

Tony Gattari
and the



Business Mastery Workshops



Education > Inspiration > Motivation > **Activation**

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The man credited with tightening Harvey Norman's extraordinary grip in the retail PC market, Tony Gattari is now selling his secrets.

THE AUSTRALIAN NEWSPAPER

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Today is the day for you to activate your dreams and realise your reality.

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Tony Gattari is in danger of becoming a legend in Australian computer retailing. He first hove into public view as the fast-talking sales hurricane behind Harvey Norman's computer superstores, moved onto an ill-fated computer retailing venture and somehow managed to keep his investors on deck long enough to reinvent the company as an ecommerce engine for retailers wanting to sell their wares over the internet.

SYDNEY MORNING HERALD

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Achievers
GROUP

to activate your dreams

Currently we offer 28 workshops aimed at increasing the profitability of your business.

These workshops range between 90 minutes to three days and offer the unique combination of experience coupled with best of breed concepts from Australia and around the world.

Why us?

1. One fixed price irrespective of the number of participants.
2. We come to you. We are totally flexible and will work around your time agenda.
3. We have substance. We come from a solid background of creating and building successful large and small businesses. Our teachings come from a combination of experience and acquired knowledge.
4. We offer best of breed training. We consistently invest in ourselves to offer the latest cutting edge techniques, insights and strategies from Australia and around the world.
5. All our workshops are participation based, allowing audience involvement. This involvement leads to commitment.
6. We are enthusiastic, passionate and motivating.
7. We enjoy what we do, in fact we love it!
8. We hand out notes and assign follow-up action steps to reinforce learning.
9. We like to serve. It is a privilege not a burden.
10. We offer a 100% money back guarantee if not satisfied with content and delivery.

Testimonials



We have conducted workshops for Acer Computers, Apple Computers, Australia Post, Esen Furniture, Flexirent, Domayne Harvey Norman, LJ Hooker, LG Electronics, Ray White, Rebel Sport, Teen Challenge, Space Furniture, Subway and The Good Guys. Here are some of their comments:

"His raw enthusiasm and obvious credibility in the subject matter had made significant impact on their understanding of the profession they were in – sales"

MATT SEMPLE *Proprietor, Harvey Norman*

"Since Tony's training 2 weeks ago we have been able to increase our gross profit by an extra 2 - 3 % which is great and just proves the impact and enthusiasm Tony brings"

TROY THOMAS *Computer Proprietor, Domayne Liverpool*

"One member of staff has almost overnight started achieving 20+% gross profit and is looking for ways to take it to 21/22%."

SIMON PARNELL *Store proprietor, Harvey Norman Innisfail*

"Your professionalism and enthusiasm shone through in your presentation and the audience left feeling inspired. It's a pleasure to hear someone who has such clear convictions and such clarity in communicating them."

WENDY FOSTER *North Sydney Chamber of Commerce*

"I recently attended the first in a series of workshops from Tony Gattari. This event was truly life changing for me. Tony's presentation was both inspirational and educational. Tony was able to clearly encapsulate and present his secrets of success, based on his many years of outstanding experience. He showed us that the secrets to success are not rocket science, but that everyone of us has the ability to unlock the keys for their own success. By walking step by step through each of his "19 things that matter most", Tony has provided the foundation and inspiration for each of us to achieve our own potential. I unreservedly endorse Tony's workshops for anyone who is seeking to reach their maximum potential."

TODD DEWEY *MBA Director, Analysis Pty Ltd*



"Tony is an outstanding communicator on a subject that is so relevant to the business community - leadership. Building and maintaining a successful team requires a visionary leader with insight of the dynamics of human relationships. Tony provided this insight with his wide experience in management and proven leadership skills. An excellent presentation of great value."

ARUL NILES *Grech Partners Solicitors, Commercial Law Division*

"The gains from the training have been physical, psychological, financial and frankly, too much and too many to mention. I cannot recommend it highly enough to any business owner, manager or a team leader, it will change your life."

EDMOND SARKEZ *Managing Director, Mighty Motors Pty Ltd*

"The training has made an incredible difference both for me personally and for my business. If I could summarise into a brief statement, I would say that the knowledge I have received from Tony Gattari and Garry Reardon have empowered me to manage my business with a far greater level of confidence, enthusiasm and vision. This has resulted in my turnover increasing by around 50% in five months. While I hear others complain that business is slow and difficult, my business is consistently growing and has a great future."

BRETT LINDNER *Manager, Precision Mobile Automotive Repairs*

"All staff gained some benefit from this training and the attitude of sales people towards the customer has changed for the better. His positive attitude gives the staff confidence that these changes work."

RICHARD EASTMEAD *The Good Guys Penrith*



Workshops

Overall Business Improvement

Workshop OB1: Business Mastery Boot camp

If you want to make more money, work less hours, build a better team and have a business that work for you then this workshop is for you.

In this workshop you will learn how to:

- Identify, explore and explode your sales
- Grow your business through loyalty, referral and strategic alliances
- Spend less time as an employee of your business and more time as an investor
- Reduce your costs
- Reduce the amount of money owed to you by your clients
- Improve the productivity of your team member
- Massively increase repeat business
- Turn marketing and advertising into an investment – not a cost
- Learn how your business can work for you – not you for it.

WORKSHOP OB2: Increasing Your Business Profits

Focuses on strategies of 5 key variables that make up the profit equation. We show how a 10% increase in these variables will lead to a 61% increase in profit. This workshop uses 25 years of worldwide experience to show how any business can use some and all of these strategies to make their business profits explode.

WORKSHOP OB3: 29 Methods of Getting Immediate Cashflow

In this workshop we will introduce you to some very effective strategies that will, if implemented, immediately increase your cash flow.

WORKSHOP OB4: 21 Power Principles of Business Achievers

The workshop is designed to help put more cash and more customers in your business. Research has shown that for almost 25 years these 21 principles have helped thousands of businesses jump-start their sales and profit – in many cases overnight.

Workshop OB5: Systemizing for Success

Need order and systems in your life and business? A business is a commercial enterprise which works without you. This workshop focuses on the building blocks of your business and how to create a system which works even when you're not there.

Sales

WORKSHOP S1: The Power of Selling

This power packed workshop will focus on the psychology of selling, ways to make customers like you. Prospecting and qualifying, overcoming objections, closing techniques, handling rejection and the keys to successful selling. This workshop will turn you sales staff to sales guns.

WORKSHOP S2: How to Sell Well

21 techniques you can use to improve yourself, set goals, find clients, present programs, close sales, follow up and become a leader in your field.

WORKSHOP S3: Advanced Sales

This workshop gets down to the nitty gritty of effective selling, and into setting up the success of a sale in advance, so you virtually can't miss... plus give you powerful telephone sales strategies, scripts and qualifying processes... in fact everything you need to turn your business into a selling machine.

WORKSHOP S4: Killer Closing Techniques

In this workshop we will focus on the art of closing. We will look at how to close your sale in detail, what are the major requirement for closing, common buying signals and 24 killer closing techniques.



Straightforward, passionate, optimistic and an enthuser on a grand scale.

"GERRY HARVEY - *Business Secrets of Harvey Norman's Retailing Mastermind*" (Author James Kirby)



Workshops



Negotiation

WORKSHOP N1: You Can Negotiate Anything!

Negotiation is a field of endeavour that focuses on gaining favour from people for things. We will highlight the keys to successful negotiation and buying. Define the variables and the necessary characteristics to be a successful buyer.

WORKSHOP N2: Advanced Business Psychology

You'll learn how to "read" a client or prospect and massively improve your negotiation skills.

Customer service

WORKSHOP CS1: Customer Service.

It's about serving them well, so that they keep coming back more and more. You will learn the do's and don't of customer service, including the art of communication, listening, overcoming objections and getting other to see your points of view. At the end of the day, "he who serves best seldom loses".

WORKSHOP CS2: Customer Loyalty for Life

A workshop that is a step by step guide to build customer loyalty for life, build ongoing sales and have customers coming back again and again. Loyalty of customers and team members is a business lifeline.

Marketing

WORKSHOP M1: USP and Guarantees

Most businesses languish because they don't clearly and compellingly articulate WHY their customers should deal with them. During this workshop, you will create the seeds of a compelling Unique Selling Proposition (USP) that will set you apart in the marketplace, and make it extremely difficult for your competitors to keep up with you.

WORKSHOP M2: Advertising that WORKS!

At this workshop you will refine your skills in how to write ads that work. From press ads, flyers, brochures and yellow pages ads. You'll learn in greater depth about the 20 times multiplier of headlines, and the 300% multiplier in an effective offer, and how to use copy and graphics to lift readership of your ad by five times.

WORKSHOP M3: Referrals and Networking

Referral business is the most cost effective business you can possibly get, and produces the best results, and produces the best profiled "A" customers. This workshop will enable you to actually design a top gun referral system for your own business.

WORKSHOP M4: Backend Marketing

This workshop will take you through the checklists, the communication process and the vital steps to offer value added products and services that will make you massive backend profit at virtually zero marketing costs.

WORKSHOP M5: 12 ways to maximise results from Direct Mail

This workshop has 12 powerful insights to increase your direct mail response dramatically. Learn from the experts all the pitfalls and secrets from this powerful lead generation strategy.

Leadership

WORKSHOP L1: The Winning Attitude

This workshop clearly demonstrates that the most important ingredient in any business is a healthy business and personnel attitude. It reinforces the power of positive thinking and how negativity and a defeatist attitude always lead to failure.

WORKSHOP L2: The Power of Influence

This workshop focuses on our ability to increase influence. Influence is the ability to impact and lead other people, to work with them to achieve a common goal.

WORKSHOP L3: Laws of Leadership

A workshop devoted to turning managers into coaches and to equip future leaders. We will explore setting priorities, developing integrity, creating a culture of change, problem solving, attitude development, developing people, vision, discipline and staff development.

WORKSHOP L4: The Power of Success

This workshop is devoted to inspiration. It gives practical experience on the fundamental law of success. It focuses on one's capacity to handle failure, setbacks and adversity. As Dale Carnegie said "The successful man will profit from his mistakes and try again in a different way".

WORKSHOP L5: Secrets of Achievement

Workshop focuses on the qualities, characteristics and beliefs that make successful people and their businesses. In this workshop we will explore the eternal truths that always lead to success. Truths like vision, clarity, teamwork, faith, purpose and self belief. An 'abundance mindset' is essential to future business.

WORKSHOP L6: Time Management

A workshop designed to assist you in managing your time better. This cutting edge program will give you 21 powerful tips to get more out of your day, increase your productivity and ensure that you focus on what is important not what is urgent.

Workshop L7: Goal Setting Workshop

A workshop aims at assisting participants in how to set goals. This practical hands on workshop will allow you to create a blueprint for what you want to achieve out of your business and life. Goal achievement will transform your life.

Teamwork

WORKSHOP T1: The Essential Qualities of a Team Player

This workshop outlines the qualities of a successful team player. It includes making every action count toward a long term goal, focusing on others, willing to take a subordinate role for the sake of the team and the ability to be tenacious, hardworking and optimistic in the face of setbacks and personal success.

WORKSHOP T2: Team Recruitment

At this workshop, you'll learn how to attract, interview, select and motivate new team members better than before. This will save you thousand of dollars in wasted placement agency fees.

WORKSHOP T3: Building a Champion Team

This workshop will show you how to build a champion team. We show you how to treat your business like playing sport or a game, and that your role is to create the ideal championship team. Once you have achieved this you are ready to become a real leader - that is putting enough positive pressure on your team to achieve champion results.



Tony Gattari



Garry Reardon



Scott Barnard



Amanda Ancliff

Education > Inspiration > Motivation > Activation

Tony Gattari

Owner & Managing Director



Tony Gattari's expertise and passion for business runs deep.

Tony was General Manager for Harvey Norman Computer and Communications Division where he oversaw the growth of the division from \$9 million to \$565 million in 9 years. Tony has been the Managing Director of a publicly listed company and also been CEO of a successful technology company.

He has over 20 years of experience in all aspects of business. Tony's current and past clients include Acer Computers, Apple Computers Australian Geographic, Australia Post, Domayne, Esen Furniture, Flexirent, Ingram Micro, Harvey Norman, LG Electronics, Mortgage Choice, Rebel Sport, Resi Finance, Space Furniture, Subway and The Good Guys.

Tony has worked with over 90 small to medium businesses.

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Computers made up just 5 per cent of Harvey Norman sales when Mr. Gattari joined in 1991. When he stepped down nine years later, the division was turning over \$565 million a year, or 30 per cent of the franchise's total sales.

THE AUSTRALIAN FINANCIAL REVIEW

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“I am passionate and excited about seeing companies bloom to their full potential. Let myself and my personally hand picked team of partners come alongside you and build your company into everything it can be. I can guarantee you won't be disappointed.”

A handwritten signature in black ink, appearing to read 'Tony Gattari'. The signature is fluid and cursive, with a long horizontal stroke at the end.

Tony Gattari and the



If interested please give us a call, we will sit down with you and focus on your needs.

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