



SHARPEN THE SKILLS AND CONFIDENCE OF YOUR SALES TEAMS



The Sales Edge (TSE)

Developed to apply to all levels of experience, The Sales Edge course challenges participants to further develop their skills, attitude and edge, to achieve even greater results.

THE SALES EDGE COURSE WILL HELP PARTICIPANTS INCREASE SALES REVENUE AND MARKET SHARE

This course will markedly boost the skills and confidence of your sales teams as they master new strategies and techniques. They will see improvements in the following areas:

- Increased sales revenue
- Improved skill in generating leads and identifying new opportunities
- Greater confidence and enhanced presentation skills
- Improved effectiveness in handling objections and overcoming stalls
- Increased ability to develop successful ongoing customer relationships
- Better self-management to become highly productive sales professionals

...TO IMPROVE THE BOTTOM LINE OF YOUR ORGANISATION.

In addition to the measurable business results achieved, successful participants will be awarded a BSB40615 Certificate IV in Business Sales.

Don't just take our word for it, here is what some of LMA's participants have said about the TSE course:

"When I started with LMA I had no sales experience, today, I have more than \$4.5 million in sales booked. The results speak volumes for the quality of the training at LMA."

Kevin Wilkins, Alert Tech:



Empowered people. Better results.

FROM 'GREEN' TO 'MEAN' SALES PROFESSIONAL

"Starting off very 'green' in sales, I was very keen to learn and develop both as a person and a professional sales representative. Through the assistance of this course, I have conquered many uphill battles and developed many new and key accounts."

Jason Harrison, Hardy Spicer

MORE SUCCESSFUL THANKS TO LMA

"I got a lot more out of this course than I first thought I would, I was ready to quit after a few weeks but glad I didn't. I now understand what it takes to be a successful sales person and to be more successful in all areas of my life. Thank you."

Nathan Kirkland, Titan Wheels Australia

GROWING IN CONFIDENCE

"To me each session was totally enjoyable and I left each time feeling ready to take on the world; full of confidence. When I began the course I set goals to meet with many of my customers, and I achieved this - which in turn has generated sales for me."

Trevor Kuchel, Otis Elevator Company.

MORE TIME TO GET SALES

"I have put in place my two main goals and I have won business that I never had the time to attain. My attitude in the sales area has changed, this has to be a benefit to both myself and my company."

Nick Corkindale, Steelplus / Wireplus

COLLABORATION WITH LIKE-MINDED SALES PROFESSIONALS

"One of the aspects I most enjoyed was being able to share experiences and sales techniques with like-minded professionals. Overall, I feel that I have developed my sales edge to a great extent and have become a more confident and better prepared sales professional as a result."

Pietro Cosenza, Röhlig Australia

"The workshop environment offers a priceless insight into how others operate in their business environments. The experience and knowledge that comes from having such a diverse array of business people in each workshop is like having access to the latest and greatest set of encyclopedias to draw from."

Stephen Anthony, Canberra Racing Club (Thoroughbred Park).

HPA'S ASSIST WITH TIME MANAGEMENT

"During the course I was able to bring on 8 new customers with about 6 prospects I'm hoping to convert - by focusing on the principles in the LMA course. I was able to identify

deficiencies in my time analysis and refine them accordingly, to focus more on my High Payoff Activities."

Gregory Spice, Ticket Manufacturers Australia

"My business win-win goal was to achieve \$500k in sales revenue in 6 months. Not only was this achieved through the help of LMA, we doubled sales from last year over the same months."

Christel Lee Gatt, The Mean Fiddler

To discuss how we can help you achieve exceptional results in your organisation, contact us on (Aust) 1800 333 270 or (NZ) 0800 333 270 or visit www.lma.biz

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