

The Purple Thread

The idea that “success” in selling can be experienced through the implementation of a system just seems too simple. There has to be more to it than that, surely?



But this is exactly what Darrell Weekes, Managing Director of Real Success Coaching did. Through the application of his *Solution Driven Selling System* Darrell experienced spectacular success and rose to become recognised as one of the all time greats.

His keynote speech, “The Purple Thread” will not only have an immediate impact on your audience but will leave a value residual that will have your sales people willingly raising the bar.

At the core of Darrell’s presentation is the powerful concept of “Purple Thread” which will show your sales team how to stand out against the “white noise” of your competition.

Attendees will leave this powerful presentation with these takeaways:

They will learn how to:

- Avoid the number one complaint in every selling and service industry in the world
- Instantly out flank 70% of their competition
- Define and deliver “Exceptional Service”
- Implement a simple system that produces desired and repeatable results
- Pay your customers in a currency they value

They will also learn how Darrell earned the right to receive (on average) 31 referrals in a year from each of his clients.

Hailing from a finance background, Darrell has become a legend with his simple yet powerful selling system. He is the “Selling System” expert. Before launching Real Success Coaching, Darrell established a Canberra based mortgage broking firm. Using the very sales systems that he now teaches he created a business phenomenon. In an industry where the average production is less than \$9million dollars a year, Darrell produced almost half a billion dollars in sales in just four years, more than twelve times the industry average. In the four years that he was with Australia’s largest mortgage business he was number one from the time he joined to the time he left.

He absolutely has the runs on the board and will show you how to do it as well.