



Sales Evolution Speaking & Seminar Series



## Our Sales Evolution Seminars & Speaking Series

The Barrett Sales Evolution Seminar Series are presented by Sue Barrett. Over 30 topics that will deliver key messages and provide that needed spark to the team. The topics can be run as 30-minute, 1 or 2 hour sessions, or presented as insightful discovery learning sessions with simulations. We can also customise specific topics for you and your team.

### Barrett Sales Evolution Series

1. The Evolution of Selling: why selling is everybody's business and everybody lives by selling something
2. Social Selling: Why Social Media is worth the effort
3. The Buyer's in control – how to sell to the New Consumer
4. The Sales Brain Apprenticeship
5. The Olympics Game Sales Simulation Exercise
6. The 21<sup>st</sup> Century Sales Essentials
7. Network Science – becoming a superhub
8. Why sales people sell results not products
9. Why clients want business people who can sell
10. Listening your way to sales success
11. The HUGE \$Cost of hesitation: Are you earning what you're worth?
12. The DNA of elite sales performers
13. People by from people they Trust vs Like
14. Who's your brochure written for anyway?

### Barrett Empowering Women Series

1. Sell like a Woman! Research into elite sales women
2. Career women – their own worst enemy? The real and imagined threats to success
3. Women and Entrepreneurship
4. Cultivating professional pride as a woman

### Barrett Insight Series

1. The Brain Apprenticeship – neuroscience & success
2. Resilience and the Optimistic Salesperson
3. Why being healthy is good for sales results
4. The Empty Cup – the art of listening
5. Gaining a Clearer perspective – circle of concern and influence
6. Overcoming the fear of self promotion
7. The Dark Side – understanding and managing your derailing behaviours
8. Enhancing your emotional intelligence
9. Is striving for success wearing you out?

### Barrett Leadership & Culture Series

1. Why everybody lives by selling something
2. The 21<sup>st</sup> Century Sales Leader
3. Breaking the chain of ignorance
4. What defines a great Sales Coach?
5. DNA sequencing of Elite Sales Performers
6. Hiring sales people WHO CAN SELL
7. Redefining sales for the 21<sup>st</sup> century
8. How HR can affect and influence sales performance
9. Marketers need to be good at selling too
10. Procurement – being a customer of choice

## About Sue Barrett

### Sue Barrett

Founder & Managing Director, BARRETT Pty Ltd, 1995 - present  
 BSc, Cert (Strategic Management), Cert IV (Accredited Workplace Assessor & Trainer)  
 Accredited Executive Coach (IEC): Cert. Theta Healing Practitioner  
 Inducted into the Business Women' Hall of Fame 2000  
 1997 Winner of Telstra & Victorian Government Small Business Award  
 Finalist 1998 & 2001 Telstra Business Woman of the Year Awards  
 ACE Sponsor of Victorian Institute of Sport (VIS) 1991 – present  
 Swimming Victoria, Director, 2011 - present



'Selling is everybody's business and everybody lives by selling something' so says Sue Barrett, sales expert, writer, business speaker and adviser, facilitator, sales coach, training provider and entrepreneur. Sue founded Barrett in 1995 to positively transform the culture, capability and continuous learning of leaders, teams and businesses by developing sales driven organisations that are equipped for the 21st Century. Since inception, Barrett has worked with hundreds of Australian companies challenging thinking to create compelling reasons and continuous learning pathways for people and organisations to develop their skills, knowledge and mindsets to create the shifts they want and ensure they are well informed and equipped for the sales journey ahead.

Sue is one of the leading voices commenting on sales today. Sue has a unique way of getting to the heart of the matter – she combines extensive knowledge, research, insight, and practical experience with a deep sense of compassion to bring forth a more enlightened way of thinking and participating in the world. This makes her stand out from the usual crowd of existing business commentators. Her ability to distill complex ideas and relate them to life's everyday challenges and opportunities has audience members and readers leaving with a stronger understanding of "self" and how they can begin to achieve excellence through purposeful action.

Presenting and writing on a wide range of topics about the world of 21st Century selling Sue's presentations and articles include sales philosophy and culture, sales leadership and coaching, sales training, selling skills, resilience, neuroscience in selling and more. Sue's articles are some of the most widely read in Australia and she is gaining a following overseas as well. Besides publishing on Barrett Sales Blog site, Sue has been the lead sales writer for [www.smartcompany.com.au](http://www.smartcompany.com.au) since 2007, and is also regularly published on other highly regarded publications such as Australian Anthill Magazine, Niche Magazine, Marketing Mag, Business Chicks, and Business Deals.

Sue Barrett is a regular business speaker at key events, imparting her knowledge of 21st century sales culture, capability, continuous learning. Organisations that have booked Sue for speaking engagements include VECCI, ABN, Bayside Women's Network, WIMBN, IR Conferences Australia, Monash University, Australian Institute of Company Directors, Networx, BRW Victorian State Library Business Seminars, Business Women's Network, Telstra, AIM, Hudson Successful Women Series, IABC (International Association of Business Communicators), CEO Institute, Victorian Institute of Sport, The Executive Connection (TEC), Regional Executive Group, and numerous City Councils including the Cities of Monash, Casey, Cardinia, Maroondah & Glen Eira.



#suebarrett



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