



For Immediate Release

27 February 2007

Do You Need a Major Sales Boost?

Are you closing the big deals? Are your sales people motivated and inspired to help customer to buy? Are you happy with the number of enquiries that are converted into sales? If you need a major boost to help your sales along, be inspired by a man who has improved sales by 140% a year! Now in a public workshop on the Central Coast, by one of Australia's most sought after sales trainers, Tony Gattari, business owners can learn from a man who has trained and advised over 90 sales organisations including Cisco, Rebel Sport, The Good Guys, Network Communications and Domayne, just to name a few.

As the General Manager of Harvey Norman Computer and Communications Division, Tony Gattari was at the forefront of Harvey Norman's rapid sales growth in the PC market. He oversaw the growth of the division from \$12 million to \$565 million in 9 years. Tony has recently been the Managing Director of a publicly listed company and was previously the CEO of a successful technology company.

"We have in our experience learnt that one of the greatest ways to improve profitability is not from continuously pumping out advertisements, but by increasing the number of customers that you convert" Tony explained.

Tony Gattari's success in improving sales performance in companies is through breaking down the negative mindset that many salespeople have when it comes to sales "You have issues of salespeople thinking that they are too pushy when they try to close a sale, or they fear being rejected by the customer. We break these down by teaching people how to build relationships with customers, and to help customers not by selling to them, but by solving their problems."

Business owners across the world have sung the praises of how Tony Gattari has improved their businesses "One member of staff has almost overnight started achieving 20+% gross profit and is looking for ways to take it to 21/22%" proclaimed proprietor Simon Parnell, Harvey Norman Innisfail

"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 Tony's enthusiasm brings. Tony's sales training was great" endorses Troy Thomas, Computer Proprietor, Domayne Liverpool.

The Sales Success Academy is a powerful 3 hour workshop that will inspire salespeople, business owners and managers to take their business to the next level by closing that they deserve.

Sales Success Academy

Monday 19th March 2007

Forresters Beach Resort, 960 The Entrance Rd, Forresters Beach NSW 2260.

6:30pm for a 7pm start

Your Investment: \$25

For more Information Please Contact

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About Tony Gattari

Owner and Managing Director, Achievers Group

Tony was the General Manager of Harvey Norman Computer and Communications Division where he oversaw the growth of the division from \$12 million to \$565 million in 9 years. Tony has recently been the Managing Director of a publicly listed company and also been CEO of a successful technology company.

His clients include Apple Computer, Australia Post, Domayne, LG Electronics, Mortgage Choice, Rebel Sport and many others – large household names and more than 90 small to medium sized businesses. Making a difference in peoples' lives!

