

**ANNOUNCING A UNIQUE  
1 DAY WORKSHOP  
AIMED DIRECTLY AT BENEFITTING  
YOUR BOTTOM LINE  
BY EMPOWERING  
YOUR PEOPLE.**

Stephen Wren's

**CHEMISTRY OF SELLING**

**YOUR POINT OF DIFFERENCE AS A DEALERSHIP IS IN THE  
HANDS OF MEN AND WOMEN ENTRUSTED TO DO JUSTICE TO  
YOUR BRANDS AND YOUR VISION.**

**IT WON'T BE PRODUCT KNOWLEDGE OR KNOWING THE ROAD  
TO THE SALE THAT GUARANTEES THAT. IT'LL BE CHEMISTRY!**



# WHO

## WHO SHOULD ATTEND

- New hires or veterans.
- Anyone in sales, service, A/M or parts.
- Literally anyone responsible for your **revenues** and your reputation.

## WHO AM I?



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.

See recent feedback on last page or testimonials on LinkedIn at <https://www.linkedin.com/in/stephen-wren-a15b0512/>

## BE THE BENCHMARK

## WHAT

### WHAT IT'S NOT ABOUT

- **No** motivational speeches
- **No** drawn out generic compliance training
- **No** long winded theories that take ages to bear fruit



### WHAT IT IS ABOUT

- |  |       |
|--|-------|
| • How to gain commitment through being convincing            | - NOW |
| • How to retain gross profit                                 | - NOW |
| • How to secure appointments                                 | - NOW |
| • How to tell the difference between serving and SELLING     | - NOW |
| • How to prevent most objections                             | - NOW |
| • How to overcome those that can't be prevented              | - NOW |
| • The benefits of achieving consensus over making compromise | - NOW |
| • Sales ethics and professionalism                           | - NOW |

### WHAT THEY (AND YOU) GET

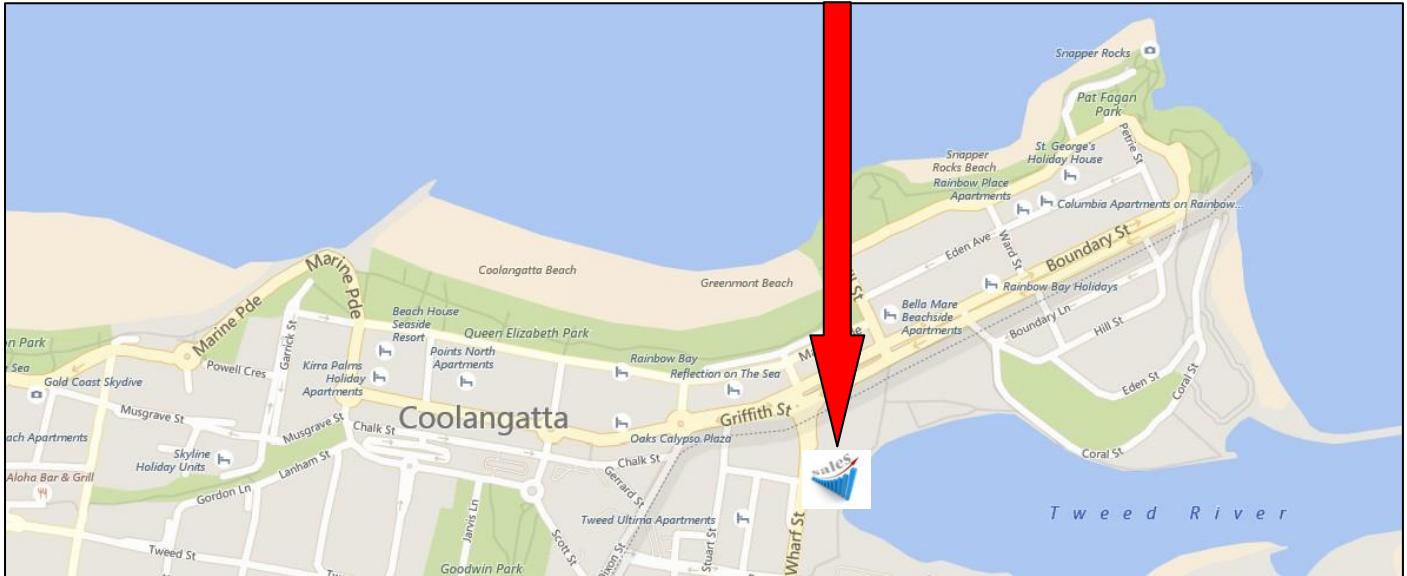
- *Personalised and branded notes*
- *Post event support*
- *Follow up training bulletins supporting the subject matter*
- *Comprehensive feedback to your management team*



# WHERE & WHEN

**VENUE: "THE WHARF ROOM"**  
**TWIN TOWNS SERVICES CLUB.**  
**2 Wharf Street, Tweed Heads N.S.W.**

**TIME&DATE: 9AM SHARP TO 4:30PM ON**  
**TUESDAY 5TH JUNE 2018**



# YOUR INVESTMENT

**\$330 per person including GST**

# SUMMARY

We all know that long term results rely on relationships and the perception of value and I humbly submit that my protocols and strategies are industry leading. I guarantee that the subject matter is designed solely to facilitate **instant results** and confidence, so that your team has immediate application. Additionally, it won't contradict any of the existing protocols required by your executive or your suppliers.



Gary Oldman didn't win the Oscar because he learned his lines and The Voice judge won't turn because she knows the words. It happens because of interpretation and chemistry.

## TESTIMONIALS BASED ON THIS MODULE

I've designed the format for this workshop to make assessment and application as easy as possible. It's a brand new concept that;

(1) attacks the personal development required to facilitate ethical practices that generate loyalty and

(2) strategic skills that generate results. Given the usual titles of our agents is 'sales - person', it's logical to prioritise the quality of the person to ensure the sales occur in harmony with your vision for the business model. Here's some feedback from my two most recent partners.

"Just thought I would again thank you for today's session. As I mentioned, I was hesitant to come into the session, thinking it would be as boring and non admin related as they normally are, but I was very pleasantly surprised. You kept me engaged and interested and I truly thoroughly enjoyed myself and took a lot out of the session, so thank you. Thanks again and I look forward to the next time you are here."

**Brooke Royston**

**Administration/Registrations**

**Surfers City Holden**

"Thanks so much for your informative, entertaining training yesterday, which I did get a lot out of."

**Vicki McFarland**

**Sales Consultant**

**Surfers City Holden**

"Thank you again for the presentation today on how we can improve our role here at the dealership and make the most of our sales opportunities. I gained a lot from you and would certainly welcome any further knowledge you can share with me. Always great to learn from the experienced. I have already started to put your guidance into process and its working a treat."

**Julie Thompson**

**Guest Retention Coordinator**

**Mike Carney Toyota**

"I would like to thank you for the opportunity to drive the Will, Skill & Honesty inside me to improve my performance within Sales & life to a journey towards excellence. The session showed me there is so much more I can do. It was a wonderful vision by Mike Carney to provide us all the opportunity to take the ball & run. I would really appreciate more information to support my journey from yesterday's opportunity to learn".

**Lawry Draper**

**New Vehicle Sales Consultant**

**Mike Carney Toyota**

Your delivery was great, you avoided the "crap" and your talk was not about "how good you were as a salesperson", it was about making the attendee think about how they could take on board what you said. Yours was AAA stuff, I just want my whole team to invest in themselves! I know it's a big ask, but the joys of success are worth it!

**Mike Carney**

**Director**

**Mike Carney Toyota**

**REGISTER YOUR PEOPLE BY PHONE:**

**0421 068 418**

**OR BY EMAIL:**

**steve@stephenwren.com.au**

**OR ONLINE :**

**www.stephenwren.com.au/seminars/**