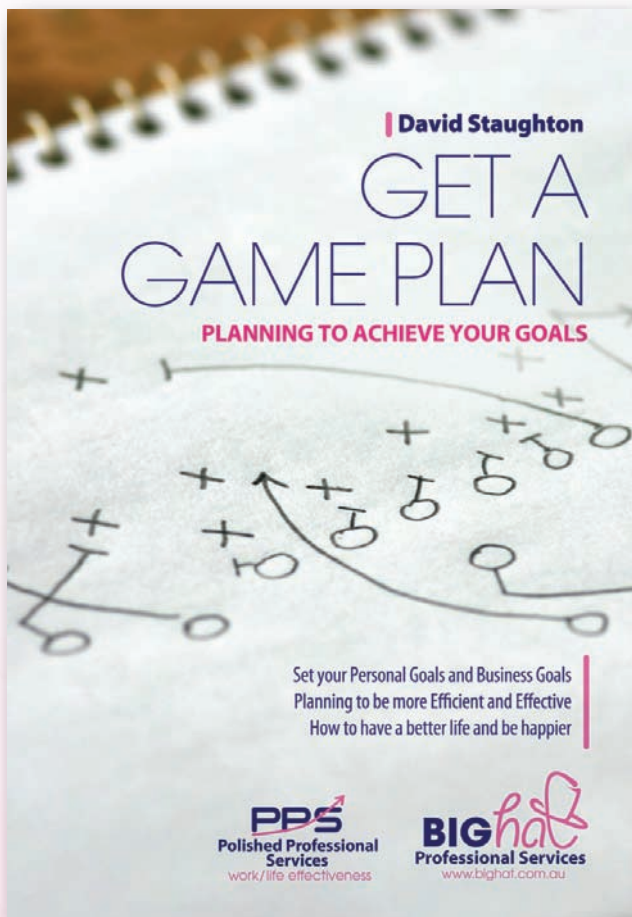




DAVID STAUGHTON “The Business Improvement Guy” is a scientist, author and award-winning businessman. He’s an expert keynote speaker, workshop presenter, MC and conference content coach. With a great commercial accumen David has been credited for multi-million dollar sales turnarounds for his clients.

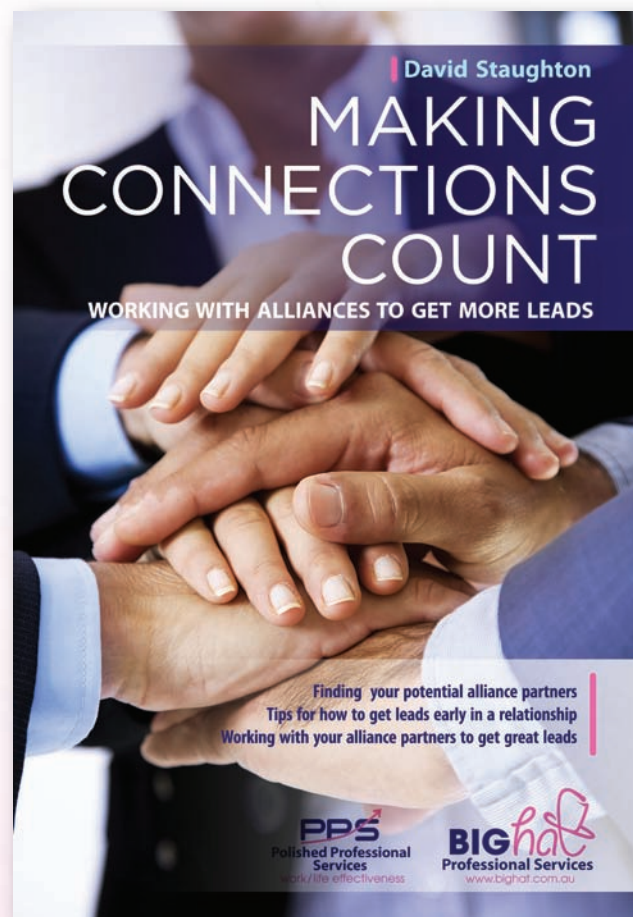
David has written a series of eight eBooks to assist his client to make a dollar and a difference in business.



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

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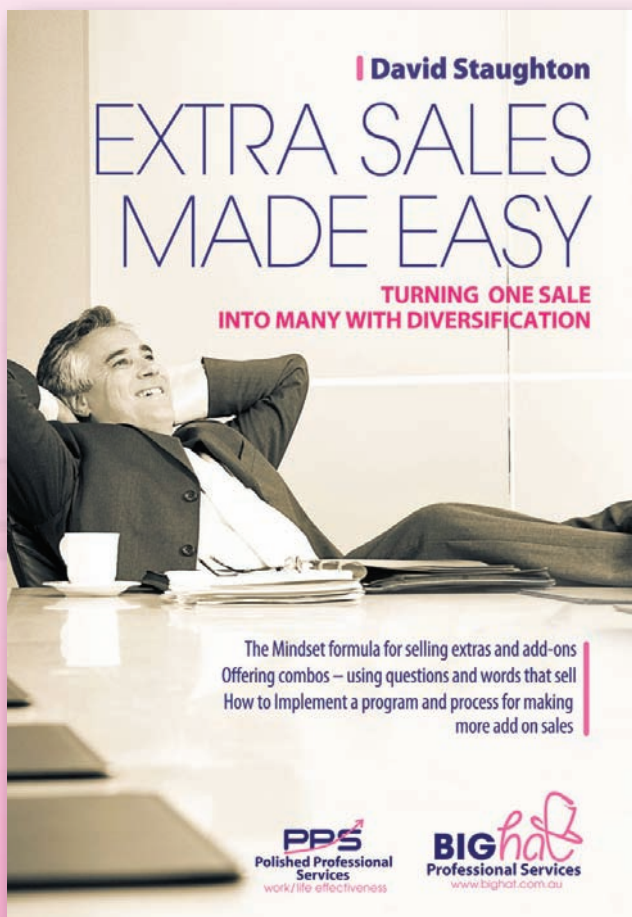


WORKING WITH ALLIANCES TO GET MORE LEADS

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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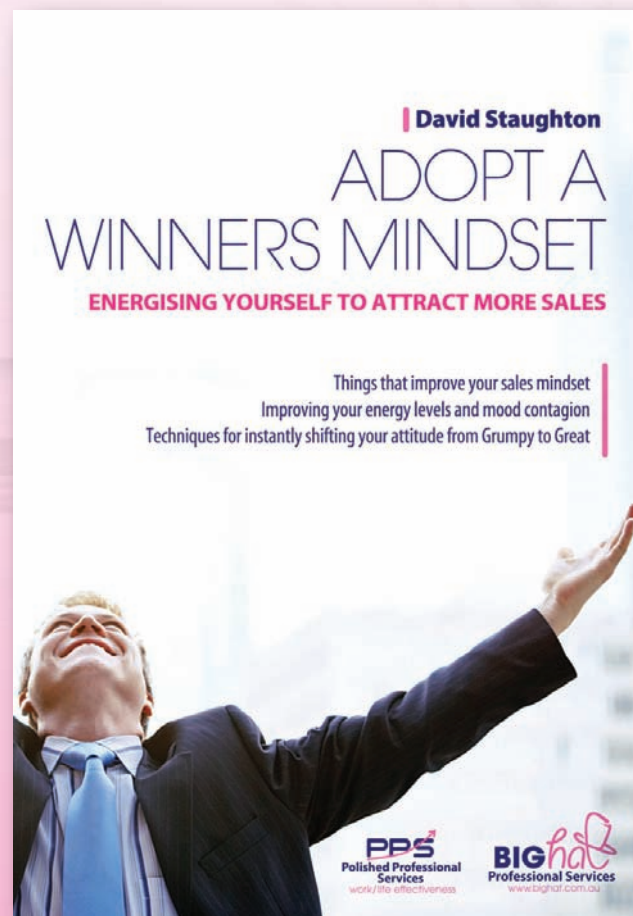


TURNING ONE SALE
INTO MANY WITH DIVERSIFICATION

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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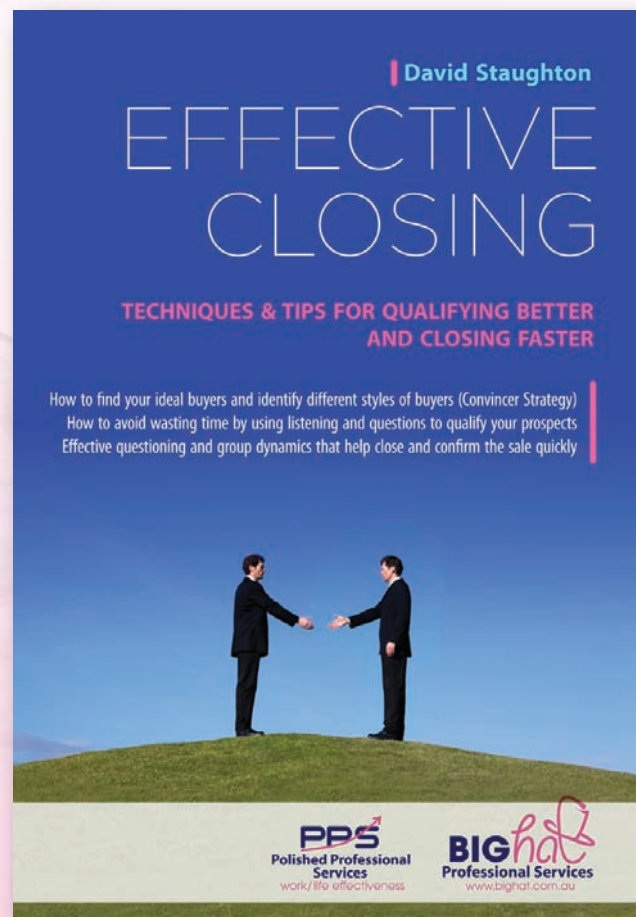
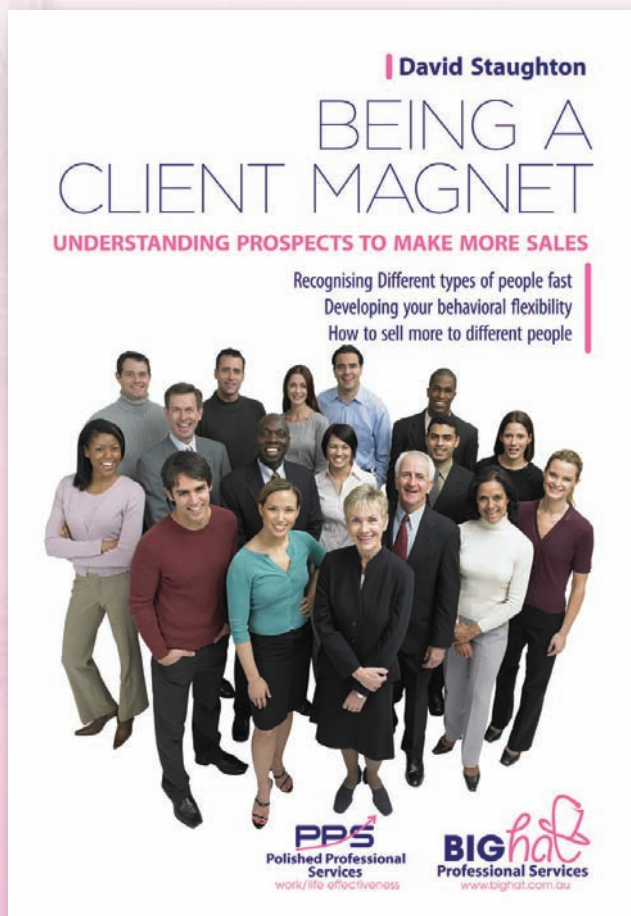
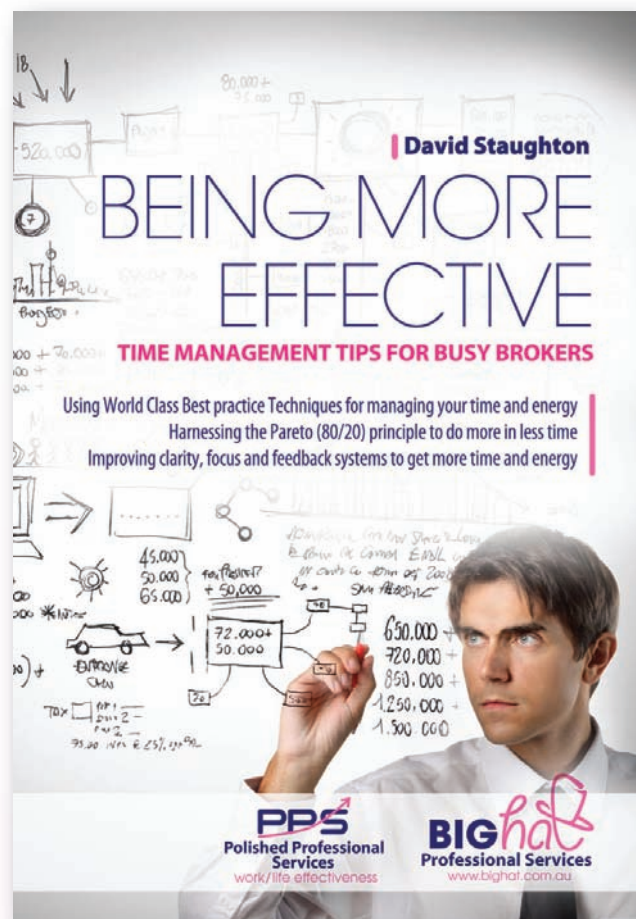
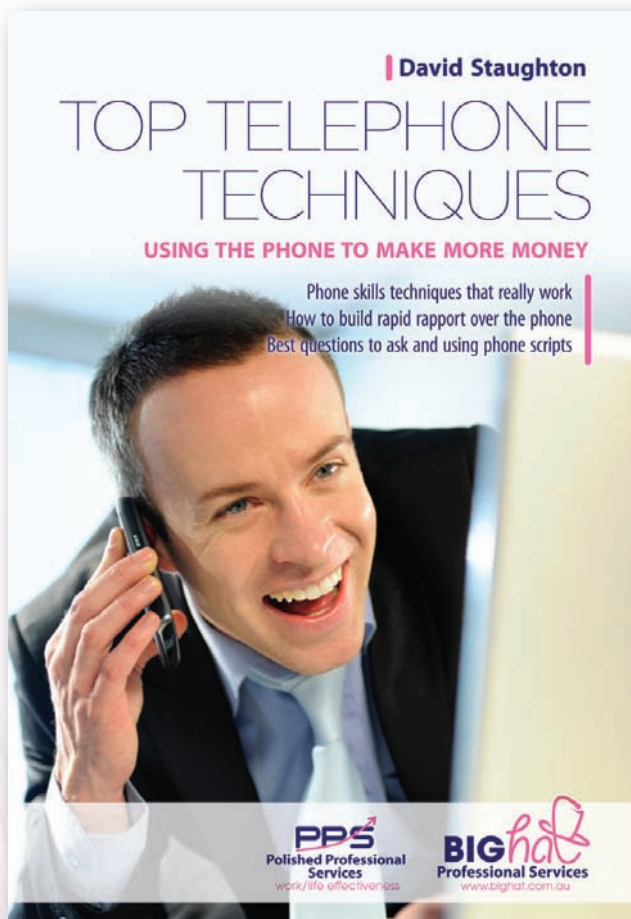
ADOPT A
WINNERS MINDSET

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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1. GET A GAMEPLAN - 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

2. 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

3. 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

4. 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

5. 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

6. 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

7. BEING A CLIENT MAGNET - UNDERSTANDING PROSPECTS TO MAKE MORE SALES

- Recognising the Different types of people fast
- Developing your behavioural flexibility
- How to sell more to different people

8. 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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