



PROFILE

Ian Cartwright

WHY YOU CAN TRUST ME TO COACH YOUR SALES TEAM

You can trust me to coach your team because I know your market, I know your challenges, and I've been in your shoes. Everything I know about sales, I discovered through doing, and I can teach your team shortcuts it took me 30 years to learn.

I STARTED OUT AS AN ENGINEER.

After beginning working life as an electrical draughtsman, I joined local electronics manufacturers AuCom, making soft starters for the global market.

Pretty much our first chat, my boss went, "You're wasted doing drawings mate, we need you out there talking to people, you'd be great at sales."

My dad disagreed. "You can't do that son. You're too honest to be a salesperson."

But dad was wrong. Turns out honesty is what makes a good salesperson.

THEN I SOLD TO AGRIBUSINESS AND ENGINEERS FOR 30 YEARS

After six years cutting my teeth selling soft starters, it was time for a new challenge, and I headed to Danfoss to sell irrigation systems to South Island farmers.

That's when things really took off.

Their sales strategy sucked, so I convinced national management to let me put in place a new plan and grew their South Island sales 300% over three years. My personal best was the year I made two million in under 12 months.

AuCom head hunted me back to head up international sales. Seven years later, after growing sales in my region 50%, establishing a global network of distributors and winning a new multinational manufacturing agreement, I knew the world of soft starters inside out and was keen to try selling other things.



After a move into selling Shell lubricants, I discovered my skills worked for commodities too and I built up their largest national account. Next, I sold ABB power products to electrical engineers, before getting back to my agribusiness roots selling irrigation again.

GOING OUT ON MY OWN TO TEACH PEOPLE HOW TO SELL.

By this time, I'd worked in sales for 30 years.

Taking stock, I realised the thing I'd loved best for a long time wasn't the thrill of the deal, but the satisfaction of coaching my team and teaching others to sell.

I took a bachelor's degree in applied management, sales, and marketing, and started working as a freelance sales and marketing consultant.

Because of 35 years' experience working with engineers, and 30 years selling to agribusiness, I found these businesses really valued what I had to share.

Got to the point where it wasn't so much I wouldn't work with other businesses, but my whole client list was engineering consultants and rural businesses anyway.

HERE'S WHAT I DO FOR MY CLIENTS:

I take the skills I've learned cutting international deals, leading teams, establishing distributors, and mentoring more sales reps than I can remember. And I put them to work, teaching your team to sell.

I'll show them how easily they can grow your business by focusing on solving your customers' problems and committing to simple daily activities that fill your pipeline.



PROFILE

Ian Cartwright

Industry Experience Summary:

My industry experience is a mix of building cross-cultural relationships, strategic account management, project and technical sales, preparing & executing strategic sales plans. I'm a globally experienced technical sales & marketing professional with over 30 years' experience, in more than 20 countries across multiple industries. I hold a Bachelor of Applied Management (Sales & Marketing), and a New Zealand Certificate in Engineering (Electrical).

My experience ranges across the following industries:

SALES & MARKETING ADVISORY SECTOR

Sector experience includes:

- Agri-business, services, tourism, manufacturing, technical product distribution, B2B and B2C.

Roles include:

- Consulting, market research, strategy development, coaching and mentoring.

AGRI-BUSINESS SECTOR

Sector experience includes:

- Irrigation, precision agriculture, spraying, spreading and field days.

Roles include:

- Sales, management, regional sales management, business development, dealer development and training.

ELECTRICAL POWER DISTRIBUTION SECTOR

Sector experience includes:

- Utilities, sub stations, power stations, power & electrical contractors and consultants.

Roles include:

- Sales, management, business development, tender preparation, trade show & conference preparation and design draughting.

CHEMICALS & LUBRICANTS SECTOR

Sector experience includes:

- Industrial lubricants, mining, marine, mechanical workshops, automotive service and bulk product distribution.

Roles include:

- Sales, account management, logistics and RFP preparation.

ELECTRICAL & ELECTRONIC PRODUCT SECTOR

Sector experience includes:

- Irrigation, mining, timber, marine, water & wastewater, consultants, wholesale & distribution and international trade show & exhibitions.

Roles include:

- International & domestic sales, management, regional sales management, business development, dealer development & training, trade show & sales conference development and applications engineering.

NOT FOR PROFIT SECTOR

Sector experience includes:

- Sports club management.

Roles include:

- Administration, fundraising and sponsorship.



CASE STUDY

Lumen

Helping Lumen's engineering consultants embrace a new problem solving approach to sales

LUMEN

MD of Lumen, Dan Tombleson manages a team of engineers specialising in energy. Keen to upskill his team in business development, he booked sales coaching for his senior specialists.

Dan explains, "We've almost more work that we can handle right now, but we can't be too arrogant and think it's all our doing when the market's so busy. We want to be proactive rather than reactive. For me the ultimate success in consulting is to have good work lining up at your door so you can choose your projects, and good people lining up to work for you."

"We realised we needed to upskill our team in business development, so they've a better understanding of why it's important to promote our services. We're always looking to grow our key client base, so we don't become too reliant on one client."

ENGINEERS WON'T TOLERATE BUZZWORDS AND BULLSHIT

Dan got in touch after a sales skills workshop I ran for the Canterbury Chamber of Commerce because he wanted to offer sales coaching in house to his team.

Lumen had already explored possibilities with other sales coaches, but Dan says, "They were the sales coach cliché, larger than life, loud voices, and lacked the substance that connects with our people. My first discussion with Ian, I discovered we shared an electrical engineering background, and it was quite easy to see how he could build a rapport with our key players."

"Engineers won't tolerate buzzwords and bullshit. And Ian's not your stereotypical consultant looking for the sell in everything. He's given us some very frank advice. The things we've worked on together haven't been just spray and walk away. Often you get nothing out of training courses because people go back to their day job and change nothing. This time's different. We're doing our best to action the stuff we learned, and Ian's supporting us."

EQUIPPING YOUR TEAM WITH THE LANGUAGE THEY NEED TO SELL

Dan recalls how the workshop came together. "Ian started by giving us some good advice for the workshop content, then we worked together to tailor material based on our context and the people who would be there. Ian's approved as a Regional Business Partner Network service provider, so the workshop was partially funded, which helps. We selected 12 key leaders, managers and senior technical staff, to do the workshop as a pilot and assess if we wanted to roll it out to the rest of our team."

"The workshop was focused and fun, lots of good content, but not too intense. We had an agenda, but Ian wasn't too fixed on it, the day developed organically as people found things they wanted to explore. Everyone enjoyed it, there were breakout groups, where we workshoped challenges. For example, each business group developed their USP"



CASE STUDY

Lumen cont.



Helping your team articulate what you do for your clients, the problems you solve, and how you do that better than other consultancies is central to helping them sell more confidently.

Because Lumen have no dedicated sales team, sales and marketing is everyone's responsibility. Equipping their team with the language they need to talk about what they do, helps them have confident conversations with clients and potential clients.

CHANGING WHEELS WHILE DRIVING

Dan explains the lightbulb moment for his team. "Ian got our team onside by reframing business development as problem solving. Engineers love solving problems, so that's been one of the most valuable insights so far."

"Another valuable part of the process was simply getting our senior team together to share ideas. It was a strategy session where our team could brainstorm together, as much as it was sales coaching. Some of our team are really good at business development, others are not, so there's plenty of expertise in the team to share, and Ian facilitated that."

"After the workshop Ian gave us recommendations, and he's been checking in as we work our way through the list. It's a bit like changing wheels while driving, but we're getting there."

I recommended Lumen work on six areas, including:

1. Refining their sales process.
2. Consulting the wider team on the USPs for the different business units.
3. Creating client personas.
4. Developing a customer management strategy.
5. Planning their marketing.
6. Adopting more formal sales and marketing governance.

A small but key cultural change was setting expectations for how long senior team members should spend on business development activities and allocating a code so people could track their time. This empowers their team to invest time hunting new work and building relationships.

The Lumen team feel positive about their new focus on sales, with Dan saying, "Ian's really genuine, there's nothing flashy about him, he's a decent person who knows what he's doing and cares about results. He knows his stuff because he's been there and done that, and his material's on point. We'll definitely work together again."

CASE STUDY

Pastoral Improvements

Coaching Pastoral Improvements sales team to become trusted advisors to farmers.



If you're a farmer, the seed you choose affects your soil, your yield, the quality of your crop, and your bottom line. But selecting the right seed mix isn't easy, which is where Pastoral Improvements comes in.

I was introduced to Pastoral Improvements by a business advisor from our local chamber of commerce. They had funding for business development that included sales training. Project manager Willi Thomas explains where they needed help.

"The company has been around for just over a decade, and for most of that time our MD has done most of the sales. But we're growing, and we need to get our sales process together, so new team members know what to do. It's been hard to bring people onboard and not be equipped to help them sell. I've worked for companies in the past with strong sales processes, and I know how rewarding it is to have that team ethos."

"The Chamber recommended a few sales coaches. Our choice came down to the person I thought would relate best to the people in our group. Ian understands the agricultural sector, knows what triggers customers to buy, and he's pretty down-to-earth. I saw the other companies he'd worked with and saw there was synergy there. He knows his stuff."

GETTING THE GOLD OUT OF OLD TIMERS' HEADS

The growing pains Pastoral Improvements were experiencing are very common. I see this often with owner-operator businesses where the founder does the sales. Because they've such a small team, they see no need to document their processes, and years of sales knowledge lives in the owner's head. This only becomes a problem when they grow and suddenly their lack of process and shared customer information begins to hold them back.

Willi explains, "You need huge amounts of knowledge to work in the seed industry, it's quite scientific. Our two main salespeople know how they do their thing. They didn't need anyone to tell them how to suck eggs. They might hold the knowledge, but now more people have responsibility for sales, everyone needs to share their expertise."

GROWING SALES SKILLS AND IMPROVING CUSTOMER MANAGEMENT

Pastoral Improvements had already laid some strong foundations for growth. They'd invested in a good CRM, and their team were using it well. They wanted help to develop a sales process and a playbook documenting the Pastoral Improvements way.

Some of their key challenges included:

- Asking customers questions. What to ask, when to ask it, and how to ask.
- Following up on quotes and handling objections.
- Maintaining momentum with sales.
- Talking about what they do for their customers and how they solve their problems.
- Customer management, call cycles, and key account management plans.

GROWING TRUST WITH FARMERS

Because of the complexity of selecting the right seed, it's easy for farmers to make expensive mistakes. But if they tap into Pastoral Improvements knowledge of seed mixes and understanding of the



CASE STUDY

Pastoral Improvements cont.

latest research, they can choose the right seeds for their conditions, improving soil, stock, and plant health. Farmers simply need to know they can trust the Pastoral Improvements team to have their back and give them great advice.

I agreed to deliver two workshops and give the Pastoral Improvements team tasks after each session to help them formalise their sales process and create a sales playbook.

The first workshop was around understanding what they do for their different customer groups, explaining how Pastoral Improvements helps each group, and the positive impact that has on their customer's business. Once the team had crafted their key sales messages, we looked at how they could help their customers even more and add value to those relationships.

A lightbulb moment for the Pastoral Improvements team was understanding that for farmers, it's not about seed. It's about all the things that grow from that seed.

Willi recalls, "The first session was great. People were pleasantly surprised with what they didn't know. It was enlightening focusing on what problems we could solve and how we could make it easier for our customer, instead of on the sale. Focus on those areas and the sale will naturally follow. It was intense once we got into it. But everyone was invested. Afterwards, one person said, 'If I'd have known this a few years ago, I'd have done things differently.'"

THERE ARE NO UNHELPFUL QUESTIONS

When I co-design a workshop with you, I'll always have a plan. But I'm happy to let workshops evolve organically. If people raise questions or concerns that aren't on the agenda, that means it's an issue for them and worth taking time to explore. There's no such thing as off topic.

An example of this is the happy accident that took place at the start of Pastoral Improvement's first workshop. Just as we were about to kick off, their MD Riley had a call from a customer who wanted to make an order. It meant we were late to start, but when Riley closed his deal, I seized the opportunity to interview him about the call and share what he'd done, and how and why he'd done it, starting the process of knowledge sharing right away.

FORMALISING PROCESSES & BUILDING THEIR TEAM

The second workshop formed the foundation for the sales playbook Willi and her team are working on. We workshopped asking customers better questions so the Pastoral Improvements team can offer recommendations focused on what their customers want.

We also explored sales methodology, asking the team to define how they move through the three stages of sales, analysing the problem, quantifying the value of the solution to the customer, and delivering the right results. And we looked at customer management, how to grow their network, work closer with key customers, and upsell.

The other benefit of sales coaching is the way it brings a team together to share info and ideas with an experienced facilitator. Many businesses don't make time for this in their busy day-to-day routine, but it's an excellent way to build a stronger team.

Willi explains how the journey has been for Pastoral Improvements so far. "This has been pivotal for us. We came away with a lot. The team all felt it was gold."

"I've noticed a difference in the way people make calls. People are a lot more attuned to asking open ended questions, and steering conversations the way we want them to go. And they're not shying away from hard questions. We're focusing on what our customer's issues and roadblocks are and concentrating conversations around solutions. Not so much going in for the sell but going in to assist and the sale comes naturally after that."

"Ian is great value for money, very easy to work with, very knowledgeable. Everyone is really comfortable with him and comfortable that he understand our industry. He was very focused on what we're doing, his content wasn't generic waffle, and you get that a lot with business coaching. And he's genuine. What you see is what you get."



CASE STUDY

Advanced GPS Ag

How Advanced GPS Ag built a productive partnership with their main supplier and a nationwide distributor network



Tony Houston founded Advanced GPS Ag as New Zealand's authorised distributor for precision agriculture products that help farmers improve yield and efficiency in crop and livestock production.

The products Advanced GPS Ag (AGA) sell are fantastic. They help farmers up their game, saving time, getting more efficient with resources, and maximising yield. So far, so excellent.

But when Tony Houston contacted me in 2019, he was exasperated. Things with his key supplier weren't going so great. Their relationship needed to be recalibrated as a trusting partnership for Tony to run his business efficiently in the best interest of his customers.

This isn't a unique problem. Many distributors have challenging relationships with their key supplier. And it always boils down to poor communication.

HOW TO IMPROVE THE RELATIONSHIP WITH YOUR KEY SUPPLIER

I knew what Tony was going through because I'd been in his shoes. I'd worked with large corporates and could help him understand their internal demands and the info he needed to give them to grease their wheels.

The larger a corporate entity becomes, the more they tend to become focused on process at the expense of their relationships with people. This creates a can't do culture that throws up roadblocks, rather than a can-do customer focused attitude that presents solutions.

A productive partnership with a large supplier must work two ways:

1. Suppliers have their own internal demands: KPIs they have to meet, processes to follow, and reports to complete. As their partner, it's Tony's job to make these things easier.
2. In return, suppliers need to understand their distributor's needs and help them grow their business. New Zealand farmers drive his supplier's bottom line, so it's part of their job to support Tony to empower his dealers to solve those farmers' problems.

AGA's main product supplier wasn't familiar with the New Zealand market, didn't understand how different it is to Australia, and were struggling to come to terms with the trust required to sell through a key distributor, as this was a new model for them. Tony needed to get on the same page, fast.

First we invited them over, introduced them to the idiosyncrasies of farming here, and agreed a raft of ways we could work better together. Then we returned the visit, flying over to Australia to meet their team. These meetings transformed Tony's relationship with them, giving them a new appreciation of his expertise, and establishing a true partnership.

Tony says, "Ian helped hugely when I was having trouble establishing a relationship with my key



APPENDIX A

Case Study – Advanced GPS Ag cont.



supplier. A lot of it was about communication. We flew over together to Australia to iron out issues, and Ian’s support and advice has helped me build a strong association with them.”

SELLING THROUGH A NATIONAL DEALER NETWORK

When Tony took on the role of selling precision agriculture products in NZ, the task came with a nationwide network of assigned dealers. This was a new challenge for Tony and his team, who were accustomed to selling to farmers direct. Tony explains, “It was a bit of a reset for us, quite a big change, and we didn’t have the know-how and processes in place.”

Success starts with having the right people in the right places. So, we began by evaluating the existing dealer network. As part of that, we established new criteria for identifying dealers we wanted to work with and put new dealer agreements in place.

We also had to address Tony’s business culture, because his people were more comfortable dealing direct with customers. Building a strong dealer network requires a clear strategy and continuous investment. Tony appointed a new dealer manager to empower the dealers to sell smarter by giving them the right info, education, and support.

Finally, we worked on growing sales, putting sales processes in place, establishing a CRM, and providing sales coaching for the team. Their sales approach shifted from order taking with farmers to managing key strategic accounts and supporting their dealers.

TOP TIPS FOR MANAGING DEALERS

I’ve a few key takeaways from working with Tony to share with you if you’re establishing your own dealer network or wanting to up your dealers’ game.

1. Know what your dealers need to do a good job. They must understand the product they’re selling and know how it makes your customers’ lives easier.
2. Know your dealers’ pain points. Top dealer frustrations are not having enough product knowledge, not being able to access info they need quickly, and poor product supply.
3. Invest in your dealers’ sales skills. Develop a training programme for your dealers, and ensure they’re as well supported as your own internal sales team.
4. Build a sustainable business. Put the processes and systems in place you need to build good relationships with your dealers and know where they’re at with your sales at all times. This will help you have a strong, forecastable pipeline.

Remember, it’s your job to help your dealers grow their business. When you take on a network of dealers, you’re expanding your sales reach, but you’re also expanding your responsibilities.

SUPPORTING BUSINESS THROUGH CHANGE

Tony and I met through Business Mentors NZ. He reached out to the network because he needed support through the challenges of becoming the lead distributor for his key supplier. Tony explains “Ian’s an important part of our team. He’s a top fella, who’s easy to work with. Straight up I could see he was worth working with, and it’s good for me to have someone independent to talk to. He comes every Tuesday, and I really value the support.

“It’s been hard for our team to do things differently; people get set in their ways. But it was important for me to bring them on this journey. Some businesses would have said, you’re not performing, we need to hire someone else, but I want to stick with the people we have because they’re good people. In the last few months, we’re starting to see positive change, and I know we haven’t seen the best of it yet.”



CASE STUDY

Tuihono UC | UC Online

Sales Training and Education

I'm writing to endorse the work that Ian Cartwright did for UC Online in developing an online sales course.

We identified that there was a need for an entry level sales course that could be consumed and was easily leveraged for learners and businesses across New Zealand. Ian was recommended by a colleague and was also know to us by the extensive work he has done with the Canterbury Employers Chamber of Commerce to provide sales knowledge and expertise. We were interested in developing a sales course with someone that had a clear methodology and was a dynamic presenter that could keep students engaged in an online environment. Ian introduced us to his book, *The 6 Fundamental of Sales*, which was the perfect collation and organisation of his approach to sales. It as easily translated into a course design plan and seemed to be a great fit for what we needed.

Working with Ian was a great experience. Not only was his information well-organised in the book but he was extremely flexible, cooperative and proactive in terms of how he worked with our team of instructional designers and media producers. Ian participated in the drafting of scripts, production of videos that supported the learner experience, and was ultimately involved in the delivery of the course in terms of providing feedback to learners and assessing their knowledge checks. Ian was very open to receiving feedback on the course design and delivery and was happy to adjust tact based on that. The course has now been beta and user tested and will available to the public beginning in November 2022.

Our instructional design team thoroughly enjoyed working with Ian. We highly valued his approach, methodology and work ethic throughout the course development process.



RACHEL MONTEJO
UC ONLINE PROGRAMME MANAGER



What my clients say.

He's a top fella, who's easy to work with. It's been hard for our team to do things differently, people get set in their ways, but we're starting to see positive change, and I know we haven't seen the best of it yet."

Tony Houston
Advanced GPS Ag, RDS Systems & Total Ag Control

"Ian's really genuine, there's nothing flashy about him, he's a decent person who knows what he's doing and cares about results. He knows his stuff because he's been there and done that, and his material is on point. He got our team onside by reframing business development as problem solving. Engineers love solving problems. We'll definitely work together again."

Dan Tombleson
Managing Director, Lumen

Ian conducted "Foundation Skills Business Development Training" for a group of our staff. We are a significant supplier to the Agricultural sector, be it by way of sales of new tractors and machinery, parts or workshop service.

Our staff found the training to be very beneficial, and enjoyed the style of delivery and the practical skills learned. We booked the next level in the series, and highly recommend the training and presenter.

Tony Alden
Operations Manager, Johnson Gluyas Tractors

"Ian understands the agricultural sector, knows what triggers customers to buy, and he's pretty down-to-earth. We're just getting started with him, but our first workshop was great. Everyone was invested in it, and they were pleasantly surprised with what they didn't know. And it will make things much easier with new staff having this sales process when we bring them onboard."

Willi Thomas
Pastoral Improvements

"A critical strategic initiative for this year was to help our dealer channel to transition towards solution selling. Ian assisted us greatly in achieving this initiative by providing independent objective research and understanding of the offering, customers and dealers. With those inputs he then helped to craft a customer focussed sales playbook, process and supporting sales tools which have been enthusiastically received by sales team and dealers."

Elliott Chisholm
Marketing Manager, Trimble Loadrite

Ian was critical in us getting our sales processes very structured and also holding everyone accountable, including myself. We used Ian as an interim sales manager to train the team and hold weekly sales meetings. It was a critical step in Mint's growth.

Shayne Moore
CEO, Mint Design

My Clients



What my clients say.



STgenetics Team

“ Spending the day with Ian allowed the STg NZ team to gain a significant better and deeper understanding concerning the fundamental aspects of a High Performing Sales Environment and Culture. More importantly, the skills gained from his session will enable us as a business to better understand our market, with an even greater focus on customer centricity and value driven relationships.

Ian’s true interest in getting to know our business throughout the discovery and initial engagement phase resulted in a very pragmatic, and subsequent high level of engagement from the wider team on the day.

Ian’s tools and guidance most definitely will be put into practice as key priority for us to set ourselves up for even greater success in 2023”

Rudolph Linde
Director, STg NZ

“Often when you’re busy, it’s hard to find time to slow down and make sure you’re heading in the right direction. It was good to finally be able to spend a day with the Evnex sales team for a full day of training with Ian. Great session thanks Ian, lots of actions and learnings to take away”

Ed Harvey
CEO, Evnex

“Marketing and sales is something I’ve never been good at. We build good stuff, but it’s about getting farmers to know about our products. Ian’s not a yes man, which is what I want. I want to hear what I’m not doing. But he’s also easy to talk to, laid back, not pushy at all. Now, our marketing and sales messaging is right and sharp. Before, we looked like a small business, whereas now we look bigger, the professionalism is there.”

Phil Finnie
Buddy Farm Solutions

“Having Ian there to bounce stuff off as a sounding board has been valuable. He’s great. He’s relaxed, easy to talk to, laid back, and not pushy at all. That’s what makes him a good salesperson. We’ve been seriously selling for a few months now and sales are going well.”

Greg Martin
Co-Founder, Entuitive

My Clients



What my clients say.



We engaged Ian to provide technical sales training for our team to help aid build our pipeline strength and improve lead conversion.

Ian was able to quickly understand our business, what we needed and how best to design a practical sales training workshop for us.

Our team were very responsive following the training. They are now using the information obtained to change the way they handle leads, and results are already coming through.

Well impressed.

Todd McCormack
Co-Founder/CEO, Fleetpin

We engaged Ian to deliver a Customer Values workshop to help the team understand how we help our customers and how to practically apply our Branch team values.

It was a great start to our team development with good foundations to build on going forward and everyone engaged with enthusiasm and thoroughly enjoyed it!

Simon Jackson
Dealer Principal, Power Farming Ashburton

I've attended numerous training days Ian and I can honestly say yours was one of the best. Great practical advice for our teams at Osflo Fertiliser Limited and Spreading FBT can build on.

Mel Sorrensen
Group Business Development Manager,
Osflo Fertiliser Limited and Spreading FBT

"Ian's really genuine, there's nothing flashy about him, he's a decent person who knows what he's doing and cares about results. He knows his stuff because he's been there and done that, and his material is on point. He got our team onside by reframing business development as problem solving. Engineers love solving problems. We'll definitely work together again."

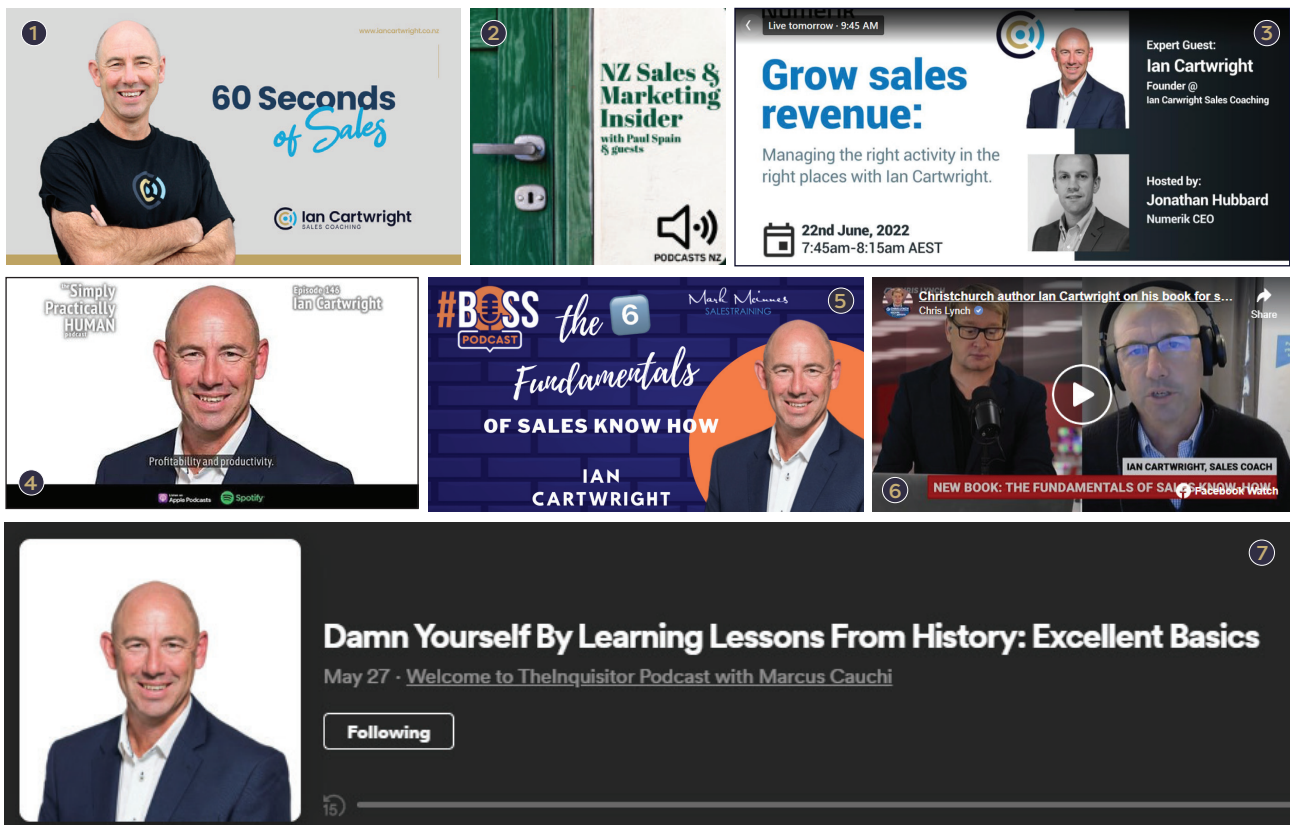
Dan Tombleson
Managing Director

My Clients



MEDIA

Media Links and Podcast Guest Spots



1. [60 Seconds of Sales You Tube Channel](#)
2. www.iancartwright.co.nz/in-the-media/successful-sales-mindset-culture-and-tactics
3. www.iancartwright.co.nz/in-the-media/grow-sales-revenue-managing-the-right-activity-in-the-right-places
4. www.iancartwright.co.nz/in-the-media/simple-practically-human-with-mark-lebusque
5. www.iancartwright.co.nz/in-the-media/best-of-sales-skills-podcast
6. www.iancartwright.co.nz/in-the-media/interview-with-chris-lynch
7. www.iancartwright.co.nz/in-the-media/welcome-to-the-inquisitor



Want to understand what it is you do for your customers and learn how to do for it for more of them, more often?

This book provides a practical “How to” handbook for those new to Business to Business (B2B) sales, or SMEs looking to build their sales capability, but don’t know where to start.

Each of the fundamentals is explained, given context and supported with practical real-world examples.

Exercises throughout the book allow you to apply each of the fundamentals to your business.

What are you waiting for?

Let’s learn how you can solve some problems.

www.6fundamentalsofsales.com



Testimonials

The 6 Fundamentals of Sales Know-How is a book that puts ‘sales’ all together to help you dramatically increase your sales if you are wise enough to follow its advice.

Zac de Silva (Foreword Author)
Business coach to thousands. Owner of:
www.businesschanging.com
www.nurturechange.com

Ian has really been able to combine the technical sales skills with the human (soft skills) and top it off with some practical activities for the reader to bring it to life. This book will be a valuable resource for anyone who is passionate about the sales and marketing process and has enough awareness to not only espouse sales is about relationships, but to walk their talk.

Mark le Busque
LinkedIn Top Voices 2021 - The Human Manager Academy Founder - Leadership Coach/Mentor and Facilitator - Author - Speaker- Podcaster
Melbourne

Ian has extensive experience and success, as a salesperson and as a sales coach, so his six fundamentals are tried and tested, not just theoretical. On top of that he is a great human being, he coaches technique and character to enable salespeople and their businesses to truly fly.

Diana Tapp
CEO - World Class Teams, Author, Speaker, Trainer
Sydney

When you’re starting out in your sales career it’s safe to say you don’t know what you don’t know. What this book provides the reader with is a really solid foundation for building their sales capability and success.

Liz Foxwell-Canning
Director - Executive Education and Industry Programmes, University of Canterbury

