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Global Strategic Selling®

Honeylight Enterprises Pty Ltd has been a provider of sustainable training programs for corporations, service providers and buyers since 1996. Its clients range from large public organisations to State and Federal Government organisations. It boasts consistently high ratings from client ratings and has provided enormous benefit to organisations in the development or customised programs for management and staff.

'Strategic Selling' is a tool used by over a million successful sales people worldwide. The training explains its structure and shows how to use it and adopt the thinking behind it. 'Strategic Selling' is effective because it was developed from collected best B2B sales practise from around the world.

Beverley Honig BA LLB MBA is the CEO of Honeylight Enterprises Pty Ltd and is well known as a preeminent business consultant, corporate facilitator and coach/ trainer in and Director of many public and private companies, including the Australia-Israel Chamber of Commerce. She is also an international lawyer and a sessional Appeals Judge.



Over the past 20 years, Beverley has designed and delivered key professional development programs for companies such as the Department of Defence in Australia, EDS, Hewlett Packard, Banks, Telstra and other large organisations.

She is the author of the authoritative bestseller business book "Making Contracts Work" and a renowned international public speaker. She brings her many years of general management experience in public companies including Coles Myer, where she held responsibilities in marketing, sales and development for asset portfolios worth over \$2 billion.

She holds board directorships across multiple industries, including Board Director Melbourne Markets, Centre for Adult Education, AICC and Presiding Judge, Essential Services Commission Appeals.

She is a senior lecturer and facilitator for QUT Business School's Executive MBA Program in Complex Project Management in Canberra, Australia and is also a senior lecturer at Melbourne University in Project and Business Management.

Beverley was nominated International Businesswomen of the year and is the recipient of several business awards presented by the Prime Minister, in recognition of outstanding contribution to international trade links. Beverley is listed in the Who's Who of Business

Learning Outcomes of course

- ❖ The key to winning business through profitable, complex sales, and satisfied customers
- ❖ Understanding the customer's decision making structure
- ❖ Connecting with the issues that drive the key decision makers
- ❖ Understand complex buying structures and win more contracts.

If your business is selling to other businesses then, many of your sales involve several decision makers. Like the iceberg, many of them are invisible unless you look for them.

The two day course in 'Strategic Selling' provides a simple analytical framework for understanding the decision making position and structure of a major contract and how to devise the most successful strategies to win it.

Workshop Formats

These highly participative workshop style programs blend a variety of different methods, including presentations, facilitated group discussion, live examples, project team work groups, exercises and case examples. The format allows participants to openly discuss real, practical issues from within Brookfield and benefit from the collective experience of participants and the presenter.

Essential for anyone involved in managing complex B2B sales or managing interaction with major clients, 'Strategic Selling' training is highly interactive and requires participants to bring current live case material to work on. The facilitator presents each concept in turn, which the delegates apply to their current case material and discuss with the facilitator, building their own action plan as they go to use as soon as they get back to the office.

Training course Fees

The fee for the two day workshop includes:

- ❖ customised design of workshop format
- ❖ materials and workbooks
- ❖ delivery of program

Corporate Group discounts and CPD points apply.