



WAYNE BERRY  
**TOP GUN**

In Association With



***“I’ll show you how to  
increase your sales by  
30% or more within  
90 days or less using  
this selling system”***

*Wayne Berry*

**RIBI Presents The TOP GUN® Sales Coaching Programme**  
Be Coached By Wayne Berry And Your Own Personal TOP GUN® Sales Coach  
**Now you can participate from anywhere in the world via the Internet.**

# Rapidly Increase Your Sales Success with 12 Weeks Of Sales Training And Sales Coaching With Wayne Berry And Your Own Sales Coach



## Increase Your Sales By 30% Or More Over The Next 90 Days

The TOP GUN® Sales Coaching Programme is not for everyone. It is only for the serious minded sales professional who is prepared to take direction and be coached by Wayne Berry and their own personal TOP GUN® Sales Coach for 12 weeks.

### Here's How It Works

- ... You will be trained by Wayne Berry and coached by your own personal TOP GUN® Sales Coach over 12 weeks.
- ... You will do the sales training "on-line" using TOP GUN®'s unique "TGEL® Training System" which employs leading-edge video streaming and VOIP communication technology. All you need is a computer with speakers and a microphone, or a headset with microphone, (about AUD\$20) and a Cable or ADSL connection to the Internet. (About AUD\$27 per month).
- ... You can log-on any time that suits you and from anywhere in the world and join a group of "live" workshop participants working with Wayne Berry. You'll watch crystal clear video (no stopping and starting) with high quality sound. You'll feel like you are in the room with Wayne as week by week you get to know the other participants and develop your selling and negotiating skills.
- ... You will also speak and work with your own TOP GUN® Sales Coach on a weekly basis. Your coach will help you to immediately implement the sales strategies and techniques you are learning in the training

workshops with Wayne Berry. You will also be able to speak with Wayne Berry on a regular basis.

- ... Week by week, you'll build your selling and negotiating skills, layer upon layer, session by session, until you master the skills that will allow you to achieve your sales goals.
- ... Each sales workshop will cover a different aspect of selling including prospecting, consultative selling, conducting a sales interview, making a sales presentation, closing the sale, handling objections, negotiating and so on. Eleven (11) major subjects will be covered over these 12 weeks.
- ... Your TOP GUN® Sales Coach will also become your "Un-Reasonable Friend®" and will follow through with you and support you as you put your written "Action Commitments" list into action each week.
- ... You will be kept on track and "held accountable" for doing what you've promised yourself you will do. As your "Un-Reasonable Friend", your TOP GUN® Sales Coach will not accept excuses, but will support you to do what you know you should do, to achieve your goals.
- ... As you implement your Action Commitments each week, your sales will increase and you'll feel terrific. Your self esteem and confidence will grow as you move rapidly towards the achievement of your personal and professional goals. You'll see measurable and sustained improvements in your sales performance and your income if you earn commissions or bonuses.

### Here Are The 11 Modules You'll Cover Over 12 Weeks

- ... How to become a TOP GUN® In Sales
- ... How to develop the Winning Edge and use the TOP GUN® Selling System
- ... How to prospect for new business
- ... How to turn sales enquiries into sales by selling face-to-face or by taking the order over the telephone
- ... How to use consultative and relationship selling skills

- ... How to make powerful sales presentations
- ... How to sell to different personality types
- ... How to close the sale without stress or fear of rejection
- ... How to handle objections that stop 90% of sales people
- ... How to negotiate win/win and handle difficult prospects and customers
- ... How to set and achieve your goals and manage your time more effectively

### Optional Extras

- ... Four (4) day "live" TOP GUN® Sales Bootcamp.
- ... Four (4) TOP GUN® NO WIMPS Sales Coaching days "live" with Wayne Berry.

### For The Sales Manager

- ... One of the options available with this System allows Sales Managers to support their sales people who are on the programme by being advised about their people's progress. Assistance is also available to conduct in-company follow up sessions at sales meetings. Call for more information.

### Who Should Do This Programme?

- ... Sales Professionals - both new and experienced
- ... Sales Managers
- ... Self-employed business people
- ... Anyone who sells

### Like To See An On-Line Demonstration of the System?

- ... Telephone your local RIBI Business Coach or Consultant, or if you prefer contact the Results in Business Institute Head Office anytime 24/7 to make suitable arrangements. Tel: 1800 305 380 (within Australia) Tel: +61 2 6626 6853 (from outside Australia) Email: info@ribi.biz

# Here's what we'll cover over the 12 weeks



## How To Become A Top Gun Sales Professional

- ... Why traditional selling methods are now the major reason for failure in selling today
- ... The 10 vital characteristics all TOP GUN® Sales Professionals have developed
- ... How to stay motivated all the time
- ... How self image controls our performance in sales and what we can do about it right away
- ... How new discoveries in NLP can cut your selling time in half
- ... How to eliminate stress from your selling and enjoy life more everyday
- ... Why 80% of your success is going to be dependent on your attitude

## How To Develop The Winning Edge In Selling Today

- ... How to develop the Winning Edge that will put you in the top 20% of sales people today, then the top 5%
- ... How to increase sales by up to 30% or more in just 90 days using the TOP GUN® 1000% Selling System

## How To Prospect And Make Appointments By Telephone

- ... How to identify high potential target markets and target high potential prospects
- ... How to overcome your own fears of rejection and call reluctance
- ... A proven 6 step system for gaining appointments by telephone
- ... 10 key steps for pre-call preparation
- ... 8 performance standards of all top prospectors
- ... How to get through to decision makers
- ... How to handle screening secretaries
- ... Why you should sell only the appointment on the phone

- ... How to gain your prospect's attention within the first 15 seconds
- ... How to build positive expectancy
- ... How to develop instant rapport
- ... How to structure opening questions that get your prospect saying, "Tell me more!"
- ... How to remain in control at all times
- ... How to handle put-offs and all objections with just one simple answer every time
- ... How to enlist the help of receptionists
- ... How to gain appointments by calling face-to face
- ... How to use the Law of Psychological Reciprocity in prospecting
- ... How to use the "100 Call Method" to generate appointments
- ... 6 creative ways to reach hard get to prospects
- ... A check list for effective prospecting
- ... How to avoid cancellations
- ... Using these techniques you will get in front of more qualified buyers, in less time, with less stress and you will sell more.

## How To Turn Sales Enquiries Into Sales

- ... 12 steps to handle all telephone and walk in enquiries and convert them into immediate sales on the phone, or...
- ... How to convert phone enquiries into face-to-face selling opportunities - selling on the phone is sometimes not the best way to get the sale
- ... 16 proven Performance Standards to gain more business from enquiries
- ... How to maximise the return on your advertising by improving conversions
- ... How to improve your conversion ratios on enquiries by up to 300%
- ... How to handle price shoppers and avoid having to give discounts
- ... How to stop telephone shoppers dead in their tracks so they want to buy from you.
- ... How to stop people shopping your competitors for a better deal.
- ... How to ask questions that build trust and rapport so people will buy from you.
- ... Why questions are the real key to selling by telephone and face-to-face
- ... How to become a "Problem Solver" Sales Professional. Your customers are often looking for a "Problem Solver". It's the most professional way to sell and they'll love you for it.

- ... How to ask for the order on the phone
- ... Why sending brochures is a waste of time in 90% of cases.

## How To Use Consultative - Relationships Selling Strategies

- ... The 10 Qualities of a Doctor of Sales
- ... The 3 steps of consultative selling
- ... The two greatest buying needs of your clients
- ... The four basic needs of every client that only a Doctor of Sales can satisfy
- ... How to professionally conduct a "Client Focused" interview.
- ... Precisely what questions to ask to reveal your client's logical and emotional needs
- ... How to remain in control of every interview and put your client at ease
- ... How to determine their "Hot Button" or Dominant Buying Motive
- ... How to recognise "Freudian Slips"
- ... How to elicit their decision making process
- ... How to elicit key benefits of your product or service through questioning so that your client sells themselves on why they will need to business with only you.

## How To Make a Powerful Sales Presentation

- ... How to cut your selling time by making concise, impactful presentations that pack an AWESOME punch.
- ... A proven 6 step approach that will have your prospects selling themselves.
- ... Why it's important to "disturb" before you present your solution
- ... How to translate features into solutions and benefits and use your prospect's language.
- ... A check list for thorough preparation
- ... The 6 psychological reasons why people will buy
- ... How to use visual aids effectively
- ... How to tap into emotional stimuli
- ... How to use Dominant Buying Motives
- ... How to take your prospect's temperature to check if they are HOT or COLD
- ... How to use TOP GUN® Power Selling Statements
- ... How to present effectively to a group.



## How To Sell To Different Personality Types

- ...→ This workshop will help you develop behavioural flexibility that will allow you to build rapport and trust quickly with all of the different types of people you encounter. You'll "tune-in" to people more quickly, you'll sell more effectively, negotiate more effectively, manage more effectively and the skills you'll learn in this module will help your personal relationships too. You'll discover:
- ...→ How to recognise the four common behavioural styles
- ...→ How to "get into step" with each of them
- ...→ How to lower tension levels
- ...→ How to build rapport, trust and sell to them the way they like to buy.

## How To Close The Sales Without High Pressure Tactics

- ...→ How to relax and close without stress or fear
- ...→ How to overcome every buyer's greatest fear - the fear of making a mistake
- ...→ The five errors to avoid in closing
- ...→ 10 simple closing questions that work today
- ...→ How to close on referrals
- ...→ How to recognise the verbal and non-verbal signals that tells you whether you are "on-track" or not. Whether it's time to close or not.
- ...→ The seven most common buying signals
- ...→ How to read other people's body language.

## How To Handle Objections That Stop 90% of Sales People

- ...→ Why people raise objections
- ...→ How to avoid triggering negative responses
- ...→ How to handle objections before they come up
- ...→ Why not all objections are important
- ...→ Which objections to ignore, delay, postpone or answer
- ...→ How to reduce the stress level for both yourself and your client when objections are raised
- ...→ 6 steps for handling objections
- ...→ A unique and proven System for "smoking out" the real objection
- ...→ An automatic response and proven formula for handling all objections
- ...→ How to postpone price discussions until after value has been established
- ...→ How to shift a price buyers' frame of reference to value for money and away from price
- ...→ How to recognise the difference between ability to pay and willingness to pay
- ...→ How to justify price with sound reasons
- ...→ How to use the TOP GUN® Value For Money Formula
- ...→ How to handle all price and money objections
- ...→ How to sell against a cheaper competitor
- ...→ How to turn a higher price into an advantage
- ...→ How to identify measurable ways to increase profitability for your clients
- ...→ How to get your customers to see your product and/or service as an investment with an expected pay-off in increased revenues or decreased costs rather than as an expense. It's the professional way to sell.

## How To Negotiate And Create Win/Win In Your Selling

- ...→ Why negotiating is really just a game
- ...→ How to create Win/Win
- ...→ How to avoid becoming "Shark Bait"
- ...→ The structure of a negotiation
- ...→ How to prepare to negotiate
- ...→ Sources of power in your negotiation
- ...→ Common ploys, gambits and dirty tricks and how to deal with them
- ...→ Common mistakes made in most negotiations and how to avoid them

- ...→ Counter instinctive negotiating tactics
- ...→ 7 essential skills that will make you a Top Gun Negotiator.
- ...→ How to deal with the different types of negotiators you encounter

## How To Set And Achieve Your Goals and Manage Your Time Effectively

- ...→ How to develop your own "Peak Performance System" based on continual goal setting and daily action planning
- ...→ How to break down your annual income and sales goals into monthly, weekly, daily, hourly goals targets and activity plans that will make you absolutely unstoppable
- ...→ How to use the *Law of Concentration*
- ...→ How to cope with adversity and temporary set backs
- ...→ How to respond creatively to disappointment
- ...→ How to stay on purpose all of the time
- ...→ How to balance your life to achieve success in all areas of your life
- ...→ The secrets to living a balanced life
- ...→ The 7 vital spokes to your Wheel of Life - Career, Family, Financial, Mental, Physical, Spiritual and Social
- ...→ How to apply the "Geni Principle" to goal setting
- ...→ The 8 steps to setting goals
- ...→ How to set goals with your family
- ...→ The 12 keys to effective time management
- ...→ How to use the 80/20 Rule of Selling to maximise your personal productivity
- ...→ How to spend more time in front of people who can buy and less time on unproductive activities
- ...→ How to keep yourself focused and "on-track" all of the time
- ...→ How use Personal Management Systems - diaries, wall planners, client data bases etc to leverage yourself
- ...→ A 20 Point Check List to effective time management
- ...→ How to leverage yourself through delegation
- ...→ Why you need "Unreasonable Friends" in your life
- ...→ How to use 7 proven steps to create your own better future starting today



## Here's What You Get

- Twelve (12) week intensive on-line Sales Training and Coaching Program. Eleven (11) modules.
- Four (4) of Wayne Berry's best selling audio programmes (more than 21 hours of additional training) if payment is made in full when enrolling. Value: AUD\$1,276.

## Exceptional Value

You do the numbers – just what is a 30% increase in your sales worth to you and your business? Or if you are somewhat cautious – what about a 10% or even 5% increase in sales? Investment in this coaching program really is a “no-brainer” if you are serious about improving your sales performance. It can be provided on a stand alone basis or as part of an overall coaching or consulting solution tailored to your business. Talk to your RIBI Business Coach or Consultant to discuss your needs.

## Investment

Please contact your local Results In Business Institute Business Coach or Consultant for information on fees.

## Money Back Guarantee And Tax Deductible

Check with your accountant but this training should be tax deductible. If you follow the schedule, complete the entire programme and put the techniques into practice and the additional sales generated do not repay your investment then your RIBI Business Coach or Consultant will refund your investment in full. This makes it a risk free investment for you.

## Other Programmes Also Available

- TOP GUN® Sales Bootcamp
- TOP GUN® Sales Managers Bootcamp
- TOP GUN® Master Negotiator Bootcamp
- Tailor Designed In-Company Programs and Conference Presentations

## CDs And DVD Programmes

A full range of Australian produced audio and video programmes on Selling, Negotiating, Sales Management and Personal Development are available. Web Site: [www.wayneberry.com.au](http://www.wayneberry.com.au)

## About Wayne Berry

Wayne Berry has known and worked with some of the greatest business and personal development trainers and philosophers of our time including Dr Denis E. Waitley, James Rohn, Dr Norman Vincent Peale, Earl Nightingale, Brian Tracy and Tom Hopkins. His books “How To Get The Best Deal Every Time”, and “How To Make The Best Sale Every Time” and “How to Lead and Motivate A Top Gun Sales Team” have been best sellers and are now in 13 countries. He has also authored more than 40 audio and video programmes sold internationally. He is now one of Australia's most sought after and most successful speakers and trainers on sales, negotiating, sales management and personal development. His TOP GUN Sales Academy now has thousands of graduates across the world. More information is available at Web Site: [www.wayneberry.com.au](http://www.wayneberry.com.au)

## Personalised Training Modules

Modules designed and prepared specifically for your company can be developed and delivered along with the modules previously detailed here. Contact your local Results In Business Institute Business Coach or Consultant.

## Like To Speak With Some TOP GUN® Sales Graduates?

Our past Graduates are our best advertisement for our workshops. If you'd like to speak with some, we would be happy to provide you with a list of names and telephone numbers. You'll also find their stories at our Web Site at [www.wayneberry.com.au](http://www.wayneberry.com.au)

## Some Of The Australian Companies Using Top Gun Training Systems

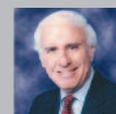
Australia Post	Collins Simms	Primus Telecoms
Adidas	Cafe Bar International	PMP Print
AMP Society	Datacraft Australia	Rentokil
AGFA Gevaert	Delfin Corporation	Repro
Ansvar Australia	Deutsche Bank	Rinnai
Arnott's Biscuits	Eli Lily	Sensis
Alpine Electronics	Flight Centres	Stamford Hotels
ARC Smorgan	First National Real Estate	Strathfield Car Radio
Aust Sales Institute	Estate	Telstra
AAT Kings Tours	Foxtel	TNT
Autobarn	Godfreys	Tattersalls
Boral	Harlequin Mills & Boon	Toyota Motor Group
Becton Corporation	H.J. Heinz	Texas Instruments
Biggin & Scott	James Hardie & Co	The Hotel Como
BP Australia	Leader Newspapers	Unisys
Barry Plant Real Estate	Lanier	Urban Land Corporation
Blackburn & Lockwood	Mars Confectionery	Visy Board
BMW	NEC	Wilson Pride Ellison
Butterworths	Ninemsn	Yakka
Channel 10	News Corporation	2UE
Colonial Mutual	Optus	3AW
Commonwealth Bank	Orbital Engine Corp	3MP
Cody Premium	Orica	
Outdoor	Pioneer Electronics	
Century 21 Real Estate		



"Wayne Berry is one of the finest sales and negotiating skills trainers in the world today. His ideas, insights and techniques are fast acting and will enable you to achieve immediate results!" USA Speaker and Author of "Advanced Selling Strategies"  
**Brian Tracy**



"After more than 18 years of working with Wayne Berry it's quite clear that he has the ability to help people become winners." USA Psychologist, Speaker and Author of "The Psychology of Winning"  
**Dr Denis Waitley**



"I was proud to be on the same program recently in Singapore and Kuala Lumpur with Wayne Berry. More than 10,000 people turned out there, and he is now helping people all over the world achieve their full potential and realise their dreams". USA Speaker and Author of "The Challenge To Succeed"  
**E. James Rohn**



"Wayne Berry knows what it takes to overcome adversity and bounce back to achieve greatness. His ideas work! He is inspiring!" Australia/UK Speaker and Author of Body Language  
**Alan Pease**



"In my role as a business and marketing authority, I meet experts in business from all around the world. One of those experts for whom I have a great deal of respect is Wayne Berry. I know from personal experience that his ideas on selling, negotiating and management work. They get quick results."  
Marketing Authority, Speaker and Co-Author  
"How To Motivate, Manager and Market Yourself".  
**Winston Marsh**



"Wayne Berry CSP was a founding member of NSAA and is a recipient of the most prestigious International Accreditation of the National Speakers Association, the CSP. There are only 45\* recipients in the world of the NSAA CSP. \*correct at time of printing

