

Darrell Weekes

The Sales System Master

Darrell Weekes is a legend in selling. As a professional sales coach and international speaker Darrell has introduced his *Solution Driven Selling System* to thousands of sales professionals and it has revolutionised the way they sell.



The power of the *Solution Driven Selling System* was clearly demonstrated when Darrell became the number one salesman at several international companies. In one instance, using his system he produced just under half a billion dollars worth of business in four years, more than twelve times the industry average production.

Sales professionals are renowned 'hard units' they have seen the best of the best trainers and speakers from around the world. Battle hardened sales professionals are difficult to impress but the feedback from Darrell's sessions is just incredible.

Darrell's ability to engage and educate an audience has been described as 'a rare skill that few presenters have which must be in the DNA'.

His keynote speech "**The Purple Thread**" is creative, innovative and progressive. It leaves his audiences motivated and inspired to use the practical tools that Darrell imparts to create a lasting positive difference in their life and work. He has a gift for energising his audiences' hidden potential to achieve breakthrough success. "The Purple Thread" shows audiences how to hang up self-doubt and overcome the obstacles to raising the bar and pushing forward.

The information, insights and techniques Darrell provides has an absolutely profound impact on the audience. According to one attendee; "It could be the difference between failure or success."

Darrell has been in sales and sales training since 1982, when he started his career selling cookware door to door. Over the next quarter of a century he worked in a series of sales and sales management roles refining the selling system he now teaches; the *Solution Driven Selling System*.

Darrell is recognised as the number one sales coach and speaker in the Australasian finance industry. He is a successful author having had hundreds of articles published in both national and international sales professional publications.

Darrell's catch cry is: "Success in selling is not a mystery. It is a system, a system that can be replicated and learned."

What Darrell has done is **systemize success**.



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