



## The Academy: Training Capability Statement

*Organisation:* Barrett Consulting Group Pty. Ltd. incorporating [www.salesessentials.com](http://www.salesessentials.com)

*Key Contacts:* Sue Barrett (Founder & CEO) & Jens Hartmann (Head of Learning & Development)

*Contact details:* T (03) 9533 0000 E: [svb@barrett.com.au](mailto:svb@barrett.com.au) E: [jrh@barrett.com.au](mailto:jrh@barrett.com.au)

---

### *Education & Qualifications:*

**Sue Barrett:** BSc (Pharmacology & Immunology, Monash), Cert (Strategic Management), Cert IV (Accredited Workplace Assessor & Trainer), Accredited Executive Coach (IEC)

**Jens Hartmann:** BBAdmin (Business & Banking), Master's degree in Communication at the University of Arts in Berlin, Intercultural Trainer & Coach in Intercultural/Multicultural and Diversity Studies (University Jena), Cert IV (Accredited Workplace Assessor & Trainer)

---

### *Programs & Services*

Established in 1995, Barrett is a business consulting and education firm specialising in Sales.

#### Business Consulting Services

- Audit and develop effective Sales Strategies and Go-to-market Action Plans
- Audit and develop Sales Market Segmentation Plans and Strategic Account Plans
- Develop Sales Messaging and Value Propositions for company, market segments and products/services
- Map Sales Processes and building a Sales Resources Library
- Build Sales Success Profiles (including Job & Person Descriptions) for recruitment, induction, development, coaching, performance management and succession planning
- Sales Benchmarking, Sales Assessments and Psychometric Profiling for recruitment and development purposes
- Develop 70:20:10 Learning & Development Frameworks for Sales & Service Teams
- Implement Online Sales Training Systems
- Sales Coaching (group and one-on-one)
- Sales Consulting and Advisory Services
- Innovative Key note presentations and interactive team sessions for conferences and events

#### Facilitation & Workshops:

##### **Sales Essentials Foundation Topics**

- Sales, Territory & Account Planning
- Prospecting & New Business Development Skills & Strategies
- Consultative & Solution Selling
- Strategic Conversations
- Selling Professional Services
- Ethics & Philosophy of Selling
- Selling Better in the 21<sup>st</sup> Century
- The Sales Brain Fundamentals

- Customer Service Essentials
- Internal Sales Essentials
- Versatile Communication Skills
- Selling is a Team Sport
- Diploma of Business SUT (Sales)
- Purposeful Optimism for Sales Teams

#### **Sales Essentials Extension Topics**

- Sales Psychology & Optimism
- The Optimistic Sales Person & Team
- Overcoming Sales Call Reluctance
- Public Speaking & Presentation Skills
- Influencing & Negotiation Skills
- Value Added Selling
- Developing a Prospecting Playbook
- Principles & Basics of CRM
- Business Acumen for Sales People
- Resilience & a Healthy Sales Mindset
- Networking & Relationship Mgt.
- Storytelling in Sales
- Social Selling Strategies & Tactics
- Effective Proposal Development
- Self-Management and Prioritisation

#### **Strategic & Key Account Management Topics**

- Integrated KAM programmes for Strategic, Key and Large Accounts with multiple stakeholders using Key Account Strategies, Tactics, Plans and Tools.

#### **Best Practice Sessions**

- Barrett recommends getting your sales team together on a regular basis to discuss and map 'best practice'. It is a great way to build team culture and drive better performance outcomes.

#### **Conferences & Fire Brigade Sessions**

- If you are not sure what to deliver or how to deliver a key initiative to your team, Barrett will design a workshop, programme or conference that delivers the outcomes you want.

#### **Sales Management Essentials Topics**

Barrett Sales Management Essentials provides sales leaders with a sales leadership management system and protocols that includes core principles, skills, tools, templates, processes and models needed to lead and inspire dynamic and highly productive sales teams.

Sales Management Essentials Topics:

- Sales Coaching
- Sales Strategy Development
- Account Mapping
- Sales Recruitment & Selection
- Sales Performance Management
- Sales Financials

- Sales Leadership & Teamwork
- Sales Culture Transformation
- Sales Leader as CEO

#### Approach to Learning & Development

#### **Design and customise your Sales Development Programmes for “How we sell around here”:**

Barrett designs and customises individual workshops and conferences through to 12+ month blended learning sales training and coaching programmes that encompass your sales strategy, sales messaging, value proposition, market segments, sales process maps, sales standards, skills, tools and processes under the title “How we sell around here”. The main aim is to ensure that all sales tools and materials are purpose built for your organisation and this includes case studies, sales process maps, templates, tools, sales coaching resources, online modules, etc. The topics listed above are indicative of the range and scope of content we deliver, however, not limited to this list only.

**Design your own Sales Programme Formats:** Programme formats are designed using 70:20:10 learning methodology and includes 1, 2 or 3 day workshop formats that are delivered over time to embed best practices standards and create a Perpetual Learning Environment (PLE). Our workshops and online modules are designed using the latest inquiry based learning methodologies that are interactive, practical and highly engaging. Workshops are underpinned by online learning, regular tele-coaching and infield coaching support (by trained in-house sales managers) to ensure application and development of the fundamental sales principles and tools studied. Barrett’s L&D consultants are experienced and qualified instructional designers, facilitators, trainers and coaches who know how to prepare an effective learning plan for your organisation that delivers real and sustainable sales results and behavioural outcomes.

---

#### *Introduction & Biographies:*



#### **Sue Barrett, Founder and Managing Director. Head of Sales Talent, Coach and Facilitator**

Sue Barrett is founder and CEO of Barrett, the pragmatic business consulting and education firm specialising in sales established in 1995, the online sales education platform [www.salesessentials.com](http://www.salesessentials.com), and the Selling Better Movement. Sue lives by the philosophy that selling is everybody's business and everybody lives by selling something. 1997 Winner of the Telstra & Victorian Government Small Business Award, an inductee in the Business Women's Hall of Fame 2000, and finalist in 1998 and 2001 Telstra Business Woman of the Year Awards, Sue is one of the most authoritative thought leaders reporting on and working in the selling profession in Australia and the world today. Working as a Sales Strategist, Writer and Philosopher; Keynote Speaker, Sales Trainer, Coach and Selling Better Activist, Sue has published over 600 sales articles in the mainstream press, written 21 e-books on sales, and with her team has developed 50 online sales training and coaching modules, got selling its first ever university qualification via Swinburne University and produces the ‘must read’ Annual 12 Sales Trends Report. Sue and her team are committed to helping business leaders deliver selling better

strategies and helping people and businesses sell better with healthier margins and less risk. Sue is also a Board Member of the [Future Business Council](#).



**Jens Hartmann, Head of Learning & Development; Lead Trainer, Facilitator, Coach, Instructional Designer**

Jens joined Barrett in 2012 with a solid background in training, coaching and executive development. He has extensive experience in the sales and service industries where he has worked since 1988. Jens grew up in Germany where he completed a degree in Business and Banking. After a couple of years in sales roles he studied Communication at the University of Arts in Berlin. Since 1997 Jens has been managing the full spectrum of L&D and management consulting functions: instructional design, implementation and facilitation of made-to-measure blended training programmes, and managing projects around helping sales organisations with their processes, strategies and operations. He also enjoys being out in the field training and coaching people and supporting them right in their everyday line of work. Jens is highly regarded as Management Development Specialist and Performance Coach with a strong sales and efficiency focus, particularly in environments undergoing change and restructuring. Jens has worked with major corporations and financial institutions as well as for organisations of all sizes across the board of industries and sectors, and for several universities.

---

*Introduction & Background to Barrett Consulting Group:*

**What are we?** Established in 1995, Barrett is a business consulting and education firm specialising in Sales.

**Who do we work with?** We work with organisations, large and small across most sectors in Private, Public, N4P and Government domains who have customers, clients, members, patrons, students, patients and partners and want to improve sales results, culture and customer experience (CX).

**What is our philosophy?** We believe everybody lives by selling something.

**What do we do?** We help people and businesses sell better.

**How do you benefit from working with us?** By partnering with Barrett you will be able to:

- Sell better, at healthier margins with less risk of failure;
- Make more informed decisions about how to lead and manage your sales team and operations;
- Build client centric, team based business cultures that attract and retain more of the clients and employees you want; and
- Get access to a Complete Sales System, Tools & Resources to make selling easier and more effective for you and your whole organisation now and in the long term

**What do we value?** We are dedicated to the proliferation of ethical, human-centred sales and leadership strategies and practices designed for a collaborative world. With Barrett, it's all about selling, leading and communicating by design to deliver sustainable and repeatable behaviours and results, whether you call yourself a sales professional or not. As a partner in our clients' success we believe in ensuring that there is always a fair and mutual exchange of value. We endorse collaboration and cooperation as the pathway to mutual success and prosperity. We believe in long term and sustainability. We enjoy working as our clients' Selling Better Advisory & Education Team.

**What are some of our major achievements?**

First in Australia to get Selling a university qualification (SUT); Built the world's first Sales Strategy & Operations Model and Audit Process; Produced the world's first Sales Competency Dictionary; Winner of 1997 Telstra & Victorian Government Small Business Award; launched the [Selling Better Movement](#) and Manifesto in 2018.

---

*Industry Sector Experience:*

- Banking & Finance
- Mining, Industrial & Engineering
- Building, Construction, Interiors & Signage
- Media, Market Research, Advertising & Digital Marketing
- IT, Web & Telecommunications
- Scientific, Medical, Chemicals & Healthcare
- Professional & Business Services
- Property Sales & Development
- Automotive, Travel & Transport
- Retail, FMCG, Hospitality, Exhibitions, Consumer & Packaging
- Education, Health Services, N4P & Industry Groups
- Sports & Leisure
- Environmental & Agriculture including KS Environmental. Davey Water Products. LDC. John Deere. Envirogroup. Keep Cup. AgLink. Elders. Lotus Filters. Moreland Energy Foundation. Super Gardens. Tableland Fertilisers. Wesfarmers. Bayer Crop Science.