

Are you looking for a

DYNAMIC KEYNOTE SALES SPEAKER

for your upcoming sales event?

Then you need to book South Africa's SALES GURU™



INTRODUCING...

MARK KEATING CEO SALES GURU

There's a reason Mark is often referred to
as SA's Sales Guru™

As CEO of SALES GURU, SA's most successful sales training company that has helped thousands of businesses and sales people to increase their sales results, Mark Keating is a leading authority on sales.

Over 300 companies have called on Mark to inspire their teams with sales ideas that actually work in the real world.

"Every industry has a leader. The craft of selling is owned by Mark Keating!"

Gavin Sharples: motivational speaker and humorist

"Mark's passionate and energetic presenting style always ignites our sales force to start taking action and change behaviours for a better outcome."

Head of Sales: Liberty

"The feedback from your talk at the sales conference has been amazing!"

Executive Director: Barloworld Equipment

"I'm one of your biggest fans. You always nail it, are never stale, always teaching and inspiring those around you."

National Group Parts Sales and Marketing: Volkswagen Group South Africa

"Mark is a sales genius! Simple and succinct."

Managing Director: iLearn

Mark has been featured across TV, radio, webinars, podcasts and various print media.



WHY IS MARK YOUR GUY?

- + If you want immediate results you need to go straight to the man who has actually achieved top performance sales success.
- + He's a master at developing the perfect keynote talk to align and deliver your core objectives to your audience.
- + He has over 26 years of proven sales experience, achievements and results across multiple industries.
- + He is easy to work with and always delivers.
- + His talks are energetic, engaging, interactive and entertaining.
- + He delivers real world ideas that actually work.
- + He approaches every event as a new opportunity to inspire his audience to achieve more sales.
- + He has presented Sales Guru Live events to over 3 000 people annually over the past 10 years.



**Highly Engaging,
Powerful Content,
Actionable Ideas**

It is now more apparent than ever that the number one reason why customers buy is the competence of the sales professional. Mark firmly believes there is a recipe for sales success that anyone can follow and his passion is sharing these "sales recipes" to continually elevate sales as the greatest career and inspiring sales people with ideas that actually work. You can't go wrong with Mark!

MARK'S TALKS

Mark will deliver content that is customised according to your needs and objectives. Some of his popular keynote talks are:

1. The DNA of a Sales Guru

In a challenging market place, the mindset, activity and skills of your sales team is often your biggest competitive advantage. How strong is yours? By developing a winning mindset, increasing your activities to ensure a full diary and improving your sales skills, you have the tools to take you all the way to reaching your goals.

Duration: 60 minutes

You will learn:

- The DNA of sales superstars

- How mindset is the foundation for all sales success
- What defines sales attitude and how to strengthen yours
- That your target is your job and your goal is why you want to achieve more
- How to break through fear and limiting beliefs
- A proven prospecting recipe for success
- Keeping your diary full two weeks in advance
- How not to suck at 1st sales appointments
- The questions needed to unlock engagement and opportunity
- What gets people wanting to buy
- When and how to close



2. Prospect like a Sales Guru

Daily prospecting is to sales what breathing is to life, without this, your sales business will die. Are your sales people in front of enough qualified prospects on a daily basis to ensure sales success? SALES GURU believes that the real reason for this fear of cold calling is because most sales people have not been shown why and how to prospect effectively, in a way that will give them the confidence to do so. Understanding how to prospect effectively is one of the most important skills that any sales person requires to reduce rejection, increase appointments and exceed their sales targets.

Duration: 60 minutes

You will learn:

- Why too many people suck at prospecting
- That prospecting is the #1 skill to master in sales
- What drives daily prospecting activity – it's not what you think
- How to fill your diary two weeks in advance and keep it full
- Become rejection proof
- Understand what your daily prospecting number should be
- A tone lesson you will never forget
- Why the phone is still your best prospecting tool
- What to say to create initial engagement and qualify
- Create a personal prospecting plan for success

3. A Sales Guru's mindset

The starting point of all great self-development is the thoughts we feed our minds with, what we believe about ourselves and what we believe we can achieve. Your thoughts drive your actions and actions drive your results! If you are looking to boost your sales results, start with developing a "success" mindset and winning attitude.

Duration: 60 minutes

You will learn:

- How sales stars train their minds
- The secret weapon that all top producers have
- It's your choice and so are your results
- How to achieve and maintain a winning mindset
- About the power of enthusiasm and self-belief
- Why sales is the greatest career in the world
- Why responsibility and accountability are non-negotiable
- The 4-step sales belief system
- About goal setting that actually works
- How to achieve the results you dream of

4. Sell and close like a Sales Guru

"My sales people are struggling to close business!" This continues to be one of the top challenges raised by both sales managers and sales people and from our extensive research, SALESGURU believes that the issue at hand is a not a closing problem, but rather an opening problem. The sales person does not understand the customer's real buying motives and is not finding out whether they can assist the customer to be better off than what they currently are.

Duration: 60 minutes

You will learn:

- Why most sales forecasting does not work
- How not to suck at selling
- The real way to build rapport and trust
- The power of an effective introduction
- It is not a closing problem, rather an opening problem
- How to unlock the buying vault of needs and objectives
- The best sales questions to ask and how to close
- To remove objections before they appear
- To ensure your sales forecasts are accurate
- What you really need to present

FOR SALES LEADERS AND MANAGERS

5. How to build a high-performance sales team

This talk is based on the programmes SALESGURU has implemented in numerous companies with proven results. If it was your business, how many of your sales people would you keep? Have you given your sales people the best chance of success? Are you involved in the game or just a 'spreadsheet sales manager'? Would your sales people go to war for you? If you want high-performance, you need to build a high performance sales team with 100% personal accountability and zero excuses.

Duration: 60 minutes

You will learn:

- The key difference between a target and goal-driven culture
- Creating buy in and commitment from your sales force
- What minimal acceptable standards are and why they are your foundation
- The value of defining your sales team into four leagues
- The importance of understanding each sales person's DNA
- Creating a sales game plan for your team and individuals
- Ensure 100% accountability and a zero excuse culture
- Outperform your competition and not carry underperforming sales passengers

FEES: SOUTH AFRICA

Standard keynote: R30 000. Duration: 1 hour

Customised keynote: R35 000. Duration: 1 hour

OTHER COUNTRIES

Please contact SALESGURU for rates outside of South Africa.

Excludes all travel and accommodation if required.



www.markkeating.co.za
www.salesguru.co.za

SALESGURUTM
We Increase Sales