



It's all about
Results[®]
www.noblemay.com.au

Training Tools & Solutions
To Enhance
Success for your business



NOBLE MAY

Choosing the right training partner is tough

NOBLE MAY: Training for today's highly aware clients & competitive challenging times

Today, when companies seek skills training that's 'new' and 'different' most often they mean Training that **'works'**. Training that **'lasts'**!

Training that is **tailored specifically to your product**, business and industry.

The Language of Selling - Influencing with Integrity - Skills & Habits - The Art of War, Team DNA & our Business Coaching are precisely that.

It's training & coaching that works. It's training that lasts.

And it's training that will set your people apart from the rest of the field while delivering instant measurable results.

Fast tracking the skill level of all participants to that of the best while making the best better.

George N May

Managing Director
Sydney Australia

Contents

1. Choosing the right training partner
2. Overview of Major Programs
3. The Language of Selling
4. Influencing With Integrity
- 5-6. The Skills & Habits for Success
- 7-8. Team DNA & The Art of War
- 9-10. Noble May Coaching
11. Hiring Winners Who Sell
12. Customised Training Books
13. Internet Marketing
14. Excerpts from client references

"It is 8 months since we implemented Influencing with integrity. We are astonished at the results. Our market share went from **54% to 67%**. **Our competitors are lost to counter this initiative** an incredible result!"

Schering Plough Australia

"What a wonderful sales tool you have given South West Airlines. **This program really works!** I highly recommend it. An integral part of South West Airlines Sales Department."

Sales Manager - South West Airlines USA

"My first thought was **'this process is too good to be real'**. We trialed and then taught it to our entire national network across Australia the reaction was **fantastic**. Our lower producers were delivering **higher results immediately** and our top producers all agreed the structures and language taught sharpened and raised their skill levels, an outstanding training experience which we value highly. The extraordinary effectiveness of this program is well worth the cost.

National Sales Manager: Hunter Douglas Ltd

What makes NOBLE MAY training systems & programs so effective?

- The way they are **DESIGNED**
- The way they are **APPLIED**

- The way they are **TAUGHT**
- The way they are **FOLLOWED UP**

The Language of Selling & Influencing with Integrity

Not just New and Different
these skills **Work and Last!**

The **ONLY** major development in sales training in 50 years.
Created in Australia now used by 100's of companies
worldwide.

Non Manipulative Skills
for today's highly aware clients that will...

- Create predictable outcomes throughout the selling cycle.
- Maximise a client's internal buying motivation for your product.
- Remove the causes of objections.
- Make finalising the sale easier.

The Skills & Habits for SUCCESS in Australian Business



The Tools to Enhance Success at your fingertips.

Developed over 3 years with leading Australian Business people in many industries.

108 individual modules for Training, Meetings or Coaching.

Sessions on: Selling, Management, Marketing, Internet Lead Generation, Coaching, Promotion and much more.

Team DNA & The Art of War



'People learn best when they enjoy themselves'

Interactive Seminars **where no one is a spectator!** Team Building, Management Communication, Sales Skills, Customer Service.

Fully interactive, fun and challenging; delivering Leading Edge Profiling Tools that will impact performance of individuals & organisations in every industry.

Treat your troops to a seminar they will never forget



NOBLE MAY Coaching



Noble May Coaching
That Works & Lasts!

- Business Owner Coaching
- Team Building & Corporate Culture
- Skills for Leaders & Managers
- Communication Persuasion Negotiation

"In the absence of clearly defined goals we focus on activity and eventually become enslaved by it"

NOBLE MAY Internet Business Lead Generation



We know how to generate business from the internet!

So much so that we call our internet Division

InstantPage1.com.au

The **ONLY** Company in Australia to Guarantee traffic / leads to your website on page 1 Google before you pay one cent!

Do you want to know why you don't get lots of leads from your website? **See page 13**

Customised Training Books



The Instinctive Skills and Deliberate Habits of Raine & Horne Sales Professionals

Your company can **own your own fully customised book based on our #1 Best Sellers.** Where the title and chapters on Management, Selling Skills, Team Building etc are fully **customised to your products, sales examples and language.** All relevant to the company's culture and your industry.

If you are teaching your salespeople techniques such as: Answering Objections, Trial Closing, Open Ended Questions etc **You are training your people to fail!**
Today, most buyers know what the salesperson is going to do and say before they open their mouth. These out-dated manipulative methods do more harm than good, quickly driving prospects and clients into a negative decision mode on your salespeople, product and company

Today's clients have more choice, can easily compare products and price are more aware of their rights and many are trained in how to respond to sales 'pitches'

The FOCUSED Language is the FIRST major breakthrough in Sales Skills Training in the past 50 years. Created by Noble May Australia and taught to 1000's of salespeople and companies worldwide. It is NOT traditional sales training. We blend your skills and knowledge of product, industry and client with our PERFECT selling methodologies of precise questions, phrases and statements which, once created will allow your salespeople to:

- Maximise a client's internal buying motivation for your product
- Remove the causes of objections
- Create predictable outcomes in the sales cycle
- Eradicate the 'Failed sales call' syndrome
- Replace call reluctance with call resurgence
- Clarify product relevance to the clients objectives
- Foster a partnership with the client
- Set the stage for a precision crafted presentation.
- Make finalising the sale easier
- Remove the random success in Selling

Does the Focused Language Methodology Work & Last?

Below are excerpts from experienced professionals on Results Achieved

"It is 8 months since we implemented the program. **We are astonished at the results.** Our market share went from **52% to 67%.** **Our competitors are lost to counter this initiative** an incredible result! We continue to see growth. Our team have enthusiastically adopted the Focused Language" *National Sales Mgr: Schering Plough Australia*

"Every sales training seminar I attended in the past 28 years has been a waste of time – until now! This is the most effective training I or any of our 48 attendees have ever experienced. The **ONLY** way to sell today. **Our team's skill level has fast tracked beyond anything we could have imagined.** The Noble May language & structures for every selling interaction are brilliant! Highly recommended to any organisation - apart from my competitors" *National Sales Mgr: Douglas Pharmaceuticals Australia*

"What a wonderful sales tool you have given South West Airlines. **This program really works!** I highly recommend it. An integral part of South West Airlines Sales department. Every participant sends their appreciation for these valuable skills" *Sales Manager - South West Airlines USA*

"My first thought was **'this process is too good to be real'**. We trialed and then taught it to our entire National network across Australia, the reaction was **fantastic.** Our lower producers were delivering **higher results immediately.** Our top producers all agreed the structures and language taught sharpened and raised their skill levels, an outstanding training experience which we value highly. The **extraordinary effectiveness** of this program is well worth the cost" *National Sales Manager: Hunter Douglas Ltd*

What makes the Focused Language of Selling so different?

- Throughout the selling cycle we teach how to **Guide a Process** without trying to **control the outcome.** (ALL traditional sales training tries to control the outcome)
- Prescription without diagnosis is malpractice: We research then create & implement accurate, relevant & precise non-intrusive questions, phrases & statements that let the client **clarify their own thinking** to where they can make decisions without internal conflict. Confused minds almost always say no – we shatter homeostasis!
- Participants learn to **create predictable outcomes** throughout the selling cycle removing the causes of **objections** by not creating the environment where they are grown.
- **All focused on making finalising** the sale easier with **higher buyer acceptance** - because buyers convince themselves they stay convinced.
- Random Success is removed! Every call is an effective call with maximum outcome

The Language of Selling teaches how to engage with the buyer through a precise skilfully conduct a conversational sales interview. We apply case studies and role play situations specifically tailored **to every selling situation which your salespeople encounter.** The skills taught are mastered well enough to be taken from the classroom to the field the same day!

Influencing with Integrity

Non Manipulative Skills for: Salespeople , Management, HR, Customer Service, Technicians.

The world's most effective methodology for human interaction towards Win / Win long term relationships.

Today's Clients & Prospects are highly aware and often well trained in Sales, Negotiation and Business Methods:

To maintain and grow a business effective business communication between a company's personnel and customers has never been more crucial.

The success of sales teams, team building, quality improvement, and customer service enhancement programs is almost entirely dependent on communication. The Influencing with Integrity® course is designed to build skills that enable people to influence others during the communication process in ways that nurture relationships based on mutual agreement and trust.

The focus is on non-manipulative interpersonal communication skills and relationships as they apply in the business environment.

Who should take this course? Managers, HR Professionals, salespeople, customer service, technicians, and administrators are all ideal for this training. More than 50,000 personnel from all of the above areas have received this training in Australia, The USA, NZ, Canada and Asia.

Outcomes from Influencing with Integrity

- Staff, Clients & Sales Prospects all recognise that they are being treated well with their best interests at heart.
- Management have accurate tools to understand the core motivators, skills and limitations of each unique individual
- The methodologies taught dramatically impact sales results while ensuring the buyer buys well.
- New Skills break old habits during the communication process to increase options and flexibility.
- Focus is on the clients best interests to see if there is an opportunity for your products / services.
- Understand how human beings process information and how it influences thoughts and behaviour.
- Read other people's nonverbal cues to better understand their behaviour.
- Recognise when rapport has been established.
- Establish an environment of mutual benefit.
- Dovetail your outcome with others to create win-win situations.
- Use "anchors" during presentations to better ensure recall of important ideas or issues.
- Use stimulus-response to enter a resourceful "State of Excellence."



"Every sales training seminar I have attended in the past 28 years has been a waste of time – until now! **Influencing with Integrity** is the most effective training I or any of our 48 attendees have ever experienced. This is the ONLY way to sell in 2011. Our team's skill level has been fast tracked beyond anything we could have imagined. Noble May is superb at what they do by customising precise language for every selling environment. Highly recommended to any organisation - apart from my competitors"

*National Sales Manager:
Douglas Pharmaceuticals. Australia*

The Skills & Habits for SUCCESS in Australian Business

108 modules for securing & growing a business in today's highly competitive market. Individual modules for 1 hour training sessions or coaching:

- Personal Development
- Selling Skills
- Marketing Methods
- Lead Generation
- Internet Marketing
- Recruiting & Interviewing
- Effective Management

PROVEN Skills that work to enhance the success of any Australian business.



The **Skills & Habits** programme has been created as a **blueprint for success** when dealing with today's highly aware clients and ever-evolving markets.

Why is this program so necessary today?

Because doing business in Australia is nothing like doing business even 3 years ago.

- Today's clients are better informed than ever before.
 - They have a wider range of choices
 - They are more aware of their rights.
 - The Internet is completely changing entire industries and cultures
 - There are more competitors eroding your profits through discounting
 - The worldwide market availability of products is easily accessed
- And so much more

Our experience in the field is that **few sales people, customer service personnel and management are equipped to deal with today's highly competitive market and highly aware clients.**

Every manager in every aspect of a business from sole trader to multinational needs Skills Training Modules at their fingertips in hard copy so as to be able to conduct relevant training sessions with their people. We have created Skills & Habits with this end in mind - to provide valuable information & training where it is needed most, at the coal face where real business people, management and staff compete daily.

This Program is an Essential Tool for Every Australian Business

Training Modules: The Skills & Habits

Some of the Skills & Habits Sales Skills modules

Psycho-Cybernetics
The Effective qualities
The ASSET attitudes
Emotional control
The VALUE benefits
Using VALUE benefits
Product analysis exercise
The creative approach
Mechanics of approach
Making appointments
The perfect presentation
The demonstration
Objections and causes
Benefit from objections
Structured concluding skills
Ask for your objective
Welcome complaints
Physical preparation
Mental preparation
Emotional preparation
Self-analysis for selling

Personal Development

Silhouette of success
Self-image
Self-discipline
Possibility thinking
Creative imagination
Enthusiasm
Stickability
The self
Who am I?
Physical self
The Social self
The Psychological self
The Ideal self
The Self in action
Self-identity
Attitudes
Typology character
Traits & Types
Personality growth
Motivation
Determination
The Self you need to be
The Occupational you
The Group person
Human values
Leadership skills

Management Skills

What Effective management
Communication means
Handing basic problems in
Communication
Communicate to motivate
Methods of Communication
Communication in the
interview situation
Developing skills in
conducting meetings
Skill in conducting training
Spoken Communication
Written Communication
Telephone Communication
Efficiency of memory
Listening efficiency
Overcoming resistance
to change
Communication in your area
of responsibility
How to implement
effective Communication in
your organisation
Developing awareness of
Communication
Hiring Winners

Marketing Skills & Methods

Internet leads free
Get on Google Page 1 free
Trade shows and expos'
Television advertising
Websites that Work!
The mock cheque
Telemarketing Skills
Sponsorship Structures
Great headlines that Sell
Special offers
Testimonials and Referrals
Direct mail gets business.
Networking
Newspapers and magazines
Loss leader strategy
Lead boxes
Logos for today
Making appointments
Qualification checklists
Re-write quotes
Selling a wider range
Selling attitudes
Staff, office, vehicles
USP's Unique Propositions
Why test and measure
Yellow Pages today

These Skills, Habits & Techniques have been created with the help of many senior managers and business owners in many Industries across Australia.

Combining with Noble May's 35 Years teaching Sales, Management & Marketing Skills to 100's of Local & International Companies from sole traders to Multinational Fortune 500's

Noble May is the first organisation in Australia's corporate history to sell Sales Training Programs to the largest companies in the USA, including training companies.



THE ART OF WAR

“Success without conflict is best” Sun Tzu 400-320 BC

An interactive learning experience like no other!

Themed around the teachings of Sun Tzu (400-320BC) and blended with leading edge personality profiling & communication tools.

The Art of War offers companies, associations, clubs, groups, who conduct training, annual conferences or special events a superb seminar that is fun, interesting, exciting and highly educational.

The program uses colours to describe personality traits – Red for Drive, Blue for Sincerity, Yellow for fun, White for peace.

Participants gain valuable insight into their own and others core motives, needs, desires and wants and do it in a fun and interesting interactive ‘game’ experience.

This leading edge product teaches: Understanding others Core Drivers, Team Building, Communication, Persuasion & Negotiation skills.

Any Sales Team, Business, Group, Association, Government Body who interact with other people whether they are colleagues, clients, the public, or in any corporate relationship can benefit from the insightful materials provided through The Art Of War

Treat Your Troops to Their Finest Hour with a Seminar They Will Never Forget



“All of our 48 Dealership owners at the conference agree, by far the most beneficial afternoon we have ever spent at any conference. The program has given us valuable insights and ongoing skills in understanding others which will be used within our teams and with our clients. A most worthwhile experience”

National Sales Manager: Trueline Flexalum Luxaflex Australia

‘Its 3 years since we attended the Art of War. We use the skills taught every day, they have become part of our corporate culture and language. The only training we have ever received which works year after year. Highly recommended.

Sales Manager: Virgin Blue

Art of War Participants



A 2-4 hour training session - highly effective, interactive and enjoyable where no one is a spectator.

Themed Seminar -Team Leaders



We pre-select your staff (2 - 4) to assist the facilitator - Always fun to see the reactions of your people when they enter.

Replicating Everyday Challenges




Each team selects a team leader, gets organised, agree on the correct answers within the time allocated, copes with distractions... replicating the challenges of the every day work environment.



There is no more rewarding learning experience that what is gained from a TeamDNA seminar. Delivered in just 2 - 4 Hours.

Themed Participants



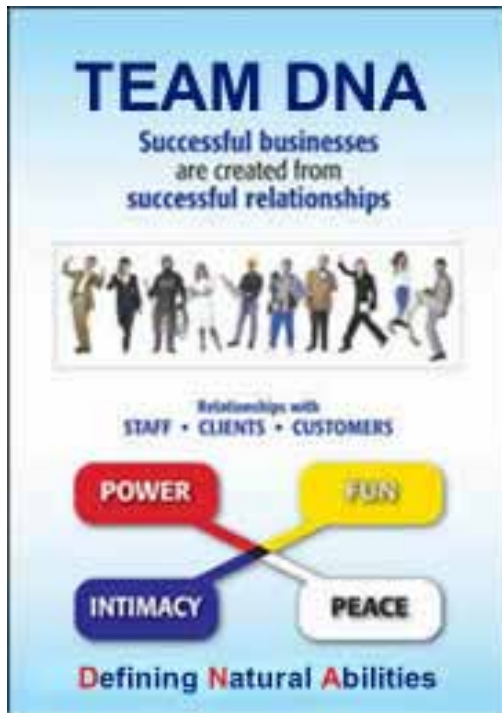
Participants are divided into teams to complete a series of timed challenges.



The team leader must deliver the team’s answers to the “Colour Guardian” (one of your staff) within the time allocated.

“It is said that if you know others and know yourself, you will not be imperilled in a hundred engagements ; if you do not know others but know yourself, you will win one and lose one; if you do not know others nor yourself, you will be imperilled in every encounter”
Sun Tzu 400-320 BC

Team DNA: *Powerful Experiential Learning for Team Building, Corporate Change, Communication & Negotiation*



RED (MOTIVE: POWER) - Reds are the power wielders. They have the ability to move from point A to point B and getting things done is what motivates and drives Reds. They bring great gifts of vision and leadership and generally are responsible, decisive, proactive and assertive.

BLUE (MOTIVE: INTIMACY) - Blues are the people connectors. Intimacy: connecting, creating quality relationships and having purpose, is what motivates and drives Blues. They bring great gifts of quality and service and are generally very loyal, sincere and thoughtful.

WHITE (MOTIVE: PEACE) - Whites are the peacekeepers. Whites have the ability to stay calm and balanced even in the midst of conflict. Peace and stability is what motivates and drives Whites. They bring great gifts of clarity and tolerance and are generally kind, adaptable and good listeners.

YELLOW (MOTIVE: FUN) - Yellows are the fun lovers. They live a life of the joy of living life “in the moment” Fun and enjoyment is what motivates and drives Yellows. They bring great gifts of enthusiasm & optimism and are charismatic, spontaneous, and sociable. Living life as if it’s a party they are hosting.

Why Team DNA is so effective: The focus is on replicating the situations people face when dealing with workplace colleagues, customers and clients in today’s challenging and competitive environment. The benefit of experiential learning is that participants discover for themselves, that the principles they are learning and applying work! **There is no substitute for Created here - Embraced here learning.**

All of life is about relationships: personally, professionally, and socially.

Team DNA utilises the most advanced, easily understood personality profiling tools to assist individuals to identify their own unique ‘personality style’ to recognise the advantages and innate strengths they have when dealing with various personality types and situations. During the seminar Participants see and appreciate that there are distinct differences in how people react and respond to the same situation – and why they do. They are shown how to recognise the ‘personality style’ of others within the first few minutes of an encounter and what to do and what not to do - to best relate to them.

The principles learned can maximise:

- Team Building through a better understanding of others and ourselves.
- Improved Communication, Persuasion and Negotiation skills.
- An understanding of other people’s core motivators.
- Effective Management Communication and Goal Setting when working with individual’s distinct personality styles.
- Effective customer-focused needs analysis for Sales People.
- Fostering a more cohesive working environment.
- Facilitation and blending of people’s different agendas and priorities.

Team DNA: Delivers Effective Management Communication & Team Building Tools for Today



**Business Owner
& Management Coaching**
Coaching That Works & Lasts!

Are you dealing with a professional with decades of experience in Australian Business or with someone with next to no experience who has paid a huge fee to get a licence to 'Sell' coaching?

Unlock higher levels of performance through business leadership coaching and training.

- New and improved company culture
- Strengthened leadership and vision
- Clear company-wide communication
- Ensure an environment people want to work in.

Noble May Coaching is derived from over 35 years experience with 100's of Australian & International clients including many of the world's largest organisations.



**Team Building &
Corporate Culture Coaching**
Team Building & Leadership coaching for
Executives and CEOs.

All business success comes from successful relationships with clients, staff and team members.

- Gain greater confidence in your leadership
- Improve your ability to inspire your team through understanding.
- Develop invaluable relationship skills
- Become a greater asset to the company
- Ensure your next promotion

A key element is our leading edge Personality Profiling Tools to help you understand the core needs and wants of staff as well as their strengths and limitations.

What to do and not to do with each unique individual to develop positive relationships and maximise productivity.



**Coaching Skills
for Leaders & Managers**
Skills in
Communication Persuasion Negotiation

The greatest leaders are the ones who are the most willing to grow their ability to inspire others.

- Learn to profoundly inspire others
- Ignite your leadership passion
- Learn to powerfully coach your team
- Understand the core drivers of each unique team member.

People only want to go where you have been. Gain the trust and confidence of your team through skills and abilities.

Highly Effective Management Communication is a must for every Manager in today's business environment.

The Main Thing is Keeping the Main Thing the Main Thing

There are only 3 good reasons to be in business:

1. To Make Profit
2. To Enjoy Yourself
3. To Help Others



Our experience over the past 35 years both as business consultants and owners, of major businesses here in Australia, the USA, New Zealand and Asia is that inevitably we all get to a point where clichés such as “is the business working for you or are you working for it” begins to become a self-fulfilling prophecy.

There are a dozen good reasons why a Noble May Business Coach may be the best investment you can make for yourself, your business and your family. Noble May coaching is about making improvements and changes so that you and your business perform at a much higher level, continually growing. Often, having another set of eyes looking and another experienced business mind working will see things in a completely different way – one that many business owners can't see as they are so experienced and set in an industry paradigm it's very hard to step out of it. What we believe becomes out truth.

While the following may seem simplistic, most businesses fail for one reason – They run out of money.

Noble May is about RESULTS. We focus on income producing areas of profitable growth, the way you run your business and ultimately the profits you generate.

Our coaching helps to get the most out of your time, resources and investments. Although coaching is used when companies aren't performing well, it's extremely beneficial when a company is successful to maintain and build on the successes and take them to an even high level.

A plan of action is then formulated ready for the business owner to put into practice on a consistent basis. Coaching is a process which is action-orientated. It's not for the coach to tell you what to do; instead the coach helps you to identify what to do.



Business coaching, new skills may be introduced and existing ones developed. Training, guidance, support and motivation. Are Integral parts of the process.

Noble May business coaching is always focused on enabling growth, efficient productivity and increasing profits in order to help make the business more successful and the business owner more fulfilled.

The End in Mind from coaching is to make your business effective and competitive and for you as a business person to be and feel successful. With the help of Noble May business coaching, you formulate a plan or strategies, identifying the steps required and start taking these steps to achieve the targets you have for your business.

“Successful and unsuccessful people do not vary greatly in their abilities. They vary in their desire to reach their potential”

We have advertised for, interviewed and recruited many 100's of salespeople. From our MD's early days as a salesman with Xerox (1969) our management have been National Managers in many Industries, as well as owners of major business in Australia, the USA, New Zealand and Asia.



There is a constant nagging problem every manager feels when interviewing:

"I can work out if this person Can Do the job but... Will They Do It day after day?"
There is a huge difference between the **Can Do** and the **Will Do** qualities in people.

Salespeople can be professional interviewees knowing exactly what to say to give you what you want to hear. There is nothing worse than realising this month after you have invested time and money in recruiting, hiring and training only to have to start all over again.

There is no hiding from Hiring Winners Who Sell

The most important thing you can do for effective recruiting is firstly to **Profile the Job Role** giving it a **Personality**.

Then **match the right human Personality** to the job. It eliminates the dreaded Square Peg in a Round Hole scenario and a LOT of time and wasted assets.

Once done, Hiring Winners is a tool you will never set aside. A World first 2 part in-depth analysis of potential employees **Core Strengths, Limitations and Skills**

- **Stage 1** is a 25 question profile understanding of the person's core strengths and limitations. The most **effective** core personality analysis available.
- **Stage 2** is a series of **30 sales scenarios**, each one having up to 6 'tick the box' answers, only one of which is best.

Completing both takes an average of 15 Minutes. The interviewee completes the analysis on their own before, or after meeting with the Interviewer. These questions are aimed at understanding the core drivers and skill level of the applicant as it relates to all the necessary skills, attitudes etc. of a productive salesperson in your industry.

Questions on: Attitudes, Customer Service, Calling on a new account, Saving an angry client, Skills in finalising a sale, Dealing with Objections, Time Management, Handling Complaints, Work Ethic, Product Presentation and more.

Once completed the Interviewer can, in 5 min see Strengths, limitations and the Skill Level of the person in areas that matter to the particular sales job role. As example: If you want someone to knock on doors or cold call telemarketing all day they need to be a 'Dominant Red' who will take 'No' all day long like water off a ducks back. Put this person in a long drawn out selling cycle demanding lots of customer follow up and they go crazy with frustration & boredom – you need a Blue for that.



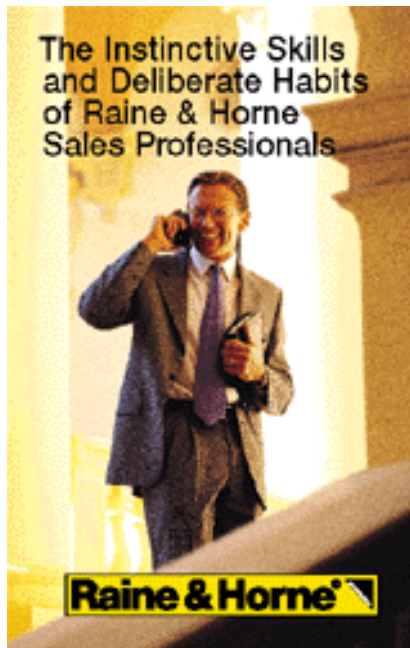
Ask your Noble May Representative for free samples of the profile and an overview of the Science and Evidence

Customised Training Books: The Skills & Habits of [Your Corporate Name] Sales Professionals

Your company can have its own fully customised book where the Title and chapters on Sales, Management & Corporate Culture are 100% customised for your products, sales examples and language - all related directly to the company's products, industry and sales methodologies.

This provides an organisation with a fully customised system for training, together with a coaching program for reviewing, ongoing training and motivation of field sales people as well as executives, supervisors, inside sales personnel and any others whose human relations, public relations, and morale are recognised as being important to the organisation.

By blending your experience, skills and impute with the proven modules you can create something new that has most likely never existed in your corporate history. Skills and Habits does not just add more information but gives your people new technology and the tools necessary to produce consistent result when dealing with today's highly aware prospects.



Skills & Habits is the first “Made in Australia - on how to sell to Australians” work of its type.

With your input (which usually takes around 6 hours) we Customise the book so that the Title & Content relate to your Corporate culture, products and industry.

Opposite is the book we customised for Raine & Horne, who said the following

“This is an Australian Sales tool second to none. We looked at every sales course available and this one from George May was the only training that related to selling in Australia – Once customised it has become one of our most valuable intellectual assets and was enthusiastically adopted by all. Exceptional Value”

CEO Raine & Horne

When we customise, we spend time with your management (normally 4 - 6 hours) adapting the title, text, selling examples and sales methodologies. This is not difficult as our master workbook has every possible customisation marked.

For the first time, your company can have its own Customised Training Book & Individual Training Modules. How easy for a manager / trainer to be able to go to any of the 22 chapters as needed or be able to hand a “Training Book” to every new employee.

This concept represents **exceptional value for your training dollar**. It can be used for decades as you can update the contents with new products, techniques etc on subsequent print runs. Your company would have an ongoing **customised** program that you can **revise regularly and own exclusively**.

Do you want to know why you don't get lots of business leads from your website?



To be able to answer that it has taken us:

- 6 years of 100% Commitment **Ceaselessly** thinking & Generating Leads & New Business from the Net
- An investment of around \$1.5M
- The purchase of over 65,000 Domain Names
- Over 9,000 hours of time investment.
- Building over 30,000 live income producing websites.

Our Directors & Partner Programmers have more than 25 years experience designing and building websites & software.

You can save yourself all of the above by reading the following 39 words:

“Having your website (based on your business name) appearing on the first page of Google is worthless relative to generating new business as the only people who will find you are those who know (and remember) your web site name”

Seeing your website come up on Google when you type your business name or website name makes you feel good (as though you are doing what's right & needed) However it's a poor substitute for Real Internet Marketing

Which is why all the business leads for your industry go to those who know how to secure them.

Below is the ONLY way to consistently generate Leads & New Business from the Net for your Business, Products & Services.



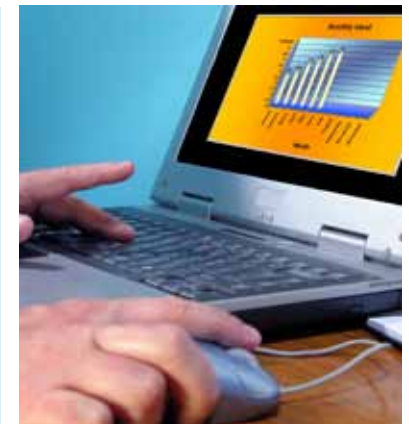
With our program we can see the number of searches / people who are looking for **your Products & Services** in **your Location & Marketing Area.**

To generate business from the Net - that is all that matters!

It's about capturing these **Instinctive Searches**

What a potential customer **types** into say Google when looking for your products & services.

We guarantee your products and services on Page 1 Google and all major search engines **before we ask for a fee.**



This is our EXCLUSIVE Ranked & Ready Concept™. Where we get you on Page 1 Before we ask for payment! With NO upfront fee from you - No long term contract - Just month to month because we deliver **RESULTS!**

“The Best indicator of Future Success is Past Performance”

These are sample comments from Seasoned Professional Management in many industries. Experts in their field in Australia, N.Z the USA & Asia.



“What a wonderful sales tool you have given South West Airlines. **This program really works!** I highly recommend it. An integral part of South West Airlines Sales Department.” *Sales Manager - South West Airlines USA*



“In the 8 months since we introduced Influencing with Integrity we have grown market share from 54% to 67% . **This incredible result** is due to our sales force adopting Influencing with Integrity. A most rewarding experience.” *National Sales Mgr.: Biotrax: Schering-Plough*



“My first thought was ‘**this process is too good to be real**’ we trailed and then taught it to our entire national network across Australia. The reaction was **fantastic**. Our lower producers were delivering **higher results immediately** and our top producers all agreed the structures and language taught sharpened and raised their skill levels, an outstanding training experience which we value highly. The extraordinary effectiveness of this program is well worth the cost.
National Sales Manager: Hunter Douglas Ltd. Australia



“This Australian training is second to none. We looked at every sales course available and Skills & Habits was the only training that related to selling in Australia – Once customised it has become one of our most valuable intellectual assets and was enthusiastically adopted by all. Exceptional Value” *CEO Raine & Horne*



An outstanding training program which delivers many insights into the core motivators, strengths and limitations of team members. Thoroughly enjoyed by all attendees and continues to be used on a daily basis within our corporate language. *Manager Partner KPMG Sydney*



Salespeople come through my door every day. **Only twice have salespeople impressed me.** When you sold us your program & when a salesperson from another company used your techniques. This is the only training program we have purchased from an outside supplier. We are glad we have it.
VP Sales: Word Perfect USA



“This programme is **the only way we sell**; it is part of our culture because our entire team had a major input into its creation. This is the best training we have received and used and the only training that we see as being totally effective in the field” *National Sales Manager: Virgin Blue*



“I have always believed that the only beneficiary of training programs were the companies who sell the training. **The Language of Selling is different - it works!** Sales increased by over 100% on the same period last year. I can recommend it to anyone wanting to improve a team’s sales culture and skill level far beyond the competition”
National Sales Manager- Douglas Pharmaceuticals. N.Z.



To achieve this success from such a diverse group of attendee’s is a major achievement. A highly effective training which we will put to very good use . *Director CQ*



What could you teach us about selling - We are the most successful in our field with 40 years’ experience” In one word **EVERYTHING!** this is the most effective training we, as a group of management and experiences sales people have ever encountered, results have continued to increase over the past 5 years since implementation” *Managing Director: Trueline / Flexalum / Luxaflex*

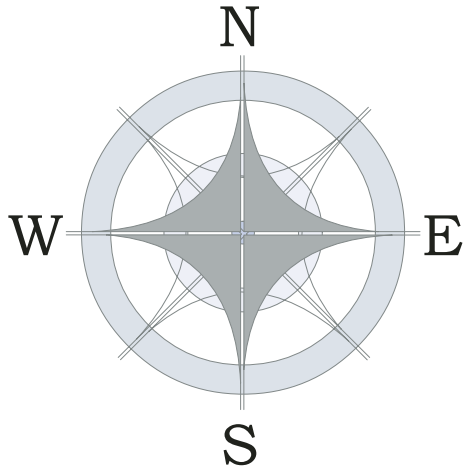


Professional and effective training which **immediately** impacted the performance of our sales team. Some of our people writing a month’s budget in a few days when they were struggling to make budget before the training. We can recommend enthusiastically. *National Sales Manager*



The Art of War was time very well spent giving us a very useful training program which we will most definitely use in the future. *National Sales Mgr.*

Noble May: Providing tools to enhance success since 1977



Your NOBLE MAY Consultant:

Some thoughts from our CEO: George May

Never before in Australia's corporate history have we experienced so much change so quickly.

Today's clients are highly aware with access to competitive products at their fingertips. We need to recognise that almost everyone now uses the internet to **compare** products and price.

Because of this any business doing the same thing this year as they were last year is most likely in trouble.

In this market of instant comparison – unless you constantly strive to go forward you will slowly slip back into obscurity.

You can Improve Pricing, Customer Service, Product Range, Advertising, Marketing and, if successful your competition will soon follow.

The ONLY aspect of business which can make you stand out from the competition is The Skill Level of yourself and your people.

The most effective way to impact the performance business today is to train your people to sound & act different to your competitors – to conduct business at the higher level of skills **demanded** by today's clients.

This quote is displayed prominently in our office to remind us of the importance of ceaselessly thinking on personal and business development - It may be of benefit to you...

'In times of change, the Learners shall inherit the earth, while the Learned find themselves beautifully equipped to deal with a world that no longer exists.'

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