

'The Effective Sales Manager'- Sales Managers say:

"The PACE Australia Sales Management approach is a recipe for management success. The concepts are fundamental, and the foundation required to ensure that your sales team is being led into driving useful activity and customer contact. Once a manager is given these tools and puts them into effective practice, increased productivity and independence are inevitable."

*Mary James, NSW Sales Manager
ExpressData*

"...to let you know how valuable I found the 4 day Sales Management course that I completed with PACE Australia. It gave me skills I could implement as soon as I returned back to work. By introducing the leverage model my team were able to plan our activities so that small changes could indeed get us to our expected growth targets.

It was practical skills that could be taken straight back and implemented. I have seen positive changes with my relationship with my direct reports since understanding and using these skills. Every manager should have the opportunity to attend this session to help with the team dynamics and language barriers."

*Marena Oldfield,
National Sales Manager, 3M Dental Care*

"I took away concepts from your recent Sales Managers Seminar that will prove invaluable in my new role as sales manager. I would recommend your course to anyone in a sales managers role. I have already instituted just two items and lifted the performance of my sales team in just 4 weeks."

*Ron Jenkins, NSW Sales Manager
Lesnies*

"The development we are currently undertaking with Pace Australia, for me personally could not be at a more opportune time. I have only been in my current role as Manager Sales – ACT for the past six months, with nine staff reporting to me. With the management modules that we have already undertaken, I am already putting these into practice, with measurable results."

*Shirley Field, Sales Manager
Qantas Airways, ACT*

"Well thought out and hard hitting, a real eye opener for Sales Managers who want to change direction for the better."

*Stephen Harvey, Sales Manager NSW
ICON Industries Pty Ltd*

"The structured approach your company has developed for Sales techniques, planning and securing results is professional and pragmatic. The Sales Process Map incorporating prospect pipeline / active customer base has been extremely useful to clearly identify activity requirements to achieve targets, and to understand the amount of business that will be generated from an existing customer base."

*Peter Cameron, Regional Manger
Westpac Business Banking NSW*

"Thank you! The two days spent were definitely worthwhile – after being in my role for some 18 months now, the penny has finally dropped re the importance of planning for my team, and me. In a sales management role the pressure is constant – but I have now realised this does not need to be the case if a plan has been put in place. Tasks can be set and if these are completed, then the overall burden of making targets can be lifted. I now look forward to putting these words into action."

*David Dietrich, Sales Manager SA
Express Data*



"PACE Australia provides a clear and concise framework for how to plan and effectively work with the sales team members. Business is about fundamentals and knowing the fundamentals. PACE Australia provides these very clearly."

Bram van Hulsen,

*Sales Manager Australia
Germantown International*

"You have opened Pandora's Box! I look forward to working on an on-going basis with PACE Australia in developing our Sales and Marketing skills."

*Pheona Arndell, Business Development Manager
NSW Department of Public Works and Services*

"PACE Australia gives sales managers the "tools" to achieve your business goals. It gives you a new way of looking at your business and best of all, how to change to get the full benefits of what you are doing now and what you "should be doing." I would recommend PACE Australia to other companies wanting to get the best out of their sales organisation; this offers many practical ideas to leverage your business to provide maximum growth."

*Steven Wendtman, Regional business Manager
Tyco Healthcare*



"PACE Australia has provided ACER with a methodical approach to sales and sales planning customised for our company and industry, and a common language across the sales team. We now have an affective measurement tool covering the key aspects of a sales organisation: realistic pipeline (forecast) analysis, qualified opportunities, measured and targeted activity, development plans for our customers and our sales teams."

*Greg Michaelian, NSW State Manager
ACER Computer Australia*

"The PACE Australia Sales management course was timely for me, I have been the State Sales Manager for only 5 months. The course offered face-to-face learning with a comprehensive list of topic's covered.

The Sales Process Map, leveraging and situational management modules we learnt have built a foundation that I will put into practice in my office environment.

An excellent course! It teaches practical, realistic strategies to increase results for our business. Thank you."

*Kerry Thaler, State Sales Manager
Australian Finance Group SA*

"The Effective Sales Manager is a tremendous management tool for all sales managers. This course sets out the model of a strategic plan for any sales manager to implement with a small to large team for great results.

The course is broken into two parts:

- 'Deliver Planned Results' which showed us how to motivate, develop action plans, prospect, measure and monitor results for growth.
- 'Coaching for Performance' which showed how we can best develop our sales team by identifying their strengths and weaknesses and how effective coaching increases their personal development.

The course challenges us to recognise situations that we may have thought insignificant to our mode of operation, and by making those small changes, an increase in productivity has resulted. Many thanks for the experience."

*Roland Cowley, Advertising Manager
The Land Newspaper, Rural Press Group*

"The program has served to both re enforce current practices and refresh my memory of procedures that probably should still be utilised but for what ever reason have been left behind. There have been many ideas put forward by the group that I can modify to suit my operation. Looking forward to Part 2."

*Ray Francis
AKZO Nobel*

"The Effective Sales Manager program has delivered to me the ability to stay well in front of the knowledge base of my members and deliver a perceived benefit to our continuing relationship.

The program delivers a down to earth easy to remember set of practices relevant to sales in any market. It will also give you a set of practical 'take aways' that will allow you to do things 'differently, better or more of' to ensure you will always have a mechanism to monitor the activities that will give you the planned results you expect to achieve.

I recommend anyone, no matter how efficient you are in the Sales industry to attend this program, if for no other reason than to ensure you are doing everything in your power to deliver those results."

*Warren Darnhill, State Manger NSW
Australian Financial Group*

"Even if you have a 'well established' sales or account management approach, the PACE program acts as a great Healthcheck of your approach and will no doubt provide you a useful means of further improving it.

A great program. The quality of the materials and the facilitators make it well worth the investment of time and money. In particular the tools around coaching and situational leadership are going to prove invaluable."

*Mark Croudace
Ernst & Young*

"This has provided a range of processes and tools that will provide a solid basis for me to effectively manage my team. I believe the knowledge provided in this course will also allow me to tackle the challenges ahead with far more confidence and assurance."

*Justin Gale
Volante Systems*

"I found the theory to be logical and in most cases relatively easy to implement. The proof of success will be in transferring the theory into practice. Regardless, I have some very handy notes to refer back to and some thinking to do around the practices in my own team."

*Kylie Gibson
Readers Digest*

"As a manager it has been refreshing to be made aware that a structured process is available to ensure sustainable growth."

*Julian Coelho
Atlas Copco Compressors Australia*



"Having recently been promoted to Sales Manager without a background or structured training in sales, this seminar went through the necessary tools required and the methodology necessary to conduct an effective plan. I have gained a lot of confidence and can clearly see that I have great information to take back to the team."

*Keith Castellas
Rainpure*

"I have often criticised Volante for 'managing via a spreadsheet.' A lot of what we discussed in the past 2 days has actually explained the intention of the tools and how to best use them. Coming from AMS I did not have a good grasp of the methodology and frankly no one in Volante has ever really explained it to me fully. I now have a much better understanding of the tools and will use them more effectively moving forward."

*Sonja Johnson
Volante Systems*

"It was great to get an understanding of the methods and tools for effective sales management. I now have a number of options open to me to assist in continually growing my sales team to be as effective as possible."

*Lucas Hough-Neilson
Volante Systems*

"I am leaving today with real, actionable ideas that I believe will be genuinely useful to me, my team and my business. I believe the tools I am taking away with me will improve the planning and account management in my team and increase my control of the outcomes by around 50%."

*Samantha Ryan
Readers Digest*

"The concepts of sales process mapping, pipeline management and backward planning have now been implemented. I am pleased to say also that enhancements to our internal sales tracking system that mirror your business pipeline model are now well understood and provide a valuable tool both to me as a sales manager and the individual pipeline owners in understanding their business. The backward plan calculation was certainly a wake up call to some of the managers."

*Phil Gibbons
Westpac Business Banking, ACT*

"Attending the course has reinforced my belief in 'removing the perceived mystique' of sales management and getting back to solid, achievable, communicated common goals."

*Brian Anderson
NSW Sales Manager, Sandvik*

"The topic was obviously well researched, as was evident in the quality of the presentation and handout material received. I am a firm believer 'if you can't measure it, you can't manage it' and this is absolutely the case when it comes to sales staff. You first must be able to measure their performance, to then put into place assistance and direction for improvement. I felt the 'situation and leadership' module was of most benefit to myself, as implementation of a few key criteria from the directive behaviour section could provide dividend for our business. I would have no hesitation in recommending this training for other sales managers."

*Adrian Driscoll, Sales Manager
Tracserv Pty Ltd*

"The concepts and strategies learnt will allow me to measure my sales team performance, and as such redirect the sales department focus to achieve the company's sales objectives."

*Manuel Dias
Sales Manager, Schindler Lifts*

"Practical and useful techniques that can be adapted to our firm. Raises the profile of the issues and what is required to be an effective sales person."

*Andrew Chen
Director, WHK*

- "Some solid concepts and principles to effect a focused sales management system. Particularly with regards to setting an operational framework / process for the individual salesman.
- Formal structured tools which can be adapted to our own business process and the ability to obtain / provide better feedback on sales performance
- A valuable foundation for a company's sales team
- It will help me in monitoring and the ability to identify problem areas in the sales performance and assist in developing (professionally) our sales team."

*David Green
Business Manager, Atlas Copco Compressors*

"The program provided a succinct and relevant insight into motivation theory, marketing and quantitative pipeline management. It is a great way to fast track the knowledge of managers and senior sales people who may not have completed post graduate studies in management. For others it provides a great refresher and review of the things we should keep in mind on a day to day basis."

*Martin Chang
Sales Manager, Optus Acquisition*



"Enjoyed learning about the sales planning process and the benefits in implementing it into our organisation. Learning with people from a range of organisation's and industries helps in thinking laterally and applying concepts to our business. The course content provides many ideas for organisational change to drive increased sales and a more efficient selling process."

*Mark Cook
Director, WHK*

"This program clearly identified all the elements necessary for a sales manager to consider in creating an integrated approach to sales for his / her sales staff. Effective implementation should ensure mutually shared expectations between the sales person and their manager."

*Chris Drake
The Empower Group*

"This program delivers a structured approach to the sales management process, identifying key concepts for consideration by sales managers. Valuable ideas are presented to take away along with various tools to assist in the 'rolling out' across sales staff."

*Simon Paterson
Principal, WHK*

Enables us to create the basic road map and take our sales and more importantly our prospect ability to a higher level. Will also assist as a template in introducing some cultural change improvements into our organisation."

*John Hogarth, Area Manager
Banana Coast Community Credit Union*

"This program has allowed me to establish clarity on our processes and how we can move from there with confidence. The various tools used will be implemented and further refined, allowing my team an objective and reasonably accurate tool to benchmark their own progress."

*Heng Jiang Cheng
Gunnebo Securities*

"The systems, processes and ideas we have learnt over the past 2 days are relevant to any business and can positively help to influence growth. The principles are easy to understand and I am looking forward to going back into my state and working with the concepts. Thank you!"

*Kim Fowler
Nutrimetics International*

"I found the program to be content rich, really enjoyed the tasks and activities. I feel more confident in being able to lead my team more effectively and efficiently. Certainly recommend the PACE program to any company or corporation who are looking for a competitive edge."

*Mark Warnes
Akzo Nobel*

"This program has really changed my views on a successful sales team. I have taken away and actioned some of the plans already and have had a very positive result both financially and in my sales team as a whole."

*Rick Klosinski
Lesnies*

"This program has offered me the time, thought and tools to make the transition from good to great for my team and me. If I have the discipline to carry out 60% of what I have learnt my customers will feel the difference and our bottom line will grow significantly."

*Mark Ashburn
Holden Leasing*

"I have been pleased with the logic and simplistic nature of the program. I have learnt that what is a common sense approach to sales is along the same lines as to where I have been driving my sales team. It will assist me on being able to better qualify and quantify the strategies for the sales plan and budgeting process."

*Frank Morgante
Trojan Workforce*

"Excellent, best course I have ever been on. Will improve my skills and productivity greatly. Have no hesitation in recommending it to anyone, thank you."

*Andre Vicek
Optus Mobile*

"This course with its ideas and basic concepts has given me insights to where I need to be, to successfully manage a strong, winning sales team. Thank you."

*Pat Molloy
Enerpac*

"The course has equipped me with the foundations and tools to assist me and my team in the achievement of higher performance. It was also very effective in identifying the good things that you do and being able to share your experiences with other sales managers was terrific."

*Scott Sobey
Trojan Workforce*



"The program allowed me to take on a fresh view of the health of my business. I now understand that if I continue to work the same way without a clear understanding of my teams activities – my team will not grow and succeed. The framework will allow me and my team to understand our shared goals and work in a methodical planned way towards shared success."

*Dean Forde
Optus Mobile*

"PACE – Effective Sales Manger was a good eye opener, reminder of common sense and inspiration to return to my job armed with valuable new information to do a better job. I will encourage my senior managers to continue the program and to review the results as I am confident that we will have improvements soon if we are applying our learning's from PACE."

*Ulrich Schild
Optus Mobile*

"As a new sales manager I found this particular course extremely helpful and will take away a lot of specific actions to follow up with my team. Paul Archer was excellent and the interaction with other companies was very good, I look forward to Part 2."

*Rod Begley
CP Ships*

"I have enjoyed mixing with sales managers from varied industries and recognised that sales management takes discipline and commitment to its people and processes. I will take away the realisation of knowing it's important to know what your starting point is before you can implement changes and know how to measure them. Thoroughly enjoyed – thank you."

*Kate Sewell
Optus Mobile*

"Very professional and well structured course. Key learning's include how to better structure the business, get more out of employees and plan ahead to achieve results. This information now needs to be implemented to obtain maximum benefit.

*Peter Lech
J. Boag & Son Brewing Limited*

"Very well constructed course, covered 'key' areas needed to be an effective manager in the real world. Paul broke down difficult concepts and related to my business in a meaningful way.'

*Angus Hudson
J. Boag & Son Brewing Limited*

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