

Darrell Weekes

The Sales System Master

What Darrell's Audiences Are Saying





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“Now that a couple of weeks have passed since the training, the feedback should be of interest since it has proven that your session was not the usual rev up that is forgotten in a matter of a day or so. You managed to get stories to cut through.

As I warned you Darrell, many of our Toop&Toop guys are hard units as they have seen the best of the best trainers and are battle hardened. We have the Peter Veitch's and Phil Harris's of the Industry, the Number one agent in Australia and Top auctioneerall the way down to the new recruits, along with everyone in between. As you know, we have a huge training schedule and yet the feedback from your session was just incredible....(just in case you were wondering, incredibly good).

There was a real buzz, and although you presented so early in the morning, you managed to wind the guys up and I watched in awe as you took control and had the team eating out of your hand. That is a real skill that few presenters have and I reckon this capability is in your DNA, you just can't learn it.

The outcomes were immediate, and the stories are still being talked about, so like a great wine, the training had 'amazing length'. The other feedback that was important is the way you engaged the change in the market conditions which was important as it was current and absolutely relevant. You explained who should take responsibility for those market changes and the mindset that the sales team should adopt in dealing with those changes was excellent, and spot on. This has taken anxiety away from the sales guys and was motivational to deal with the new environment and get on with the task at hand. The Purple Thread worked well and gave the longevity to the presentation. Anyway, money well spent, even though we were cautious, we believe we did get fantastic value, and the team appreciated the fact we were prepared to invest in such high level trainer.

On another issue, The Mentors series is proving popular and effective; I hope they are going as well for you as they are for our new sales people (interesting, a number of the older guys are now using these!!!)”

Anthony Toop, Managing Director, Toop&Toop



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“Just a quick note to say thank you for speaking at our Young Agents Professional Development Day. You were definitely one of the highlights of the day and the feedback has been fantastic. When you finished there was a real buzz among the attendees, you could tell they were just bursting to get back to work and put what they had learned into practice.

Speaking to a majority “Gen Y” audience can be challenging, but you held their attention for the duration of your session. I commend you on your practical, content-rich presentation. It wasn’t just entertaining and exciting - it provided real value and immediate application for the attendees. Given the quality and impact of your presentation the REIQ would be delighted to invite you back so that more of our members can benefit from your wisdom and insight.

Thank you again Darrell – excellent job!”

Sarah Gray, Executive Manager – Professional Services, The Real Estate Institute of Queensland

“Well done on a fantastic presentation to our group of 320 attendees at Lending Sales Success 2008.

I was extremely happy with your key note for a number of reasons. Firstly you provided detailed business building and income generating proven ideas to our audience that they could take away and start to implement straight away, for example specific techniques for them to ask for and receive more referrals. Secondly, you did the above in your characteristically entertaining way; that kept the audience up beat, entertained and engaged. Both of these points were made by our audience through their post conference feedback.

So thanks again, it was great to work with someone as professional and effective as you for this event. I look forward to working with you again in the future.”

Will Davies, Director, Lending Sales Success



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“The sessions were some of the best focused training that I have ever had! Darrell not only ‘talks the talk’, but without question, ‘he walks the walk’. The information, insight and techniques that Darrell gave to us is absolutely profound in its impact on our business. He MUST come back!”

Derick Hedges, Value Finance

“Darrell was absolutely superb, at his best, with new insights and totally in tune with the needs of his audience and the mortgage broking industry. They loved the message and its one they need to embrace. As a true master and presenter he needs no power points and I now have a problem because so many of the audience are asking for a copy of his presentation. We need a CD - how about it?”

Megan Salt, Chief Executive Officer, NZMBA

“I am convinced that what Darrell teaches is the future of our industry. His message is credible, as not only does he study and teach, he actually practiced what he now preaches before market conditions made it essential. His purple thread concept, which teaches brokers how to distinguish themselves from the white noise of the industry, is brilliant. The distribution of risk products by brokers just makes so much sense and that’s why we have aligned ourselves with Real Success Coaching. Darrell advocates a way to distribute risk products that makes it so simple I can’t see any reason for brokers not to include risk products in their business.”

Geoff McDonnell, Head of Distribution for Lifestyle_



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"As a participant in the recent New Zealand Mortgage Brokers Association Conference I was extremely impressed by your keynote address. The New Zealand mortgage market is particularly difficult for mortgage brokers. The combined effects of the liquidity crisis caused by the subprime meltdown in the US, tough economic conditions and reduced commissions, mean many NZ brokers are at the crossroads with respect to continuing in the industry.

Your presentation was relevant to the situation, it was presented in a relaxed but engaging manner and focused everyone in the room on the way forward. Whilst acknowledging the angst brokers had experienced over the last twelve months, you focused on what individuals could and should be doing if they are to remain viable and profitable.

I believe this is possibly the best presentation I have heard from you and it is testament to your understanding of the industry and your own development as professional speaker & motivator."

Ray Hair, CEO, PLAN Australia

"Darrell's session was excellent. His straight shooting, no-nonsense style means we can get right into the important areas that make a large impact on our business development and retention. It is refreshing to listen to someone who is sharing their own experiences openly and willing to provide guidelines to make business happen. We came away feeling enthusiastic and motivated to drive our business to another level. We are both looking forward to his session at the PD day in May"

Roger and Di Adamson, AVENUES Financial Services

"The session with Darrell Weekes was fantastic. He openly shared with us some great new ideas and strategies to grow our businesses, whilst re-enforcing the things we already do on a day to day basis. I know I will be implementing several of the ideas and strategies which Darrell spoke about. I would definitely recommend Darrell, as it could mean the difference between failure or success."

Dino Marrone, Formula Finance



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It is a system a system that
can be learned and replicated."



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"As an ex banker and very good communicator you would think I would know what I was doing when it came to the business of mortgage brokering. Not so! My first 6 months was a mix of floundering, struggling and anxiety about my decision. After investing time and money with Darrell, the systems he taught me and that I implemented to the letter, turned my business around dramatically! In my first full month after implementing Darrell's systems my settlement equalled my previous 6 months production. Six months on, my first month settlements of the new financial year equal 30% of my total previous 12 months production. Darrell Weekes has been the critical success factor to my business!"

Hemi D Toia, Mortgage Link Northland Ltd, New Zealand

"I would like to thank you again for your time on Friday given your trying circumstances. I know our team really got a lot out of your sessions. From my perspective, your ability to demonstrate how doing the simple things in a systemised way can make such a difference to a brokers business really reinforced the message that Greg & I have been trying to get across to our team over the last year or so. I know Greg is very keen to continue working with you over the next 12 months, which I think is a great idea."

Andrew Kloster, realestate.com.au

"I really enjoyed your session last week in Melbourne. I had been a little flat & not motivated for some time now but your words of wisdom & enthusiasm has sparked me up again"... & now I am hungry \$\$\$...I have purchased the 25 day challenge & looking forward very much to starting!"

Glen Oshevski, Bantec Mortgages

"Just a quick note to thank you for your help in arranging Darrell Weekes' visit to us here in Adelaide. I'm not sure yet whether it's a 'shot in the arm' or even a 'kick in the pants'. One thing I am certain of, my business will not be operating the same way that it has been over the coming 12 months. His visit was a 'wake up' call for us and just knowing that Darrell is there to share his experience is a huge bonus."

Michael Moll, Freedom Systems

"Success in selling is not a mystery. It is a system a system that can be learned and replicated."