

Michael Schoettler

Making Sense of the Sales Process

Mike Schoettler is an entertaining pragmatist who blends humor and pathos with his own personal experience. Combining a background of sales and management success, Mike's creditability extends to both sales and non-sales staff alike.

Educated in the United States of America, Mike's perspective makes him a unique speaker/trainer with the ability to move an audience to action. Mike has a B.A. in Political Science (California State University at Los Angeles) and a Master of International Management (American Graduate School of International Management).

Mike has demonstrated his "Sales Sense" approach to producing results working in major corporations in both the USA and Australia. After five years as National

Sales Manager for Hunter Douglas, he started speaking professionally in 1991. In the years since, Mike has worked with Associations, Corporations, and Franchise Organizations of all sizes around the world. In 1995, Mike was elected President of the National Speakers Association of Australia in NSW.



Michael Schoettler talks about:

Target Acquisition, Developing your Ideal Clients

Do you have a continuous stream of profitable new clients? Mike explains why your success in business depends more on your ability to attract and acquire new clients than the absolute quality of your work. His Four Fundamentals of Future Funding will show you how to create a constant stream of new and profitable clients. Your application of the Six Levels of Professional Relationships will provide the keys to develop and retain your ideal clients.

The Power of Smart Negotiation

The challenge is not that people don't understand the basics of negotiation, but all too often, they don't even realise they are in a negotiation situation. Today you are expected to negotiate with people at every level of an organization and your skills have never been so important to achieving your day-to-day objectives. When deals come with a "Don't Lose It" instruction, your ability to negotiate becomes the difference between success and failure.



Five Steps to Sales Success

The Fundamentals have not changed and your team's success revolves around their ability to consistently focus on their clients needs and keep the process moving. "Sales Sense" is not hard to understand but consistency is the challenge.

Making Ice Burn

Look around. A bit Depressing? If morale's low, you'd better do something - Quick! Nothing can reduce your team's results faster than morale problems. They can sneak into even the healthiest team and destroy its spirit in a flash. If you are not sure what to do, Sales Sense can reveal the two faces of low morale and the 5 simple steps to turn your team around. And then watch how your customers respond to the change in your team.

Manage to be a Leader

Mike Schoettler believes leadership can be learned and the best leaders are excellent learners. Where do you want to be in five years time? Do you have the leadership skills to get the best out of your team and yourself? "Sales Sense" can show you how.

How to Present Like a Pro

Are your presentations letting you down? Knowing what to say is not enough if you don't know the secrets of being believed. "Sales Sense" outlines the basic steps required to establish your authority in front of an audience. You can do it; you just need to learn how to apply the fundamentals.

An Incentive Doesn't have to be Money

When gloom and doom have overtaken your team, an incentive can be the best cure. If you need to change direction or just light a fire under some comfort zones, this quick response tool can lift the results of a large team or even a single individual. "Sales Sense" makes the fundamentals easy to apply and you will learn to focus more attention on your key issues.

Testimonials

We are very pleased with the outcome and I would be very willing to recommend your approach and application to potential clients ... thanks for a great motivational finale.

- BHP Building Products

Mike was an excellent opener for our recent team meeting when he helped us focus on what the real issues were, gave us a road map to move forward and challenged us to be that little bit better.

- Pro Safe Direct

"Mike Schoettler brilliantly highlighted some of our misgivings in dealing with our customers and reinforced with wonderful illustrations the importance of our Sales Staff in projecting our



Company's image and policies.

- AEP Industries

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