

Sales mastery is key to success

SALES professional, keynote speaker and trainer, Peter McKeon – known for his extensive authorship and presentations on the sales sector – has joined Queensland Leaders as an Industry Expert.

Perhaps best known for the work his Salesmasters organisation does, Mr McKeon has joined Queensland Leaders as a way to “give back” to the state by assisting up-and-coming business leaders to better structure and prepare their sale forces.

Over several decades of corporate sales training, Mr McKeon has worked with companies large, small and fast-growing, including Origin, Telstra, Sekisui House and Foxtel.

Mr McKeon said organisations like these and many others put their faith in his Salesmasters team because of their ability to “actually make a difference”. He put that down predominantly to the vast real-world sales

experience Salesmasters had been able to bring to the table.

“For Salesmasters, best practice means more than doing something well and getting a result. It means that you identify, develop, mould and invest in the absolute best way to continually achieve results and keep on practising, because we all know that practice makes perfect,” Mr McKeon said. “It takes nous, experience and tenacity to transform average sales people into sales geniuses.

“It’s not a one-size-fits-all industry,” Mr McKeon said. “You have so many different types of people with varying skill sets, derived from multiple backgrounds and cultures, so of course a one-size-fits-all training course will not work.



Peter McKeon.

“Customisation is the key to obtaining and realising success. It’s something that Salesmasters do well.”

The focus on practical sales training to drive long-lasting outcomes is what sets Salesmasters apart and explains how Peter McKeon has become regarded as a thought leader in his industry in Australia.

In July, Mr McKeon becomes vice president of the Chamber of Commerce and Industry Queensland (CCIQ) and he sees this new role as a way he can also give back to the state that helped shape his business.

Mr McKeon said every big business started as a small business at some point.

“Understanding that your sales team is as fluid as the market is important. They need to be kept current, to know what technology is available to help them to perform and attain targets. Top tier companies all understand that each person is unique; they all have core characteristics that need to be evaluated, assessed and understood, then taken into consideration before targets are set. What motivates one may not motivate another.”

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