

Client Testimonials

By using some of the sales strategies taught in Fear - The Art of Selling ... we were able to get a multi million deal back on track and win it! ... Thanks for your help Tim"

A. Hadley - General Manager Sales & Marketing / Heidelberg Graphic Australia

"We have noticed a significant improvement in one of our sales staff's performance after deciding to send them along to Fear - The Art of Selling . This has proved to be a great investment as his YTD sales have increased by some 150% equating to an additional \$2.5m worth of sales revenue per annum."

R. Laird - General Manager / Asset Plant & Machinery

The results are coming in since sending our staff to the sales training courses ... 42% improvement over the past 6 months."

F. Pratt / Sales Director / enspire

"Within 12 months of completing FEAR - The Art of Selling, Friday Media's revenue increased by over 40% on the previous financial year."

H. Browne - Business Development Manager / Friday Media

"I've learnt more about selling myself in the last 8 weeks than I have in the last 8 years by attending this sales training course!"

D. Williams - Business Development Manager / Visits

"The sales training course has been extremely valuable in helping me to better understand the selling process. I highly recommend this course to anyone in sales or business. I should have done this course 10 years ago! "

G. Doukas - Managing Director / Austab Barcode Systems

"As part of this year's sales conference for our dealer network in Melbourne & Sydney, we asked Deakon to present an introduction to their Fear - The Art of Selling course. The workshops were informative, practical, interactive, entertaining and well received by our internal staff and channel partners which made rolling the full sales training programme out on a national basis a very easy decision. "

Tom Di Conza - Sales & Marketing Manager / Samsung Communications

"Tim, thankyou for explaining what I have been watching happen in the sales process without fully understanding why. I look forward to refreshing my thoughts in the future by reading your sales training course notes again over the coming years. Fear – The Art of Selling was BRILLIANT! "

S. Rae - Communications Consultant / Apollo Business Communications

"Our sales manager attended Fear – The Art of Selling after 8 years of sales experience to learn how to hunt for new business from the best. Using Deakon's prospecting techniques including letter writing resulted in a 33% success rate in un-chartered territories not 1 or 2%."

A. McVey - Managing Director / Auswide Communications

"After 30 years in technical sales, this is the only sales training course that I have attended that is relevant to our industry and focuses on solution selling – VERY WELL DONE!"

P. Clapham - National Defence Business Manager / Vicom Australia

"Selling is something that comes as almost second nature to me after 20 yrs experience however Fear – The Art of Selling puts everything into perspective so I will be able to be even more successful in the future. "

C. Joe - Business Development Manager / Sharp

"Fear – The Art of Selling is so far removed from any other course I have attended because it is actually full of new ideas. I was VERY IMPRESSED by the templates for writing introduction letters and practical tips on how to deal with objections. THANKS! Tim "

D. Lomax - Service Engineer / Fortress System

"Fear – The Art of Selling has taught me new ways of sourcing prospects and as a result my cold calling success rate has increased by an average of 42%. It has also given me the confidence to deal with all types of people at different levels within an organisation."

J. Rijcke - Sales Executive / Wastech Engineering

"The sales training course was 100% relevant to real world sales situations. I learnt a lot from attending the programme & also looking forward to further developing my sales skills by referring to the workbooks in the future. Thanks Tim – Well worth the investment! "

B. Alvarez - Sales Executive / Ricoh

"No sales training course, book or seminar I have ever seen or read has managed to combine such concise, relevant & valuable information as successfully as Fear – The Art of Selling. Thanks Tim – Absolutely FANTASTIC experience! (I will practice, practice, practice) "

S. Martin - Business Development Manager / NHP

"Fear - The Art of Selling was a fantastic course to attend with the curriculum being to the point, current and very easy to understand. The role plays were enjoyable and the handout notes provided each week make putting what I learnt into practice simple & pain free. I am already seeing the benefits of the programme – 10/10 course, I will be the first to enrol in Tim's next course! "

M. Tokarczuk - Business Development Manager / 3D Networks (Aust)

"Fear – The Art of Selling is a very well presented sales training course (crisp & intense) and covers every important aspect of NEW Business Development. Enjoyment - 6/6, Learning 6/6 & Relevance 6/6 "

P. Hannan - Managing Director / Hannan IT

"I have been selling for the last 20 years and attended many sales training courses. I really liked Tim's sales methodologies as they uncovered areas that I need to polish up on. Fear – The Art of Selling CHALLENGED me and that doesn't often happen! "

P. Andrews - Special Projects Manager / Data Direct Australia

"Fear – The Art of Selling was FANTASTIC! From the initial hunting concepts through to the final closing techniques; it was simple to understand yet thought provoking."

L. Muscat - Business Development Manager / NEC

"I am very thankful that I have had the opportunity to complete Fear – The Art of Selling at 21 yrs of age. The sales training course has taught me a lot of practical / realistic - business + life skills. I would recommend this course to ANYONE!"

K. White - Business Development Manager / NETCO

"Fear – The Art of Selling has had a huge impact on my approach to sales. Tim's highly professional sales training course is a must for everyone from small business owners to sales professionals. "

B. Clarke - Sales and Marketing Director / Solid Quality Learning

"What makes Fear – The Art of Selling different to other sales training courses is that the knowledge gained can be implemented in any industry or sales field. The introduction letter alone will assist with growing our business immensely. "

M. Jennings - Business Development Manager / National Fire Solutions

"Being new to sales, this sales training course has helped me to understand the sales process better (particularly targeted sales). The role playing is of great benefit, especially being put under the microscope and receiving constructive feedback. Thanks Tim! "

P. Dumanski - Territory Manager / In Vitro Technology

"The sales training course highlighted the problem areas that face me in my day-to-day role so that I can now focus on overcoming them. A must for any professional wanting to become Number One!"

D. Golding - Sales Engineer / Air Technology Group

"I thought the sales training course was excellent! I learnt a lot about the end-to-end sales process. The practical exercises were great, as was the constructive feedback. I am glad I did the course, and have no hesitation in recommending it to anyone in a sales orientated role. "

B. Kennedy - CEO / Evolve Information Services

"Fear – The Art of Selling provided me with a lot of tips that will have a huge impact when implemented during the day-to-day sales process. The templates in particular will be extremely valuable."

E. Maprock - Business Applications Consultant / AVAYA

"I believe that Fear – The Art of Selling has been the best sales training course I have done to date. It has raised some questions about my selling style and now I feel I have the answers. Thanks Tim."

N. Kostelac - Sales Manager / Sholl Communications

"The sales training course has taught me how to be a better salesperson, including how to listen and how to ask the right questions. These skills will definitely improve my ability to uncover potential sales. "

J. Petrovic - Business Development Manager / Alternative Plastics

"I have come into this sales training course without any prior formal sales training. I have found Fear – The Art of Selling to be significant in changing my mindset when approaching sales opportunities and delivering solutions. Excellent course, highly recommended!"

G. Sheppard - Systems Engineer / Unique Micro Design

"The sales training course is an extremely worthwhile experience. Useful new tools and techniques were introduced in a constructive and dynamic learning environment. It was a very entertaining course but at the same time very well structured and practically focused."

P. Williams - Business Development Manager / PureTEL

"Fear – the Art of Selling provided me with new ways to prospect including getting past the receptionist and writing an introduction letter. I also now have the confidence to negotiate and close off deals. Overall the best sales training course I have ever done."

E. Wells - Account Manager / Gamma Solutions

"The sales training course was very helpful and has given me new tools and skills to improve my selling technique. I found the two most useful modules were the ones on investigation skills and negotiation skills. I wish I had attended this course much earlier in my career. "

K. Antony - Sales Engineer / Vicom Australia

"The sales training course modules were excellent and all played an integral part in the final week's series of role plays. The knowledge I have acquired over the 8 week programme will be extremely beneficial out in the real world."

J. Robin - Instrument Specialist / Pathtech

"Fear – The Art of Selling is a unique sales training course devoid of irrelevant material, filler & buzzwords but cuts straight to the heart of practical sales. If you only ever do one course – DO THIS ONE! "

C. Macleod - General Manager / Scanning & Inspection

"Such simple refreshing ideas & methodologies for learning more about a customers true problems and needs. Deakon's Fear – The Art of Selling really works!"

M. Humphry - Process Engineer / Furnace Engineering

"A logical and POWERFUL sales training course that provides high impact tools to teach technical sales people how to successfully close new business opportunities."

M. Hollingsworth - Business Line Manager / Atlas Copco

"As a sales professional in the IT & T industry for over 15 years, I was pleasantly surprised at how much I learnt in such a short time. "

M. McHugh - Sales Consultant / Busicom

"Fear – The Art of Selling has provided me with practical tools that will enhance my sales performance across all stages of the sales process. I will definitely close more business as a direct result of attending this sales training course."

D. Sharp - Account Manager / Sharp

"I found Fear – The Art of Selling to be extremely valuable. The sales training course has provided me with new ideas on how to prospect and close new business opportunities."

L. Duff - Project Sales Manager / Kockums Bulk Systems

"I now have a solution for a complete sales process. I'm looking forward to using this knowledge well into the future."

S. Gerada - Account Executive / Solid Quality Learning

"Fortress Systems will be using the excellent tools & templates provided throughout the sales training course to increase our sales."

M. Sharp - Sales Manager / Fortress Systems

"Over the last 4 days, I have learnt an enormous amount about myself. Hunting is an art form and this sales training course is an excellent tool to help improve the skills needed to be successful."

S. Parks - Product Manager / Teksal Controls

"I found the sales training course to be exceptionally well focused & beneficial. As a result, I will be using many of the templates provided. "

R. Clifford - Technical Sales / R & D Technology

"While the sales process is not an exact science, Fear – The Art of Selling gets about as close as any sales training course can to making it one. Most importantly, every aspect of the material presented was relevant to my own day to day situations. "

M. Constantinou - Business Development Manager / Globalnet Solutions Australia

"The negotiation section & role play activities were AWESOME! Being relatively new to selling, ALL of the information & tactics provided will stand me in good stead for a successful & stress free sales career. "

C. Goodwin - Sales Engineer / Matthews Australasia

"Fear – The Art of Selling has many innovative components that I have not seen in any other sales training course and was well worth attending. There were many positive aspects that I can weave into my existing sales processes. "

M. Ring - Director / Planet Telecommunications

"Fear – The Art of Selling was very enjoyable, professional and delivered by an instructor that knows our industry well, therefore I would recommend the course to all technical sales staff."

C. Sharp - Sales Representative / NHP

"I thoroughly enjoyed attending Fear – The Art of Selling and found the sales training course to be very useful & practical based on my current sales role. I now feel a lot more confident in meeting clients at a higher level within the DMU."

S. Galatopoulos - Account Manager / IT-Today

"Fear – The Art of Selling is an awesome experience and I would recommend that anyone wanting to succeed in sales attend this sales training course. It provides a structured and easy to follow step by step process based on Tim's real world experiences in the industry."

R. Moretta - Sales Executive / NETCO

"The Q – Selling techniques taught in Fear – The Art of Selling were both relevant & extremely beneficial to me as a professional sales person. This sales training course really works!"

C. Kavanaugh - Business Development Manager / ComputerCorp

"SIMPLE – I will be recommending Fear – The Art of Selling to our management team."

P. Tearle - Sales Engineer / Champion Compressors

"Fear – The Art of Selling addressed my weaknesses & strengthened the areas that I am already confident in. I have already noticed an improvement in my selling techniques and I am feeling more confident with each stage of the sales process, from prospecting through to closing the deal. I have already recommended for two other companies to attend the sales training course. "

A. Feldman - Managing Director / VISITS

"Many aspects of Fear – The Art of Selling were illuminating and can be applied to finding new business opportunities which will be of great benefit to me & enhance my selling skills. "

K. Wilkins - Area Manager / Integrated Packaging

"The sales training course was very informative and the sales structure was defined BRILLIANTLY! The workbooks provided will enable me to go over & over the material as required. Thanks Tim "

S. Music - BDM / Allphones

"It was excellent to have sales training focused on our relevant industry issues. The sales training course provided good ideas on how to successfully prospect, ask the right questions in meetings and to better negotiate a deal. "

R. Grimsey - Sales Engineer / Vicom - NZ

"I enjoyed the sales training course IMENSELY and feel that I have a stronger foundation of sales skills going forward. All the light bulbs have switched on! "

B. Bosnjak - Sales Representative / NHP

"Tim, I really enjoyed being involved in Fear – The Art of Selling. It has helped me in many ways and I am looking forward to applying all the knowledge I have acquired. I want to thank you for everything and will be letting other people know about the sales training course. "

R. Galanis - Sales Executive / NETCO

"Fear – The Art of Selling has provided me with a new set of tools & sales strategies that can be applied when targeting senior management involved in the decision making process. "

D. Pluijmers - NSW Technical Sales Manager / Emtivac Engineering

"Fear – The Art of Selling was EXTREMELY well planned & executed by using varying teaching methodologies to convey the sales training course material. I am looking forward to implementing these tried & tested sales processes in the field. "

A. Dennis - Senior IT Consultant / eProgram

"Fear – The Art of Selling provides an excellent overview of the sales process. The role plays throw you into situations where you need to solve real world problems and were very beneficial. I am looking forward to putting all my newly acquired knowledge into practice!"

C. Mulready - IT Consultant / Net Effects

"I found the planning, prospecting & relationships units to be very useful and they will all help towards marketing to my existing clients. Great presentations - Thanks Tim!"

C. Sailland - Sales & Technical Specialist / Laboratory Systems Group

"Attending Fear – The Art of Selling has provided me with sales tools I wouldn't have considered and will provide a more focused direction for our sales team. I would HIGHLY RECOMMEND attending it to others!"

M. Healley - Sales Manager / Univer

"I wish I had attended Fear – The Art of Selling when I was starting out 20 years ago. I have learnt a great deal over the past 8 weeks and both my sales team & I are looking forward to achieving greater results by putting this knowledge into practice."

D. Jackson - Sales Manager / Air Technology Group

"After attending each weekly session of the sales training course, I have been able to immediately apply the knowledge into my prospecting / client appointments. Practicing these skills is resulting in a reduction in the time to close new business and increasing access levels to approvers in the DMU. "

Janine Farley - Business Development Manager / 3D Networks (Aust)

"Fear – The Art of Selling was well structured, covered all the elements of the sales cycle and presented in a logical and easy to understand format. I would recommend my work colleagues to also attend the sales training course. "

C. McKean - Account Manager / Lanier (Australia)

"Even with over 20 years of sales experience, the sales training course still taught me some VERY GOOD prospecting & selling techniques." "

M. Hone - Sales & Applications / CNC Alfex

"Fear – The Art of Selling was EXCELLENT! The training programme was particularly well thought out and presented. The material was relevant and covered all of the aspects of the sales process thoroughly and in an easy to learn environment."

M. Vespa - Account Manager / Agilent Technologies

"Fear – The Art of Selling was a great learning experience and provided me with a lot of new ideas. All the material presented was beneficial, especially the modules on Prospecting, Investigation & Closing skills. "

M. McNair - Account Executive (Team Leader) / RS Components

"The sales training course provides a very systematic approach to selling in any field. Applying the techniques to our industry will make the selling process far more enjoyable & effective. The role plays were constructed in a way that made it relaxing & fun. "

G. Buhagiar - Director / CNC Alfex

"Fear – The Art of Selling is a very practical and well presented sales training course without all the unnecessary trimmings. "

R. Mortimer - Director / QA Software

"The sales training course provided me with some straight forward but highly effective sales tools to help take the fear out of selling. With practice in the field, I am confident of even greater success!"

A. Austin - Business Development Manager / Quality Plus Callscan

"Fear – The Art of Selling is a very well thought out sales training course delivered by an engaging sales professional. If you only get the opportunity to do one sales course – DO THIS ONE! "

J. Billson - Managing Director / eServices Interactive

"The sales training course provides a framework upon which to build a consistent selling process. It has provided me with greater insight as to how we SHOULD be selling our professional services."

S. Tarzia - Managing Director / 4Loop

"Fear – The Art of Selling provided a lot of ideas on how to influence prospects to buy your products, services or solutions and keep the sales process flowing from one stage to the next. "

N. Rosen - BDM / NGA.net

"By attending Fear – The Art of Selling I learnt an EXTREMELY useful & practical sales methodology. In addition to improving my sales skills it also helped me develop further as an individual on a personal level. "

M. Richardson - Manager Infrastructure / Billing Bureau

"Fear – The Art of Selling is cleverly designed from start to its FABULOUS finish. The progressive nature of each unit provides the practical tools to make a successful sales person from anyone willing to take up the challenge! "

P. Banham - Technical Sales Consultant / EATON Powerware

"After selling technical engineering products for 16 years, Fear – The Art of Selling has taught me additional sales techniques that I WILL USE FOREVER!"

J. Knott - Sales & Marketing Manager / Alternative Plastics

"Tim's presentation of the sales training course was SUPERB! Fear – The Art of Selling surprised me by showing me how much I didn't know about the science of selling. The sales training course was a LIFE CHANGING EVENT – Well done Tim! "

M. Falconer - Managing Director / Lynx IT

"The entire sales training course was well presented from both a theoretical & practical aspect. I was able to learn a lot over the 4 days that will be applicable to my sales career and also in my personal life. "

S. Fong - Telstra Account Manager / ComputerCORP

"It was great to attend a sales training course that was practical. Fear – The Art of Selling is full of roles plays that instil the skills that are being taught. "

P. Trow - Senior Consultant / eProgram

"Commercial Interactive Media understood that we needed to head our sales processes in a different direction; Fear – The Art of Selling is the NEW direction we will be taking!"

S. Tayner - Business Development Manager / Commercial Interactive Media

"The sales training course provided me with lots of valuable information and useful tactics in regard to dealing with prospects at different levels. I feel more confident in formulating a better plan of attack to target approvers & decision makers.

I would like to thank Tim for all the great things he has taught me over the past eight weeks. "

A. Tatari - Sales Engineer / Pryde Measurement

"By attending Fear – The Art of Selling, I picked up a tonne of great ideas that I can implement into my current sales role on a daily basis. I believe that the sales training course will definitely have a positive impact on my sales results!"

A. Hallett - CBD Account Manager / Lanier

"Being reasonable new to sales, I found the sales training course to be very relevant to our industry. I am looking forward to using all of the resources, tools provided & skills I have learnt."

W. Johnson - Sales Engineer / Univer Pneumatics

"Fear – The Art of Selling provided me with the structure and confidence to seek new opportunities in an efficient manner. "

M. Kingston - Sales Engineer / Matthews Australia

"Fear – The Art of Selling was a very beneficial sales training course covering all the technical aspects of sales. I believe I now have the foundations to be a successful sales person. Thanks Tim"

M. Wingfield - Account Manager / Lanier

"The best thing I took away is that I'm not perfect and there is still so much to learn about selling. I now understand better than ever that selling is all about winning. "

J. Webb - Business Development Manager / CDM Communications

"The sales training course has helped me to focus on a number of key selling points. I will definitely be putting the information provided into practice. "

P Trevitt - Regional Sales Manager / Laboratory Systems Group

"Fear – The Art of Selling helped me to 'fill in' some of the areas of sales that I didn't know needed filling. The 'Closing Skills' module was of great benefit. Big Thanks! "

N. Billinge - Business Development Executive / TR Corporation

"This is a 'must do' sales training course for rookie sales people and a great refresher for experienced sales staff. The theory is enjoyable and I am the better for it. The practical exercises are great and bring everything together. Tim is a 'calming influence' and a good coach to have on your side. "

Z. Khan - NSW State Manager / Resolve Software / Beethoven Computer Services

"The sales training course content was clear and precise, straight to the point. All relevant sales knowledge was shared through real life experiences. This has helped me to relate the information back to my particular sales industry. "

R. Losurdo - Sales Engineer / Vicom Australia

"Fear – The Art of Selling was extremely helpful for a person like me, who has never been in sales before. It provided me with a range of sales techniques that I can use in real life applications. "

A. Bhargava - Sales Engineer / Atlas Copco

"The sales training course showed me a lot of techniques in sales which will be of great benefit to me on both a professional and personal level. Thanks Tim."

D. Hansen - Sales Representative / NHP

"Fear – The Art of Selling was fun and informative. The techniques taught will definitely help me to create and close my future sales opportunities. "

T. Parker - Software Asset Management & Licensing Specialist / iComply

"Fear – The Art of Selling has changed my professional life choices forever. A sensational trainer and presenter, Tim has provided the backbone of my new love – sales! Every second of the training was riveting and so helpful in achieving sales. "

J. Shannon - Sales and Marketing Co-ordinator / enspire Australia

"The sales training course has provided me with new ideas and alternative ways of approaching prospects and turning them into customers. It has also provided me with tactics on how to close a sale that otherwise I wouldn't have been able to!"

M. Taylor - Technical Sales Manager / Complex

"A well structured and well presented sales training course. Tim's style is engaging and insightful. I look forward to practicing its rich content! "

M. Morrison - Managing Director / Mintleaf Studio

"Fear - the Art of Selling has taken my level of confidence in selling & negotiating with high dollar prospects to a new level. Lots of new ideas mixed with great tools will guarantee the best possible chance of creating and establishing new business partners, as well as significantly growing existing clients."

G. Powis - Product Manager / Alloys International

"I've now got a completely new, structured and strategic approach to selling. The sales training course has taught me a number of valuable ideas from prospecting to closing. I think the prospecting, 'Q' selling and negotiating units will have the most impact on my day to day results. Thanks Tim, a hugely beneficial sales training course. "

T. Collins - Sales Manager / Esco Industries

"I have no sales experience, so Fear – The Art of Selling has helped me greatly as it has taught me the basics. I found the first few units very helpful, especially researching your clients, the templates and asking the right questions. I am planning to put this sales training course into practice to gain the most benefit. "

D. Cutler - Fleet Manager / Laserfast

"The strategies taught in this sales training course were very relevant and applicable to my role in generating new business. The section on negotiating was particularly beneficial to me."

A. Gallaher - Business Development Manager / Computers Now

"Fear – The Art of Selling had a lot of useful information in it. It was a sales training course which made a lot of sense. I can see that it will definitely improve my sales skills. "

A. Pisa - Business Development Manager / AE Smith Service

"The sales training course provided practical and realistic ideas and strategies that are applicable to the Australian market rather than being based on an overseas system. Tim also managed to enhance our learning experience by using his real life experiences."

C. Zammit - Business Development Manager / TR Corporation

"Overall I was able to glean many new ideas and concepts from the sales training course material. My challenge now is to effectively utilize this new knowledge in my role. I look forward to the future armed with these new skills."

M. Murray - Sales Representative Australia Pacific / Trio DataCom

"Fear – The Art of Selling was fantastic. It gave me so much new knowledge and showed me how little I really knew! The letter writing and the negotiation skills were the highlights for me."

M. Cooperwaite - Director / Kiandra Systems Solutions

"The sales training course was excellent, practical & hands-on. Tim has provided me with a sound process and structure to implement. The challenging role plays enabled the concepts to be experienced throughout the course. I will definitely use what I have learnt."

R. Maas - Director / FinPa New Media

"I enjoyed the systematic and methodical approach towards the strategies surrounding sales and negotiations. Fear – The Art of Selling certainly improved my sales technique and much of the material will be incorporated into my sales repertoire."

J. Karkaloutsos - Sales Engineer / Bruker Biosciences

"My aim from this sales training course was to gain the 'one percenters' that will improve my sales ability. I gained a lot more. The information was relevant, informative and current with a lot of new ideas that I will implement in my selling technique."

A. Drake - Business Development Manager / The Hiser Group

"Fear – The Art of Selling was very practical with good examples. The course was interactive and Tim was able to hold our attention. A well paced program."

L. Morgan - Business Development Manager / Beethoven Computer Services

"This sales training course allowed me access tools and templates which are not readily available. I now have a planned approach to sales meetings. My confidence to ask the right questions in sales meetings has also improved. "

M. Foster - Sales Engineer / Celemetrix Australia

"After eight weeks on Deakon's sales training course, the 'Fear' of selling is no longer there. Now its all sales 'Art' !"

M. Desmyth - Client Manager / PK Business Advantage

"The sales training course helped us to put together a marketing letter and data base which will undoubtedly create good sales leads. I found the role-plays the most useful part of the sales training course, which will prepare me well for client meetings."

L. Bragg - Business Development Manager / enspire Australia

"Tim delivered a thoroughly enjoyable sales training course which was very relevant to my sales career at LaserFast. I feel that it has pointed me in the right direction to achieve my goals. Thanks Tim."

S. Lakey - Business Development Manager / LaserFast

"Fear – The Art of Selling was a very good sales training course. Tim's extensive experience in 'real world' selling provided an excellent foundation for maximum learning."

D. Guttman - Sales Manager / Alloys International

"The sales training course provided an excellent coverage of cold calling & prospecting which unfortunately is not our primary method of selling. Nonetheless there are various aspects of the course which will be most useful. I would definitely recommend the sales training course to the right people."

M. Berger - Regional Sales Manager / Trio DataCom

"The sales training course was excellent and provided tangible ideas to structure and improve my sales techniques."

B. D'Enyar - Business Development Executive / Kiandra Systems Solutions

"By attending Fear - The Art of Selling, I have gained a great deal of knowledge. The new sales techniques I am employing are already paying dividends for our business by generating additional revenue and growth."

K. Cummings - Qld. State Manager / Tech Rentals

"The sales training course was very well presented and I picked up a lot of new ideas. Fear – The Art of Selling keeps professional salespeople up to date with current sales techniques."

G. Dovile - Sales Engineer / Nilsen

"Attending Fear – The Art of Selling was very helpful. It encourages you to think outside the square and apply different sales strategies & techniques."

N. Papadopoulos - Systems Sales Executive / Rutledge Engineering

"Fear – The Art of Selling flows well from week to week by expanding your thoughts and improving your personal selling techniques. I found the sales training course to be enjoyable and very relevant to our industry."

M. Parfuss - Sales Representative / SensiTech

"The sales training course has provided me with many useful skills and was a great experience. I have learnt so many new ideas that will help assist me in the field."

L. Poutama - Sales / AWM

"I thoroughly enjoyed attending Fear – The Art of Selling and learnt a lot of new ideas!"

T. Magee - System Design & Sales / Audio Telex Communications

"Fear – The Art of Selling has given me a huge insight into the areas I need to improve. I will now be able to implement this knowledge into my day to day business practices. "

C. Wilson - Sales Consultant / Rack & File

"The sales training course was well organised, information flowed and was very professionally presented. The facilitator was also confident and resourceful."

S. Beke - Territory Manager / Pacific Laboratory Products

"The role plays & exercises throughout the course have helped me better understand the sales process and overall helped improve my confidence to sell."

T. Ly - Technical Sales / Fasco

"The sales training course really showed me how specific questioning techniques can be used to extract the required information from prospects to increase my level of sales success."

T. Coombs - Sales Engineer / Rezitech Services

"The sales training course provided some VERY relevant, practical & easy to implement sales techniques that can be used every day when developing new business opportunities. Of particular value were the units covering Planning, Negotiation & Closing skills."

G. Tresize - Sales Manager / Pentair Water

"Fear – The Art of Selling has prepared me for the real world and I am looking forward to using my newly acquired sales & negotiating skills."

G. Yole - Sales Consultant / IBS Audio Visual

"The sales methodologies taught in Fear – The Art of Selling will benefit a number of our key staff. "

L. La Delfa - National Industries Solutions Manager, Assets / O'Donnell Griffin

"The sales training course provides participants with a holistic view of the sales process and a real professional edge. The material presented in the workbooks is very relevant to prospecting for new business. "

D. Glover - NSW State Manager / Arbiter Solutions

"Fear – The Art of Selling reinforced proven techniques on how to sell. The early sessions, on introduction letters and cold calling were particularly beneficial for me."

G. Bosward - Sales Manager / Headland Machinery

"After 10 years in sales, Fear – The Art of Selling quantified many of the skills I had previously learnt from BITTER experience. The sales training course has provided me with a more focused, reliable and repeatable approach to all types of clients."

M. O'Malley - Sales Manager / Intrepid Geophysics

"I have discovered the importance of forming relationships. I can now see more clearly just how important it is to ask the right questions in a complex sale in order to get prospects divulging the information I need to know."

R. Dwelly - Sales Engineer / CSE – Uniserve

"Compared to other sales & negotiation courses I have attended, this sales training course covers the full sales process very well. I have no doubt it will both IMPROVE SALES and SAVE TIME."

R. Crellin - Process Engineer / Furnace Engineering

"Tim, there was definitely some very interesting & relevant information in this sales training course. We as a company will gain a lot out of better understanding our client's problems and documenting captured data into MAP, VIP & AF2 templates for future successes."

J. Columbine - Business Development / DWS Consulting

"I have come away from the sales training course with knowledge that will improve my sales skills and would recommend Fear – The Art of Selling to my work colleagues."

C. Barui - Sales Representative / Reynolds Automation

"I liked the dynamics of the group and the role plays really reinforced the sales processes being taught. From now on all sales calls to prospects will be better thought out and structured before I walk through the door."

D. Alm - Territory Manager / Davey Water Products

"Tim knows what he is talking about and I would recommend the sales training course to any salesperson who wants to know how to get into new places and speak to the people that matter!"

J. Baker - Internal Sales / Pneutech

"The practical techniques I have learnt will be very helpful. I was sceptical at first but when I tried asking prospects emotional questions, they really opened up ... there is a lot of value in what was taught."

K. Baker - Sales Consultant / Heinemann Electric

"Fear - The Art of Selling offers a multitude of simple and practical ways to improve engagement for both existing & potential new clients."

P. Greenwood - Consultant / Acrodyne

"Fear - The Art of Selling has been very helpful in improving my sales skills and I now feel better equipped when visiting clients and new prospects."

H. Tarash - Sales & Project Manager / KHS Pacific

"The sales training course provides a lot of common sense & practical ideas but it is its ability to reinforce how to apply them in a true business to business selling environment that makes it so helpful to salespeople."

T. Buur-Jesen - Director / Sales Manager / Mil-Tek

"I feel infused with valuable practical sales techniques that can be implemented immediately into my every day sales processes. Fear – The Art of Selling was highly interactive and engaging and I particularly enjoyed the sections on letter writing, investigation & prospecting skills."

P. Haddad - Sales Consultant / Gallay Medical & Scientific

"Dear Tim, A quick word of thanks for putting on such a helpful and informative sales training course. I'm working faster and dealing with customers more efficiently already! Now to make my first million ... "

D. Moran - Product Manager / John Morris Scientific

"I have attended other sales training courses but found Fear – The Art of Selling to be the most beneficial due to the amount of practical ideas provided in each of the eight sections."

R. McCabe - Technical Sales Representative / SEW Eurodrive

"I would recommend sending other staff members to Fear – The Art of Selling, the Q-Selling techniques covering statistical, emotional & logical questions were excellent!"

J. Sacha - Applications Engineer / Pilz Australia

"Fear – The Art of Selling is a very practical step by step approach to selling and although there was a lot to remember in the course, practicing the concepts in roles plays made it much easier each week."

D. Humphreys - Account Manager / Safety Products / Matthews Australasia

"The sales training course was VERY ENJOYABLE and HELPFUL!. It triggered some important thought processes that need to be employed in negotiating with prospective clients."

B. Caruana - Technical account Representative / DS Chemport

"Tremendous overview of high level selling techniques ... I am looking forward to putting them into practice in the coming weeks."

P. Longhurst - Product Manager / Micromax

"Fear – The Art of Selling has given my new business venture the platform to go from a successful business to an outstanding success."

B. Sheppard - Managing Director / Ikon Engineered Solutions

"Fear – The Art of Selling is a well conceived sales training course that focuses on practical sales techniques for technical sales people."

T. Capon - Managing Director / NewFema

"The sales training course has provided me with more confidence to target NEW Business opportunities. Fear – The Art of Selling offers a lot of value and will help increase my sales performance."

M. Gerard - Sales Engineer / Sentec

"Tim, there was definitely some very interesting & relevant information in this sales training course. We as a company will gain a lot out of better understanding our client's problems and documenting captured data into MAP, VIP & AF2 templates for future successes."

J. Columbine - Business Development / DWS Consulting

"Fear – The Art of Selling was a real eye opener and provided a wealth of knowledge! I now feel that I have a better understanding of the physiological side of selling that will help me engaging with customers, prospects and also our suppliers. I will certainly be keeping these notes for future reference."

R. Overall - Product Sales & Applications / CNC Design

"Fear – The Art of Selling provided a number of valuable sales tools & techniques. It also provided a clear structure to the sales process and I believe will make selling much easier and more enjoyable for me. "

S. Karavenzas - Sales Manager (Vic.) / Hot Melt Packaging Systems

"The sales training course provided me with a structured sales process along with ideas that will make me more effective & confident in selling our services. Now it is up to me to put them into practice ... "

P. Hoppe - Business Development Manager / Astral Consulting

"I have gained a great deal of sales knowledge by attending Fear - The Art of Selling and believe I will become a far more effective salesperson as a direct result."

D. McKenzie - Business Development Manager / Integrated Imaging Systems

"The sales processes taught in Fear – The Art of Selling are VERY relevant to today's complex sales environments . Enjoyment - 6/6, Learning 6/6 & Relevance 6/6 "

J. Freund - Business Manager / Networking IT

"I really enjoyed attending this sales training course as it has helped refine some important sales skills. The information & notes provided were very beneficial and will be a great asset throughout the rest of my sales career."

M. Stranges - Sales Excutive / Pepperl & Fuchs

"This sales training course has identified weaknesses in our sales force / sales processes. We look forward to applying the knowledge provided and achieving greater sales growth."

A. Bosen - Sales / Project Engineer / SIHI Pumps Australia

"Fear - The Art of Selling is VERY informative, based on real world applications and focused on complex sales environments."

A. Hunter - Sales Engineer / Norgren

"I found the sales training course to be very enjoyable and I am now aware of how important it is to ask some of the qualifying questions I was previously uncomfortable asking prospects."

D. Barrett - Sales Engineer (Robotics) / Marand Precision Engineering

"Being perceived now as a sales consultant instead of simply a sales person will help me build trust quicker with prospects resulting in long lasting business relationships."

R. Maiorana - Sales Manager / Laser 3D

"I found the sales training course very enjoyable & informative. With the knowledge I have gained over the past 8 weeks, I feel more confident in prospecting for new business. It was worth every penny!"

J. Lukins - BDM / Chandler Direct Personalised Communication

"By attending this sales training course, I have been able to learn a lot of valuable prospecting techniques that will be of great benefit in the real world."

T. Joshi - Procurement Consultant / TLC IT

"Fear – The Art of Selling provided a structure & enlightenment about the mystery of sales. We will certainly be putting these sales processes into place for developing new business opportunities and look forward to getting the results. "

A. Whish-Wilson - CEO / Momentum Technologies Group

"It has been interesting to observe the art of selling by experts over the past eight weeks. This sales training course has helped me clearly understand what works and doesn't work in the real world. All I need to do now is implement the valuable lessons learned."

D. Mitchener - Business Development Manager / All-Tasks IT

"By attending Fear – The Art of Selling I have acquired a number of new sales skills & techniques that can be easily applied in real life situations. I believe that this knowledge will help me achieve greater sales results."

David Lu - Applications Engineer / Omron

"This sales training course provides the practical knowledge needed for B2B sales to be successful and is suitable for both new starters as well as seasoned professional salespeople. It was also great to be able to mix with people from different industries and to learn from their experiences. "

E. Sharma - Account Executive / UXC Performance Management

"Fear – The Art of Selling is a very informative sales training course & full of new ideas for targeting prospects in a variety of industries / market segments."

D. Elliott - National Sales Manager / In Vitro Technologies

"The sales training course was VERY relevant to my own work place. I found that my sales skills were lacking in some areas and the comprehensive notes provided will be of great assistance in the future. Enjoyment - 6/6, Learning 6/6 & Relevance 6/6"

G. Frutschi - Sales Engineer / Norgren

"The sales training course gave me greater insight into the (DO)s & (Don't)s of selling and taught me how to prepare for meetings more professionally."

S. Slaats - BDM / 3D Networks

"I found the combination of sales theory & practical exercises were well balanced throughout the sales training course and were effective in helping improve my sales skills. "

J. Eldridge - Principle Consultant / we-do-IT

"I come from a non-sales background and now I feel more confident in handling difficult situations. I have learnt many new sales techniques that I will definitely be using in the future."

G. McKenzie - Sales Manager (Bris.) / Camplex

"My thoughts and ideas on how to sell have drastically improved as a direct result of my completing this sales training course."

F. Hashemi - Sales Engineer / Pryde Measurement

"Fear – The Art of Selling was extremely helpful to me. I have learnt a lot of tips, tricks and techniques which I believe will help me with my sales career. Specifically, the sales training course has increased my confidence in a number of key areas which I needed to improve."

J. Brown - Territory Manager / In Vitro Technologies

"Tim's innovative sales training program is an advanced training tool that can be used for novices through to experienced sales personnel."

B. Sorensen - Business Development Manager / AE Smith

"Fear – The Art of Selling gave some practical ideas and a different perspective on selling. Unlike other sales training courses I have done, it provided me with useful information on how to approach new or prospective clientele. "

A. Voke - Sales Executive / Multivac Australia

"The sales training course was a good refresher and highlighted some of the skills that have 'dropped off' for me. I also learnt some new sales skills & techniques. The role plays were enjoyable as they put the participants into realistic situations. Enjoyment - 6/6, Learning 5/6 & Relevance 5/6 "

A. Petroff - Technical Sales Representative / Rezitech Services

"Fear – The Art of Selling has provided me with several new skills which I can use. I find that I am now more confident in several aspects of the sales process. I have also identified areas I can improve on over the coming months and I will be discussing these with my Queensland colleagues. "

T. Bagby - Sales Engineer / Matthews Australasia

"Fear the Art of Selling has something for everyone, regardless of their experience or skill set. It has been the most complete and adaptable sales training course for professional B2B sales that I have come across."

F. Karabelas - BDM / Fuji Xerox Printers

"Fear – The Art of Selling effectively identifies the individual components of a sales cycle. It provided useful insight into the emotional reactions of our customers and how to deal with it."

J. Stoker - Major Accounts / J.J Richards and Sons

"Deakon's sales training course is a highly stimulating journey into the 'Art of Selling'. It effectively identified the emotions involved and the ways in which we can improve our working lives by enjoying interactions with customers and achieving sales."

C. Chappell - Territory Manager / In Vitro Technologies

"I enjoyed the sales training course thoroughly. It reinforced the 'Keep it Simple' (KIS) concept for me. I learnt a lot about how to identify customer needs, and about letter writing techniques and skills. "

C. Riga - Business Development Manager / Alloys International

"Fear – The Art of Selling has been very helpful in building my confidence. The role plays taught me how to conduct a sales meeting and how to ask the right questions."

T. Del Grosso - Area Sales Manager / Multivac Australia

"Often we think we know how we should approach a client but stumble through the process without a clear 'map'. Fear – The Art of Selling provides a clear 'map' with well defined guidelines to make the whole process smooth and natural. "

S. Fraser - Video Specialist / Computers Now

"Tim - Thank you for your time and professionalism. The sales training course taught me new techniques that are enabling me to generate new revenue through business growth. I have gathered a great deal of information which is already paying dividends in our business. Fear – The Art of Selling was very enjoyable and thoroughly worth doing, and I strongly believe I will grow with the knowledge that I now have at my disposal. "

K. Cummings - State Manager (QLD) / TR Corporation

"For someone with no sales experience, this sales training course has opened my eyes and given me the tools and skills to make me want to get out there and start selling! A highly motivating course."

A. Plattfuss - Business Development Manager / Hannan IT

"Fear – The Art of Selling provided compact, to-the-point information in a no-nonsense atmosphere. It provided very applicable information that is readily 'translatable' to daily work and real life situations. It has refreshed my existing knowledge, has helped me to re-structure my approach, and has provided me with some new views."

H. Kolkman - Manager Business Development / IP3 Systems

"Sales isn't magical – its all about continuously applying basic but effective techniques. Tim's sales training course has helped me refine my existing sales methods and this more systematic approach will benefit our whole sales team. "

J. Marocchini - Senior Consultant / Corporate Information Systems

"Fear – The Art of Selling has filled in the gaps I had in account planning, as well as the structure and direction a meeting should have. A very well structured and presented course, which was well worth attending. "

Z. Coleman - Account Manager / Comms Force

"A well thought out and well presented sales training course. I got a lot out of the practical tools and advice that Tim provided throughout the course. I now feel much better equipped to negotiate and win business for Kiandra."

D. Prior - Software Solutions Manager / Kiandra System Solutions

"The materials and how to apply them were well thought out and explained in the sales training course. Even after 20 years in sales I have learnt new skills as well as been reminded of ways to conduct my business relationships. Thank you!"

S. Hastings - New Business Development Manager / Multivac Australia

"Hook, line and thinker! I came in with an open mind, my mind was stretched, encouraged and strengthened. Getting out of the 'comfort zone' is necessary and important! I am ready to keep learning! My thanks to Tim and Fear – The Art of Selling for preparing me for my next stage."

T. Westhead - Sales / Technical / Alloys International

"I found the sales training course to be both character building and confidence building. The course has taught me some valuable knowledge to use in sales. Thank you!"

G. Skourtis - Technical Sales Specialist / Laboratory Systems Group

"Fear – The Art of Selling was exceptional! I enjoyed each session and I learnt a lot about sales, myself and my current position. Participating in the role play activities helped me to better understand the possible situations I may face in a sales situation. Tim's wealth of knowledge about sales was beneficial and provided me with the information required to follow a career into sales. I thoroughly enjoyed the course and have learnt much. Thank you for this worthwhile opportunity. "

M. Auld - Internal Sales Support / NEC Australia

"Fear – The Art of Selling provided some great tools. I learnt new techniques and enjoyed listening to the views of other sales personnel in other industries. Above all I liked Tim's humble, straight talking and confident approach. "

R. Ramanujam - Business Development Manager / Gravity Australia

"Fear – The Art of Selling was a very well conducted course with interesting and useful ideas and techniques. The individual modules all piece together nicely to allow for a better understanding. There were several 'light bulb' moments for me!"

S. Weston - Sales and Marketing Manager / Channel 1 Creative Media

"Fear – The Art of Selling has taught me about the end-to-end sales process. I have learnt about personal and product presentation, on sourcing prospective customers, in-depth questioning and answering techniques, identification of needs and requirements, through to successful negotiations and closing. The sales course teaches all the skills required in a pragmatic and real-life way. "

H. Holkman - BDM / IP3 Systems

"Fear – The Art of Selling was a quality sales course which gave me a better perspective of the sales world. I now feel more comfortable talking to higher stature people such as CFO's and CEO's."

J. Pearton - Sales Engineer / Norgren

"The sales training course introduced new concepts to me, particularly around sales and business development. Tim taught me some interesting facts about thought processes and the effects that words and phrases have in the selling process. "

S. Tissai-Krishna - Power Systems Engineer / Senergy Econnect Australia

"“Fear – The Art of Selling was an enjoyable sales course that introduced to me new perspectives on selling. It was easy to understand and adapt straight away to real life situations. The sales training course helped me to think and act as an effect sales consultant, how to find prospects, and how to develop new business. "

PA Dabley - Managing Director / D Solutions

"The sales course taught me not to 'problem solve' too early. I have learnt to recognize when I was doing the wrong thing in meetings and now I understand how to rectify my mistakes."

B. Sutton - National Sales Manager / Noojee Telephony Solutions

"The sales training course is a great base for advancing important skills in 'The Art of Selling'. It emphasizes the key ingredients of preparation and thoughtful persistence. "

D. Benjamin - Managing Director / Informatel

"The sales course was EXTREMELY informative. It stretched all participants regardless of their levels of experience. A lot of new techniques were gained, along with extensive sales reinforcement. "

S. White - Account Manager / Alloys International

"Fear – The Art of Selling has really opened my eyes and made me look at sales from a different point of view. I leave the sales course with 100% more selling confidence than when I began."

A. Williams - Internal Sales Engineer / Treotham Automation

"By completing the sales training course 'Fear – The Art of Selling' I am now able to utilise my time much more effectively. I have no doubt that once I develop my new skills my results will dramatically improve."

S. Hayward - Managing Director / Fresh Dynamics

"As a result of the sales course I feel so much more comfortable and confident to now walk into any office in front of anyone and sell our products & services. Even if I only use 20 questions out of the 200 I've learnt, I know that I'm the one who is one step ahead and in control. Thanks Tim! "

S. Brooks - Office Manager / Fresh Dynamics

"Fear – The Art of Selling is a sales training course that provides participants with guidance and introduces a process which helps in the real world. Highly recommended!"

S. Voursoukis - Account Executive / Auswide Communications

"I found the sales course to be most beneficial. I feel I understand 'The Art of Selling' much better and I obtained some excellent knowledge that I can use in the real world – the letter template and relationship skills were great, and I believe I have more confidence in dealing with objections. Overall, it was great value! "

C. Valasiou - Sales Executive / TR Corporation

"Fear – The Art of Selling is a great sales training course for both the experienced and those starting out in sales. I learnt new things from start to finish."

J. Weir - Sales Representative / NHP

"I found the training course very beneficial and I believe it has made me a better hunter. The highlights were the letters and all of the role plays. Over the eight weeks the entire end-to-end sales process was demonstrated."

A. Shaw - Sales Executive / TR Bearcom

"Fear – The Art of Selling was a very informative sales course which provides clear, concise guidelines for each step in the sales cycle. The material covered can be used right from day one. Enjoyable and useful. Highly recommended!"

A. Attar - Business Development Manager / Hannan IT

"The sales training course highlighted to me what skills are required in the market place. The communication and negotiating skills that were taught will help me to achieve better relationships and eventually future business deals and sales."

C. Vass - Sales Cadet / NHP

"Fear – The Art of Selling is a must for anyone in sales. The techniques taught are all relevant and genuinely useful for every stage of complex sales. Tim's experience makes him a great resource for all participants of his sales course."

J. Buhagiar - Technical Sales / Alfex CNC

"The sales training course really hit its stride for me when we go to the face-to-face part of selling – especially negotiations and the practice role play sessions, which were good for my self confidence."

G. Ralph - Principal / The Hiser Group

"Fear – The Art of Selling was a very well structured training course that thoroughly explained the sales cycle. The tools provided and the insights into preparation are extremely valuable. As a result of this sales course I look forward to significantly increasing my personal sales effectiveness. Thanks Tim!"

J. Scotland - Director ITSM / Dowling Consulting

"Deakon's sales training course shows how quite simple techniques, if applied strategically, can produce significant benefits."

B. Trippit - Director / Simuserv

"The sales course has been great in that it not only complimented and reinforced a lot of my current skills, but it has shown me that some slight changes can generate big differences. Fear – The Art of Selling has taught me a great process for building a qualified pipeline."

T. Branagan - Chief Hunter Gatherer / 212°F

"Fear – The Art of Selling was more than I expected and a great investment of my time. I can't wait to get the rest of my team through the course."

M. Bayly - Director / Bayly Group

"The sales training course taught me logical sales techniques to apply throughout the end to end sales process. It was a professional program with lots of role plays to constantly reinforce key learnings."

Bridget Bray - Business Development Manager / Skilltech

"Tim's sales training course helped me to identify all the correct activities that should be carried out during the sales process. It taught me how to get the steps of the sales cycle into a logical order that will help me to close sales quicker. A great course even after 20 years of sales!"

B. Bryant - Business Development Manager / Radio Terminal Systems

"I came into this course with little sales knowledge and came out with far more confidence and understanding of the sales process. In fact the most important thing for me was identifying a process that I can certainly begin to use. "

K. Briscoe - Managing Director / CommsIT

"Fear – The Art of Selling introduced me to a whole new way of looking at and approaching a sale. By far the best sales course I've participated in."

J. Dalton - Sales Executive / Iron Mountain

"Fear – The Art of Selling is a fantastic vehicle for improving all the core competencies of a sales professional. It's also very helpful for fine tuning any sales process. Highly recommended!"

A. Cook - National Sales Manager / EXA

"My initial thoughts when told about this sales training course was 'How can it help me?' A certain amount of scepticism existed, but now I'm so glad I attended! I am on my way to becoming a professional sales person. "

L. Harvey - Australasian Sales Manager / Westgate Hi-Tech Machinery

"The modules in Fear – The Art of Selling were motivating, informative and a surprising learning curve! I have already recommended this course. Thanks Tim! "

A. Geranis - Sales Executive Australia and NZ / Iron Mountain Australia

"The sales training course was very professionally run and contained vital information to help me succeed in sales. Tim is an excellent presenter! "

R. Spanger - Managing Director / Dream Engine

"Fear the Art of Selling helped me to break down the sales process to make sales easier. The 'Negotiation Skills' module was for me the most useful part of the course and will definitely lead to more profitable sales. "

D. Cowling - Sales Manager / AIM Digital

"I found that the sales training course really highlighted to me some of the tactics that are used daily in B2B relationships that I was previously unaware of. It has taught me which customers to invest my time with and which leads to leave alone. "

D. Cochrane - Sales and Rental Engineer / TMG Test Equipment

"I enjoyed 'Fear the Art of Selling' very much as it allowed me to build up the confidence levels when speaking to clients. Also, it gave me the foundation to become a professional sales engineer. I have also gained the valuable practical experience through the role play activities, in particular, in the negotiation skills module."

M. Phyu Phyu Thein - Sales and Rental Support Engineer / TMG Test Equipment

"In this sales training course I learnt a lot about a more structured and goal orientated way of selling to customers' needs. It was engaging and enjoyable and the role plays helped cement the learning."

V. Kim - Sales / TMG Test Equipment

"Fear – The Art of Selling had a format and pace that kept the new ideas relevant and immediately applicable to my 'on the job' situations. The delivery pace gave ample time for reflection to my individual real life circumstances."

J. Austin-Crowe - Director / Advanced 3D modelling

"Coming from a more technical background, the course has given me a lot of insight about my sales approach and how the sales cycle works. This is a great sales training course for anyone wanting to get into sales. "

D. Chua - Pre Sales Engineer / Express Office Systems

"This sales training course has helped me put my focus back into sales. The new ideas and excitement that Tim conveyed has re-kindled my passion for sales. Let's go get them – seize the day!"

Z. Cvetkovski - Business Development Manager / Express Office Systems

"Fear – the Art of Selling provided me with great tips and a very systematic approach. Some excellent material to help me prepare for tough negotiations."

S. Laffont - Sales Executive / Radio Terminal Systems

"The sales training course provides a structured way to build relationships with prospective clients, make the sale and negotiate great outcomes."

J. Williams - Team Lead / base2Services

"I think that at whatever time in your sales career that you choose to do this sales training course, you will learn something to improve your sales technique "

G. Inifer - Sales Engineer / Asset Plant and Machinery

"Fear – The Art of Selling without doubt can change your life, especially if you are prepared to regularly study and utilise the tools given by Tim. The information provided was definitely "The Art"' material."

R. Irwin - Account Manager Victoria / Iron Mountain

"I initially had fear towards the course, however, I came with a complete open mind and a desire to learn. Now I leave the course with the resources to achieve even more than I expected. "

S. Gargan - Account Manager / Esendex Australia

"Fear – The Art of Selling has provided me with a number of key tools that will help me be more effective in selling my organisation's services."

M. Black - Senior Consultant / Spatial Vision

"Deakon has a systematic way to show salespeople how to get the best out of themselves. Every seasoned BDM should consider this course as I have learnt new ideas that have made me thousands in commissions."

S. Pete - Business Development Manager / Ucomm

"Being new to sales this course has taught me what I needed to know with no excessive material. All aspects have been extremely beneficial and will be used constantly."

J. Porter - Managing Director / Venourium

"Fear – The Art of Selling reinforced some of the basic prospecting, relationship, negotiating and closing techniques that are proven within my business. I commend Tim's honest appraisals of his students and look forward to using these sales techniques to achieve success."

L. Bertelle - Business Development Consultant / Iron Mountain

"There were two stand out differences of the Deakon course. Firstly, the sessions were fast and thus ideal for salespeople, and secondly, the methodologies were simple, ensuring that they can be easily remembered, and most importantly implemented in the field."

L. Trevena - CEO / Synetek Systems

"I have been in sales for over 15 years, a lot at processes I did without understanding why. Tim's course has put meat on the bone of the "why". I'm now better prepared to address any vertical market or product."

W. Phillips - National Sales / Radio Terminal Systems

"Fear – The Art of Selling provided valuable insight into the whole selling process while also providing practical advice."

G. Martin - Business Development Manager / Spatial Vision

"This has been a very useful course and I have been able to apply many of the pearls of wisdom to everyday scenarios. Thoroughly recommended."

E. Pearce - Business Development Manager / Uecomm

"Fear – The Art of Selling is very relevant to a technical salesperson. The course had a great structure and Tim has a wealth of knowledge and is a very good facilitator. Anyone in sales should do this course for sure - INVALUABLE."

A. Piers - Business Development Manager / Uecomm

"The key benefit of this course was that it presented a good framework for sales that I can take back to our organisation and modify to suit our needs – I particularly liked the templates."

M. Pelikan - Senior Analyst / Spatial Vision

"Fear – The Art of Selling provided me with a new structure to approaching a sales lead. It was a very informative and eye opening course."

M. Brown - General Manager / Renishaw Oceania

"I found that the course opened my eyes to many new techniques for prospecting, selling and negotiating in particular. I think the knowledge passed on from this course is essential in today's sales world!"

C. Buhagiar - Technical Sales / Alfex CNC Australia

"Fear – The Art of Selling will be the foundation of our new sales model, and will no doubt have positive implications into the future."

C. Bartlett - Sales Manager / Esendex Australia

"Starting the course with no real sales experience, I now feel that I understand the process and have the tools to grow my business. Thanks Tim."

M. McInnes - Managing Director / kudosOnline

"I really enjoyed participating in Fear – The Art of Selling. Tim was an exceptionally good trainer throughout the course and I feel I have learnt a lot. However it would have been really great if the course could have been designed around our industry a little more, but I do realize there are many people from other industries."

P. Ahern - Sales Representative / NHP

"The course provided me with plenty of good ideas, hints and tips. At times it may have been suited more to the 'one off' high dollar sales as opposed to NHP activities; however, some of the information shared is very useful and I will get a lot of use out of it. I'm sure it will help to increase my sales."

B. Todd - Sales Representative / NHP

"Fear – The Art of Selling puts all aspects of the sales process, from start to finish, at the forefront of your mind. It creates an easy to implement sales methodology that will deliver a successful sales practice in any business."

R. Silver - Chief Executive / Remora Technologies

"Deakon's Fear – The Art of Selling has given me the confidence to not only take on the methodology for my own sales, but to create the complete 'Q-selling' process as policy across the entire company. I'd recommend the course to anyone interested in taking sales to the next level."

J. Cave - Chief Technologist / Remora Technologies

"This course gives the student the skills and the tools to become a successful sales person. The course was delivered in a simple and logical manner that would provide learning to both beginners and experienced sales people."

B. Chaplin - Director / FM Essentials

"Fear – The Art of Selling helped me to become more confident and taught me tactics on how to extract useful information from prospects. The most important part of the course was learning how to cold call by following a process."

A. Somatilake - Sales Engineer / Unique Micro Design

"The course also taught me how to consider the client's needs and wants before jumping in and trying to sell something to them. I also learnt a lot about how to use business benefits and impact statements."

T. Cookes - Sales Manager / Environmental Systems and Services

"Thank you Tim for an AWESOME sales course. I found the content of Fear – The Art of Selling to be extremely relevant. It will be greatly beneficial in my current role and for my sales career into the future. I particularly enjoyed the role plays and negotiation sections."

D. Markwell - Sales Manager / Revelation Software Concepts

"The course material was informative, educational and very relevant within the complex sales environment. Understanding and developing the full sales process was a valuable tool."

J. Peristeris - Technical Sales Engineer / Dimac Tooling

"I thoroughly enjoyed Fear – The Art of Selling. It wasn't until unit 7 that I was able to relate everything that Tim was saying to my job."

M. Nguyen - Service Technician / ASP MicroComputers

"As a result of the course I've learnt to structure my visits. I've also improved my technique and developed worthwhile people skills and ideas. This knowledge has provided me with confidence in my dealings which is crucial to selling. To increased sales and income!"

C. Coseski - Sales Manager / Environmental Systems and Services

"Fear – The Art of Selling was an excellent course. It was very well run and I benefitted from Tim's experience and successful sales career. It was very beneficial to be able to put complete sales strategies into place, including how to complete the sales cycle."

G. Blackstock - Business Development Manager / Enspire Australia

"The sales training course was EXTREMELY USEFUL and I would personally recommend it for both NEW and Experienced Sales Professionals. Enjoyment 6/6, Learning 6/6 & Relevance 6/6"

I. MacDonald - Territory Manager / In Vitro Technologies

"The sales training course was a real eye opener. It gave me a better understanding of how to deal with a range of different selling scenarios from getting appointments to closing deals and most importantly achieving results. I am looking forward to now putting these skills into practice. Enjoyment 5/6, Learning 6/6 & Relevance 5/6"

C. Ozbal - Sales Engineer / Sandvik

"I really enjoyed attending the sales course and picking up a wealth of personal knowledge & experience from Tim who is a very rare presenter in his field. Enjoyment 6/6, Learning 6/6 & Relevance 6/6"

V. Polonski - National Product Manager (Vacuum Instrumentation) / John Morris Scientific

"Fear - The Art of Selling is a good overall sales course with an emphasis on business development. I would recommend for other Product & Account Managers from our company to attend in the future. Enjoyment 5/6, Learning 4/6 & Relevance 5/6"

T. Schappeler - Sales Manager / John Morris Scientific

"Fear - The Art of Selling provides you with an opportunity to really understand the sales process and guides you down an easier path to sales success! Enjoyment 5/6, Learning 6/6 & Relevance 5/6"

B. Ackroyd - Technical Sales / Hare & Forbes Machinery House

"Having attended a few sales courses in the past, Fear - The Art of Selling has been the most effective! I have picked up some great pointers that will help me succeed in sales. Enjoyment 6/6, Learning 6/6 & Relevance 5/6"

N. Kanoon - Technical Sales / Hare & Forbes Machinery House

"The sales training course gave me real world practical knowledge & experience that is completely relevant to my business. Confidence and success are sure to follow with practice now that I have the formulas. Thanks Tim! Enjoyment 6/6, Learning 6/6 & Relevance 5/6"

M. Nesbitt - Director / Mobile Office

"The Public Access Sales Course was of great value to me and provided logical steps to help with future negotiations. Thanks for delivering such a well presented workshop. Enjoyment 6/6, Learning 6/6 & Relevance 6/6"

M. Grabe - Business Development Engineer / CSE - Uniserve

"Clarifying the different types of roles in the sales process and their responsibilities / interests will help me focus on who needs to know what in a prospective new account. Knowing the right questions to ask and their correct order will also be beneficial along with all the negotiation skills provided in the sales training course. Enjoyment 5/6, Learning 5/6 & Relevance 5/6"

M. Bladen - Account Manager / Heidelberg

"Fear - The Art of Selling highlights any bad sales techniques habits that you may have and provides a better approach to selling. Enjoyment 5/6, Learning 5/6 & Relevance 5/6"

D. Upton - Sales Engineer / Sandvik

"I found the sales training course very informative and a great foundation to the art of selling B2B. The skills I have learnt will definitely assist me in my daily planning and communication with existing and new clients."

S. Smith - Business Development Manager / BCS Technology

"A well structured sales course, with good points covered in negotiation and investigation areas."

D. Donnison - Business Development Manager / INACO

"The letter writing and 'hunting' elements of the course were a practical exposure to new business sales that are usually otherwise missed in other sales training courses. The role playing activities were an invaluable way of ensuring that practice followed the high quality theory."

A. Mackenzie - Manager – Information Worker Infrastructure / Professional Advantage

"Fear – the Art of Selling provided practical ideas that we can begin implementing immediately. I have no doubt our sales will increase as a result."

M. Ursino - Operations Director / ICONIQ

"The training course was both BRILLIANT and INVALUABLE! I expect to be exceeding targets next quarter with all that I have learnt in the past two weeks!"

P. Maxwell - Business Development Manager / OBS

"This is a highly motivational sales course that has blown away the cobwebs. I look forward to using what I have learnt to significantly increase new business."

B. Hodgson - Senior Sales Consultant / Professional Advantage

"Having been to many other sales courses for complex B2B selling, I found 'Fear the Art of Selling' relevant, succinct and current. Tim's personality and variations in technique ensures enjoyment and maximum value from his sales training course."

M. Burleigh - Dealer Channel Manager / TR Corporation

"Fear – The Art of Selling makes you think about how complicated sales is, and how we always should be refreshing our skills on a daily, weekly and monthly basis. This sales training course really impacted on my thinking with respect to new business development."

R. Lloyd - Business Development Manager / Professional Advantage

"This sales training course taught me a truly practical and logical approach to how to systematically and efficiently break through barriers, identify opportunities and get positive sales outcomes."

M. Cape - Business Development Manager / Tiller Design

"Fear – The Art of Selling is a highly motivating sales course that I would recommend to any sales representative who is new to sales or even those with many years of experience. This sales training course has given me the confidence and tools to deal with any type of client."

P. Lovegrove - Sales and Applications / Alfex CNC

"The maximum value for me was the writing skills and prospecting skills components of the sales course. Over the next few months I will have to digest it all to gain full value!"

S. Brooker - Sales and Applications / Alfex CNC

"I found the sales training course very interactive and I have learnt a lot - the last three sessions were in particular useful to me."

D. Obradovic - Regional Manager / Flexilink Systems

"This sales course provides some fantastic ideas and sales skills which are essential to be able to hunt for new business. A must for any salesperson or company that wants to target prospects ..."

B. Giblett - Business Development Manager / CDM Communications

"Fear – The Art of Selling gave me the tools and confidence to build new business from scratch. The practical nature of the course content and the role plays were terrifically helpful. Thank you Tim."

C. Murphy - Sales Executive / Comms IT

"I thought the sales course was a fantastic 'hands on' way to learn new sales methods and techniques. I also learnt a lot from the other professionals within the course – well worth my time!"

M. Jones - Sales Manager / Samsung Communications Centre

"Having come from a non-sales background, the sales training course has given me the confidence to seek new business and to up-sell to my existing clients. Fear – The Art of Selling also taught me how to negotiate a good deal to the mutual benefit of both my company and its clients."

C. Hartley - Account Manager / Chandler

"Fear – The Art of Selling is a very comprehensive course that delivers sales techniques and tips that can be utilised in all industries and professions. Definitely a worthwhile sales training course for those starting out or wanting to refresh their ideas and techniques."

A. Kyriakou - Recruitment Consultant / Coachwood It and Executive Recruitment

"I found the sales course very useful in many different areas. The course modules which I found particularly useful were those on how to get access to the 'right' customers, qualifying their worth, and effectively structuring face to face meetings."

J. Carroll - Sales Manager – Australia / NZ / SDI Limited

"Fear – The Art of Selling gave me a greater understanding of the sales process from both the sellers' and the buyers' point of view."

G. Corbett - Technical Sales / Hare and Forbes Machinery House

"Through eight concise and effective modules Fear – The Art of Selling was able to refine and improve my sales ability. Thanks Tim."

L. Boicos - Sales Executive / Integrated Wireless

"The sales training course is a well thought out, structured and well resourced enabler for success in sales and marketing. My time was well spent with other professionals and peers."

T. Papadis - Business Development Executive / GS1 Australia

"Fear – The Art of Selling taught me valuable strategies to ensure my success in developing new business."

S. Peter - CNC Technical Sales / Hare and Forbes Machinery House

"The sales training provided information in an easy to understand manner. It was refreshing to hear stories and learn from fellow sales professionals. I look forward to implementing what I have learnt and I expect great success."

P. Mullholland - Key Account Manager / Iron Mountain

"The Fear – The Art of Selling sales training course was excellent. This course will allow me to move away from my technical responsibilities and start working on increasing my sales and growing my business. I would recommend this sales course to any organisation or sales person looking to expand their knowledge."

A. Butera - Director / National IT Solutions

"If I had done this sales course earlier it would have made a greater impact on my ability to sell. I feel more confident about how to sell and I've learnt some very useful techniques. Most importantly, I expect to sell more and make a lot more money in the next year!"

K. Schubert - Manager, Business Development / UCMS

"I found the pace of the sales training course a bit slow initially but then I gained a heap of benefit and insights out of the last four weeks. The most useful areas for me were the various negotiation tactics and understanding the buying motives and methods of my customers."

C. Woolf - Business Development Manager / Remora Technologies

"I have learnt a lot from Fear – The Art of Selling. I now have some very useful tactics that I can put into practice in the next year and beyond. I enjoyed how the course was well structured and followed a logical order from week to week."

J. Rosenberg - Business Development / UCMS

"I enjoyed the sales training course very much. It highlighted areas that I need to focus on to improve my sales skills, and reinforced those areas that I already put into practice. I plan to re-visit the course material to enhance my sales skills further."

M. McGuinness - Sales Manager / Sandvik Coromant

"I took home some valuable information from these past eight weeks. I feel that my career in sales will profit from what I have learnt. Tim is very well educated and experienced in sales, and is a good person to have met."

B. Sherwood - Sales Engineer / Sandvik Dormer

"I have learnt a lot from Fear – The Art of Selling over the past eight weeks. The areas I found most valuable were - understanding who the buyer or decision maker is rather than wasting time elsewhere, and the negotiation and closing tactics."

M. Richards - Sales Engineer / Sandvik Cormant

"Through Fear – The Art of Selling I have gained a very good understanding of the sales cycle. I am very confident that this will benefit my sales career."

D. Smith - Area Sales Manager / Axis Health

"I enjoyed coming along to this sales training course very much. I have learnt some valuable new ideas and reinforced some of my old ones too. I have already recommended this course to one of my clients! Thank you Tim!"

K. Kazifkajtis - Director / Australian Computer Support

"Tim's sales methods demonstrate how common sense has a place in selling. His sales training will help us to simplify our processes leading to better business outcomes for us."

D. Cochrane - Senior Account Manager / XSI Data Solutions

"Fear – The Art of Selling contains all that a sales person needs to know and put into practice in the real world. Excellent sales training course!"

D. Elliott - Category Manager / Alloys International

"In the first few weeks of the sales training course I felt out of my depth, but as the weeks went on and the information came together, I found myself feeling a lot more comfortable. Each of the processes and how they were connected was really interesting and I feel that I have learnt a huge amount, especially after this last week. I will be able to use this in what ever area of sales I choose to do in the future. Thanks for this opportunity!"

C. Weston - Key Account Manager / Channel 1 Creative Media

"For a sceptical person on day one of this sales training course, it was a huge shock to walk away with renewed excitement about selling! A great investment for the rest of my career. "

K. Mangold - Account Manager / Leading Solutions

"The sales training course provides a realistic & in-depth overview of today's selling environment. I have attended a lot of sales training programmes and this is one of the best I have done. "

R. Rohringer - Business Development Manager / Griffiths Components

"The sales training course was very helpful to me, because it formalized a sale process which I can practice and put into immediate use. The tools and templates are definitely useful."

K. Foo - Channel Sales Manager / looksoftware