

CORPORATE OVERVIEW OF STEPHEN WREN CONSULTING



FOR
MALCOLM McLEOD



BE THE BENCHMARK



OVERVIEW & PERSONAL PHILOSOPHY

Thank you for your time Malcolm. This document is 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 your team's future.

Process and Chemistry. Process is necessary but is not a point of difference. Everyone has it. 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 material and 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. **This submission is offered with pride and gratitude.**

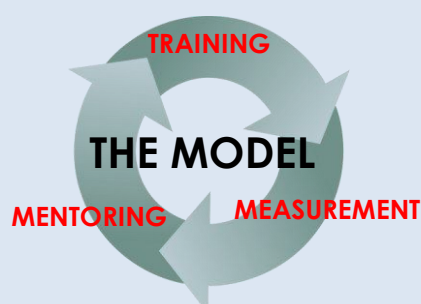
Stephen Wren

Director

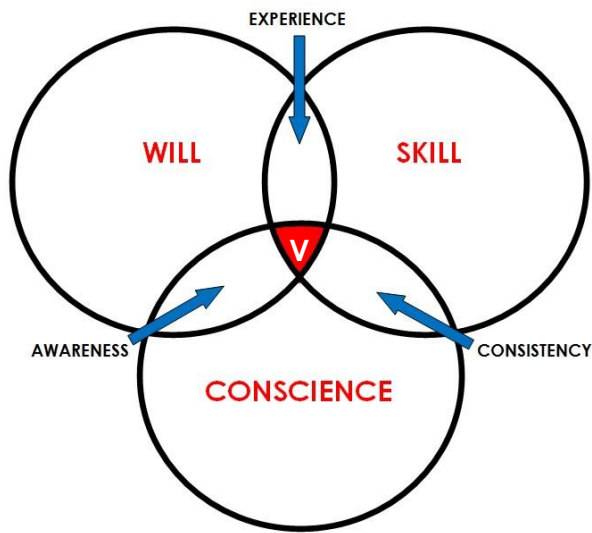
SWC

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 and leadership.

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



JOACHIM PHOENIX
Best Actor for
"THE JOKER"



"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") and this is where training comes in and why external training is preferable.

OBJECTIVITY

ACCOUNTABILITY

SPECIALISATION

EXPERTISE

COMPLETE BUSINESS SOLUTIONS

Ours are family businesses whose partners have more than 60 combined years of experience in management, 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**

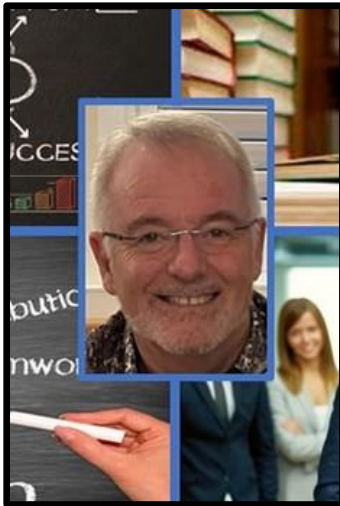
"Great salespeople are just great people who sell"

Steve Wren

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ABOUT US



STEPHEN WREN - DIRECTOR

A police officer for many years, an executive in sales for many more and as Director 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.



JASON WREN - PARTNER

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.

We invite you to visit our websites

www.stephenwren.com.au

www.focusplus.com.au

for current and relevant testimonials

A WORD ON REPUTATION

"Branding" is everything". I have ensured that my company and its agents operate under the assumption that our partners' brands will be judged by the quality of our partnership. The quality of our partnership relies on the consistency of our consciences, the relevance of our message and the understanding that long after the partnership ends, the ripple effect of our input will influence the personal and business outcomes of the lives of the people we've been entrusted to resource.

THIS ABOVE ALL ELSE, TYPIFIES THE MODEL SWC OFFERS.

SERVICE AUDITING AS AN ADJUNCT TO YOUR BUSINESS

Service auditing incorporates mystery shopping, customer service monitoring and the management of 'dead leads'. This aspect of our business is proving to be highly sought after as the benefits include

- **Gaining incremental sales**
- **Feedback on why people don't buy (critical now in the post-covid market)**
- **The potential to instantly remedy any issue that contributes to lost sales**



"When the certainty you feel comes from preparation instead of ego, your credibility is assured"

Steve Wren

METHODOLOGY

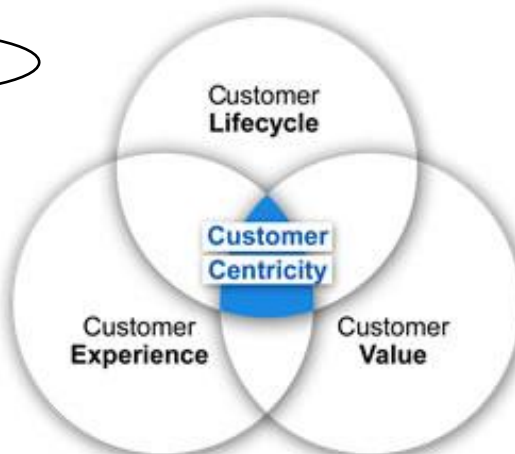
Generally, our methods, delivery style, material and outcomes are reliant upon;

- 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.

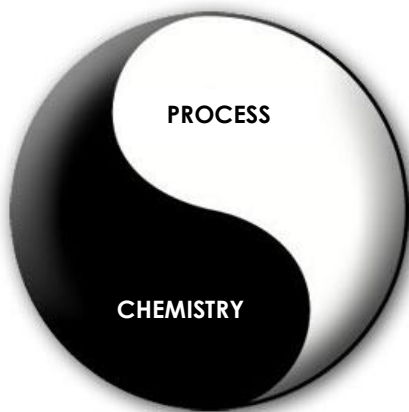
EDUCATION: Understanding the **"why"**. The person who knows 'why' will always be the employer.



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.....

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

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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.

<p>DERRICK HOLDINGS (AUSTRALIA)</p> <p>RICHARD CHRYS TAL</p>  <p>PRODUCT TRAINING DATE</p> <p>PROVIDED BY SWC <small>STEPHEN WREN CONSULTING "BE THE BENCHMARK" COACHING - TRAINING - LEADERSHIP</small></p>	<p>THE COMMERCE BANK OF AUSTRALIA</p> <p>PAULA NEALE</p>  <p>LEADERSHIP & TEAMS DATE</p> <p>PROVIDED BY SWC <small>STEPHEN WREN CONSULTING "BE THE BENCHMARK" COACHING - TRAINING - LEADERSHIP</small></p>	<p>UTOPIA CONSULTING (AUSTRALIA)</p> <p>SYLVIA PROWSE</p> <p>QUALITY CUSTOMER SERVICE</p> <p>DATE</p> <p>PROVIDED BY SWC <small>STEPHEN WREN CONSULTING "BE THE BENCHMARK" COACHING - TRAINING - LEADERSHIP</small></p> 
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Examples of potential training manuals depicting various subject matter.

BRIEFING & FEEDBACK

Both are vital components of anything worthwhile. **SWC** commits to providing industry leading post event resources. Of this we are very proud.

"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

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

Stephen Wren

The passion we have for our industry is reflected in our methodology. This is directly responsible for the long-term relationships SWC and its contractors have developed. Some of our core partnerships include;

BMW (Group Australia)

- Service Auditing across the Eastern seaboard
- Facilitation of their National Conference (Melbourne 2010)
- Resulting ongoing relationships with the dealer network including Bruce Lynton BMW, Southern Cross Autos (Toowoomba) & The Pickerings Group (Townsville)

TOYOTA MOTOR CORP.

- National product launches and product training (Aurion, Camry & Kluger)
- Resulting ongoing relationships with their dealer network including A P Eagers (across three states & the NT) Grand Motors (Gold Coast) Sci-Fleet, Sunshine Toyota (Caloundra) Grand Motors Toyota (Southport) - including their sales cadet program.

RAMS HOME LOANS

- Coordinating their National Quality Control program, customer service monitoring and targeted discharge program.

JOHN DEERE (AUSTRALIA & NEW ZEALAND)

- National & international sales training
- Product training
- Leadership Training

MITSUBISHI MOTORS (QLD)

- Ongoing training relationships with their dealer groups including Ross Gray (Bundaberg) Tropical Auto Group (Rockhampton) Blue Ribbon Motors (Ipswich)

OTHER PARTNERSHIPS

- James Frizelles Automotive Group (NSW & Qld)
- John Deere (Australia & New Zealand)
- Sci Fleet Toyota
- Peter Warren Auto World
- AP Eagers (Qld, NSW, NT)
- RAMS Home loans
- Sime Darby
- Autosports Group (Audi Sutherland)
- Len Patti Motors (Toowoomba)
- Andersens Carpets (Nationally)
- Lexus of Southport, Indooroopilly, Springwood and Maroochydore
- Inchcape Automotive
- Suzuki Qld.
- Honda Australia (Qld)
- Schwarzkopf International
- Ross Gray Motor City
- Surfers City Holden

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

Steve Wren

REFEREES

Mr. Scott Carse
Dealer Principal
NorthStar Automotive Group
Phone: 0417 323 300

Mr. Glenn Forster
Deloitte Australia
(Formerly National Training Manager Hyundai)
Phone: 0419 506 998

Mr. Zac Bojanic
General Manager
Sci Fleet Toyota (former company director Sunshine Toyota)
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Mr. Ross Gray
Dealer Principal/Director
Ross Gray Motor City
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Mr. Derek Klete
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Sci Fleet (Lexus Division)
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Mr. Simon Weller
Ford Academy Manager
Ford Motor Company
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Mr. Brad Worthington
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Mr. Mark Miller
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CONCLUSION or WHAT A TRAINING RELATIONSHIP WITH US COULD MEAN TO YOUR BRAND

The post covid marketplace is a new challenge and will see the reemergence of old-fashioned issues like decorum, decency, hospitality, leadership and consistent integrity as factors that ensure the three R's that any business should strive for;

Reputation **R**etention **R**evenues

It's a statement of fact (and one we're proud of) that when our partners drive the protocols we offer, they experience several things;

- A partnership that provides doable solutions rather than catchy mantras
- Increased profitability
- More options that create value and decrease tension (HIGH MORALE)
- Stability of staff and the retention of elite operatives
- Increased customer loyalty
- The ability to attract top performers
- Mutual respect
- A reemergence of belief in the role excellence plays in job satisfaction.

Of all the variables associated with the role retailers play, the one we can totally control is ensuring our agents are prepared tactically, ethically and emotionally. We're proud to say that our coalition is proving a standout in this regard.

Thank you again for your consideration and your time.

Best Regards

Steve Wren

Stephen S Wren

Director

Stephen Wren Consulting P/L



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