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Seminars & Speaking Topics

Proprietary Statement

The materials and ideas comprising this proposal were developed exclusively, in strict confidence, by BARRETT for the sole purpose of determining whether the client listed above wishes to engage BARRETT to assist you in this project. The resources selected for this presentation, the project content, and the pricing are, and remain, proprietary assets of BARRETT.



Our Seminars & Speaking

The Barrett 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 Sustainable Sales Series

1. Ice to Eskimos? Getting sales fit!
2. Network Science – becoming a superhub
3. Why sales people are paid to solve problems not sell products
4. Why customers want business people who can sell
5. Islands of Interest
6. The HUGE \$Cost of hesitation
7. Are you earning what you're worth?
8. Selling better with less effort
9. Ask the questions, control the conversation
10. The DNA of elite performers
11. Trust vs Like
12. Selling on value not on price
13. Why people buy from people they trust and not from people they like
14. What's in a relationship?
15. Who's your brochure written for anyway?
16. Is your selling sustainable?

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. Women in Procurement

Barrett Insight Series

1. Resilience and the optimistic sale professional
2. Why being healthy is good for your sales and for business
3. Mind Your Emotions® – thought strategies for a healthy mind
4. The Empty Cup – the art of listening and understanding
5. 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. Cultivating professional pride
9. Enhancing your emotional intelligence
10. Is striving for success wearing you out?
11. The fear of being 'TOO MUCH'

Barrett Leadership & Culture Series

1. Why sales matters to everyone in your business
2. 2009 and beyond – Sales leadership, a clear message and a fit sales force
3. What defines Sales Leadership?
4. Qualities of an effective sales coach
5. DNA sequencing of Elite Sales Performers
6. Hiring sales people WHO CAN SELL
7. Redefining sales for the 21st century – Sustainable selling practices
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

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



Sue Barrett 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 for all people 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 speakers. She believes that everyone lives by selling something and that all of us, no matter our background, can achieve excellence through purposeful action. Her ability to distill complex ideas and relate them to life's everyday challenges and opportunities has audience members leaving with a stronger understanding of 'self' and how they can begin to achieve excellence through purposeful action.

Sue is best known for her work in illuminating and defining the elusive qualities that make for highly successful sales people and helping businesses build high performing, profitable, sales teams. She has developed a unique position in the market place with IP specifically in the Australian Sales Competency space. Sue is a knowledge leader in her field and one of the few female voices commenting on sales today. She is lead sales writer for smartcompany.com.au and has developed a growing, loyal following since February 2007. Her weekly articles are some of the most widely read on Smartcompany with other publications seek to publish her work. Sue launched her own business in 1995 after holding senior positions with a leading consultancy and recruitment company. Sue practices as a business advisor, public speaking, consultant, interviewer, facilitator/trainer, coach and writer.

Media organisations that have interviewed Sue include The Australian Financial Review, The Herald Sun, The Age, The Australian, Qantas in-flight audio, BRW, ANZ Running My Own Business, and smartcompany.com.au. Sue has two young sons with her partner Jobst, is a competitive swimmer and runner enjoys painting and performing in musical theatre, and is a keen practitioner of yoga and meditation.

Resources

Subscribe to our sales blog and receive free weekly articles for people who live by selling something - www.barrett.com.au

Relevant articles from a catalogue of 160+ articles on sales culture, leadership, capability, and coaching:

[What's in a relationship?](#)

[Success is a moving platform](#)

[The cost of poor sales selection](#)

[Leadership, Sales and a Clear Message](#)

[Creating the right environment](#)

[Practice, Practice, Practice then Play](#)

[Sales Training is not a luxury - it's essential](#)

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