

JOHN LEES
SPEAKER ▲ TRAINER ▲ CONSULTANT ▲ AUTHOR
BUSINESS COACHING

business coaching

If you need to talk through **key aspects of marketing or sales strategy** then this consulting service from John Lees will help enormously, plus if you would like to arrange for your value propositions, sales approaches, sales structure or sales management practices to be challenged in a positive way... then again this service will prove very valuable.

The cost is at the rate of \$800 per 2 hour session, plus GST (this is the minimum level of involvement), through to a full day of involvement at the rate of \$2,750 plus GST.



JOHN LEES BUSINESS GROUP

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Here is a list of areas where business coaching with John Lees can prove very productive:

- Marketing strategy (ensuring that value propositions are distinctive and desirable)
- Sales strategy (ensuring that your sales people open and close sales effectively)
- The creation of 'self-management' tools for sales people and managers (plans, etc.)
- Sales presentation materials (ensuring that your sales people use the most effective means of communicating with clients/prospects and leading discussion)
- Sales structure (ensuring that your sales teams are 'designed' according to market needs)
- Sales management practices (ensuring that your state/regional sales managers provide excellent leadership, direction and control of their sales people)
- Customer development programmes (creating education, ideas, business development concepts, etc., to ensure that customers/franchisees/distributors maximise their success with your products/services)
- Talking to job applicants (ensuring an expert second opinion is included in the process of hiring new, key people in the areas of marketing and sales)
- Designing sales conference agendas (ensuring that key conferences are as appealing and distinctive as possible, with recommendations on structure, speakers, workshops, etc.)
- Your own leadership role (ensuring that areas where you feel professional improvement is needed are attended to in a practical and creative manner, such as presentation skills, etc.)

John Lees is a member of the Institute of Management Consultants, also the author of 11 books on business development and a respected keynote motivational speaker at major conferences... and a trainer of sales people and managers.