



REV↑UP

LEADING THE CHANGE
FOR REVENUE-GENERATING TEAMS

POWERED BY



SALES HAS BEEN DISRUPTED.

75% of B2B salespeople who exceed quota are embracing AI. **60% of decision-makers** are now Millennials and Gen Z who buy differently. **Digital sales** are soaring, and **attention spans** are dwindling.

Meanwhile, teams are disengaged, KPI's are disconnected, and everyone's too busy for enablement. You get the picture—you're living it.

All of this means we need to redefine our growth strategies and upskill our teams differently to win in FY25.

Change is the name of the game, and we're playing to win. We're constantly refreshing our learning as the market shifts.

We've done the leg work for you and focused with razor-sharp intent on curating evidence-based approaches to develop a professional development plan for your greatest asset, YOUR TALENT, direct from the experts who are leading the change.

The fruits of our labour?

THE REV UP SYSTEM

REVENUE ENABLEMENT TO REV UP YOUR GROWTH

Who is it For?

The REV UP System is a **live, attend-from-anywhere, 12-month program for teams** in sales, pre-sales, marketing, and customer management. That includes everyone from your leaders to ambitious new recruits (**Hi, Kevin**).

It's all about aligning your teams, so you'll get the best results by enrolling people with a mix of experience levels.

From SMEs to corporates, businesses who join REV UP have one thing in common: **they are growth-orientated.**

WATCH THE TRAILER

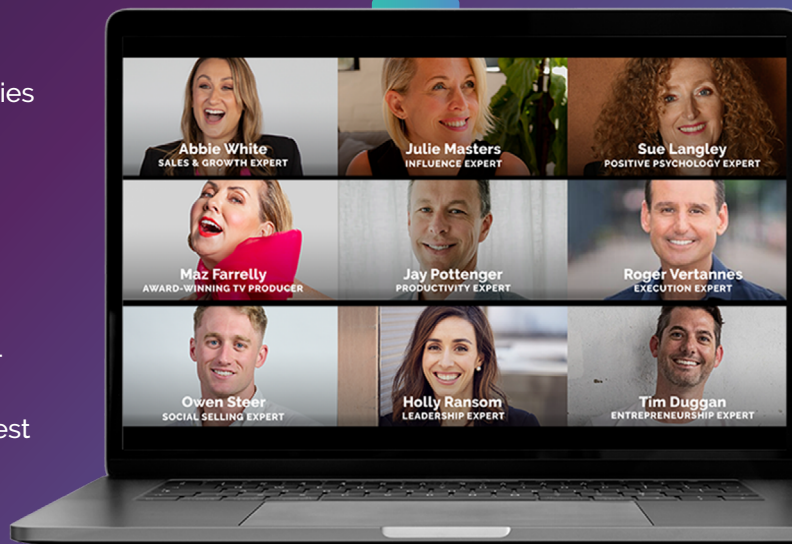
REV UP for Results

Standing still is for statues. Evolve with REV UP and you'll:

- **Upskill your talent**, increasing capacity for growth
- **Boost morale**, improving employee engagement and retention
- **Accelerate learning** in a bite sized and realistic way from one hour a month
- **Create a behavioural shift** that sticks from reactive to proactive
- **Align your revenue-generating teams** - we know from experience this is the secret weapon for growth

It's motivational and practical.

And it's actually fun. Imagine?





HOW THE REV UP SYSTEM WORKS

From just one hour a month, your teams are refuelled with the latest knowledge in sales, growth, marketing, leadership and high performance delivered by the most trusted experts.



Step 1: Register Your Team

Join the waitlist & get first dibs when our doors open again! Keep your eyes peeled for our email.



Step 2: Live Monthly Masterclasses

Each masterclass is live and interactive to maximise engagement. At the end, there's a 15-minute activity in a private breakout room to get the entire team into action straight away!



Step 3: Monthly Challenges and Q&As

Hit the pedal to the metal with monthly challenges designed to support execution.

Any burning questions? Get access to monthly Q&A's to support your continuous learning.



Step 4: REV UP Member Portal

Join the community on our REV UP Member Portal for resources and masterclass replays.



I was **blown away** by the amount of knowledge imparted in just 60 minutes.

Joining the monthly masterclass series was a no brainer – you ALWAYS get more than you expect, and the deliverables are exceptional. All I can think about and I'm excited to dive in apply what I've learned.

OTFC GROUP[®]

MICHELLE MENNILO, CEO

JOIN THE WAITLIST

Limited slots only! 30-day satisfaction guarantee.

THE REV UP SYSTEM 12-MONTH CURRICULUM



MONTH 1

Embrace Change for FY25

Understand how embracing discomfort positions you to be dynamic and agile in an ever-evolving landscape.

- Learn how to systematically **build your courage muscle**, enabling you to face challenges with resilience.
- Unlock the barriers hindering your next-stage growth and **develop a practical plan** to overcome them.
- Explore strategies that inspire you and your team members to **venture out of your comfort zones**, fostering collective growth.



Holly Ransom
LEADERSHIP EXPERT



MONTH 2

The Future of Growth & Sales for FY25

Sales has been disrupted. B2B Buyer profiles are changing, and digital sales and AI are turning go-to-market models on their heads.

- **Get a first-mover advantage** and set your team up for success by unpacking the future of sales.
- **Align your revenue-generating teams** for growth and establish a shared understanding.
- Learn **effective lead generation strategies** for FY25.



Abbie White
SALES & GROWTH EXPERT



MONTH 3

Prospect like a Pro & High-Performance Sales

Kickstart FY25 with a bang and empower your team with the highest converting prospecting approaches.

- Learn the 3 habits which make sellers **2X more likely to exceed quota**.
- Learn the habits of top performing sellers and create a behavioural shift **from reactive to proactive**.
- Enable your team on **Account-Based Sales & Marketing**.



Abbie White
SALES & GROWTH EXPERT



MONTH 4

Cut Through The Noise

Maz is obsessed with one thing - **ATTENTION** - killer communications that cut through the noise. Her content has been viewed almost 8 billion times worldwide!

Her **A. E. A.** formula makes sure you:

- Get **ATTENTION**.
- **ENGAGE** your customers, colleagues and communities.
- Encourage them take the **ACTION** you want.



Maz Farrelly
STORYTELLING EXPERT



MONTH 5

The Influencer Code

Learn The Influencer Code in a highly practical and hands-on environment.

- How to **earn attention** by translating your expertise
- How to **captivate your audience**
- How to **achieve atomic reach** through collaboration
- How to develop the tools and mindset to **consistently stand out**
- How to **stop waiting for confidence** and start focusing on certainty



Julie Masters
INFLUENCE EXPERT



MONTH 6

Rev Up Your LinkedIn & Social Selling

Learn how to leverage **LinkedIn Social Selling** to build your personal brand and prospect effectively.

- **81% of buyers** are more likely to engage with a strong, professional brand - LinkedIn
- **78% of salespeople** engaged in social selling are outselling their peers who aren't - Smart Insights



Owen Steer
SOCIAL SELLING EXPERT

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THE REV UP SYSTEM 12-MONTH CURRICULUM



MONTH 7

How to Leverage AI & Sales Intelligence for Revenue-Generating Teams

Learn how revenue-generating teams can leverage AI to boost productivity, deliver efficiencies and set your team up to deliver growth.

- **Top user cases** for AI
- **Tools** for AI and Sales Intelligence
- Highly **practical applications** and examples



Abbie White
SALES & GROWTH EXPERT



MONTH 8

Rev Up Your Productivity

As your team approach the end of the calendar year, learn how to Rev Up Your Productivity to play a high-performance game.

- How to create **sustainable and productive habits**
- The **productivity habits** of high performers
- How to **protect your wellbeing** and show up at your best
- Mastering **digital distractions**



Jay Pottenger
PRODUCTIVITY & NEUROSCIENCE EXPERT



MONTH 9

KILLER Thinking

Reinvigorate your team with KILLER thinking after the Christmas break ready to kick goals in 2025.

- How to **turn good ideas into brilliant ones**
- The **best filter** to run your ideas through to ensure everyone wins
- **Practical exercises** you can apply to real-world problems today
- Why **killer execution** is just as important as killer ideas



Tim Duggan
ENTREPRENEURSHIP EXPERT



MONTH 10

The Psychology of Sales

Understand psychological influences on buyer behaviour and decision-making.

- **Understand DISC to tailor sales strategies** to different personalities, improving communication and effectiveness.
- Develop techniques to **address buyer objections and resistance**, employing psychological strategies to facilitate purchase decisions.



Abbie White
SALES & GROWTH EXPERT



MONTH 11

Emotional Intelligence for Revenue-Generating Teams

Delve into understanding Emotional Intelligence.

- Understanding the link between **emotions and decisions**
- **Perceiving emotions** effectively in self and others
- Using emotions to **generate outcomes**
- Understand **emotional triggers** and progression
- Manage emotions to **get to your goal**



Sue Langley
POSITIVE PSYCHOLOGY EXPERT



MONTH 12

Rev Up Your Execution

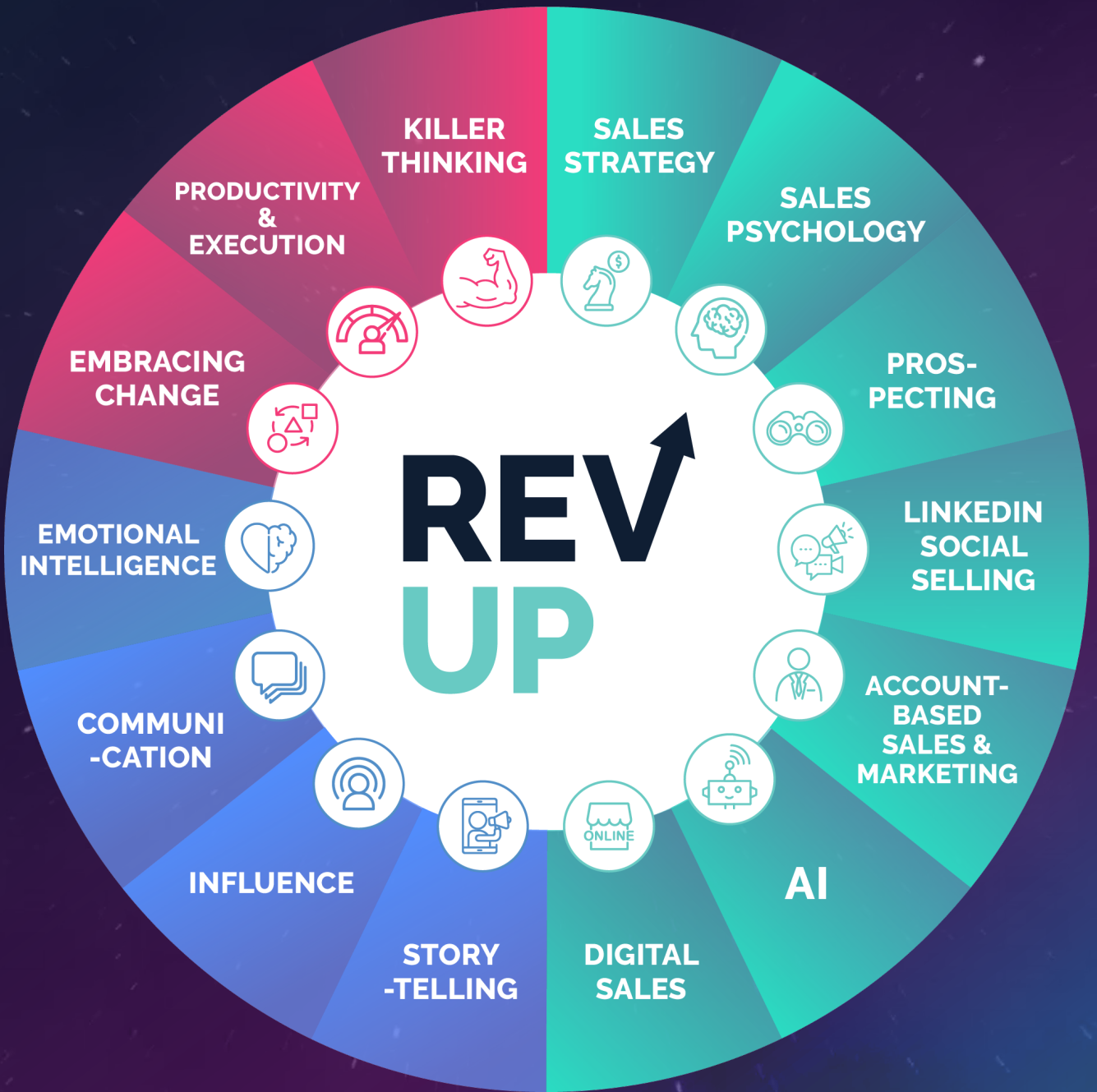
Graduate from the REV UP System by understanding how to execute your learnings and create lasting change.

- **Learn the EOS (Entrepreneur Operating System)** and the six factors for successful execution.
- **Overcome the barriers to execution** and ensure team accountability to implement the REV UP System.



Roger Vertannes
EXECUTION EXPERT

SKILLS YOUR TEAM WILL DEVELOP



**REVENUE ENABLEMENT
TO REV UP YOUR GROWTH**

JOIN THE WAITLIST

30-day satisfaction guarantee. Limited slots only!

We're Here For The REV↑UPPERS

MEET OUR EXPERTS



Abbie White

CEO, Sales Redefined

Abbie has delivered over \$500 Million in sales and achieved 2000%+ ROI on lead generation campaigns for global corporations.

SALES & GROWTH EXPERT



Maz Farrelly

Award-Winning TV Producer

Maz is the ultimate queen of storytelling. Her content has been seen more than 8 billion times. If you've watched it on TV, she's probably made it. And won a LOGIE for it.

STORYTELLING EXPERT



Jay Pottenger

General Manager, EQ Minds

A postgraduate student in Mental Health and Neuroscience, Jay is a speaker and coach with brands like IAG, Woolworths and eBay. He teaches simple, actionable insights achieving greater success and satisfaction.

PRODUCTIVITY & NEUROSCIENCE EXPERT



Owen Steer

Regional Account Manager, LinkedIn

Owen consults with business leaders across the APAC region on how to leverage LinkedIn's solutions to drive business growth, source opportunities, and make better decisions.

SOCIAL SELLING EXPERT



Julie Masters

CEO, Influence Nation

Julie has spent a career decoding influence. She advises some of the world's most respected thought leaders and is a globally-recognised communications expert.

INFLUENCE EXPERT



Holly Ransom

Author, "The Leading Edge"

Holly is a triple threat: a global content curator, powerhouse speaker, and master interviewer. As CEO of Emergent and co-founder of Energy Disruptors, she embodies exceptional leadership.

LEADERSHIP EXPERT



Tim Duggan

Author, "Killer Thinking"

Tim is a new media entrepreneur. His first book, "Cult Status," was named the Best Entrepreneurship Book at the 2021 Australian Business Book Awards. His second book, "Killer Thinking," explores creativity in the workplace.

ENTREPRENEURSHIP EXPERT



Roger Vertannes

Certified EOS Implementer & Founder

With his expertise in leadership, management, and building high-performing teams, Roger has helped leaders of over 400 companies to take themselves and their teams to the next level.

EXECUTION EXPERT



Sue Langley

CEO, Langley Group

A global consultant and positive leadership expert, Sue specialises in the practical applications of neuroscience, emotional intelligence and positive psychology.

POSITIVE PSYCHOLOGY EXPERT

Our experts are carefully chosen industry greats - world-class thought leaders.

Getting into a room with them sans REV UP is near impossible. They're finely curated.



MEMBER STORY

Meet Our Member

Truis' mission is to create innovative IT solutions that align with our customer's unique situations and ambitions.

As technology has advanced and our client's needs have evolved, so too have our capabilities and market coverage. **Today, we are a multi-vendor software and hardware solutions partner**, offering a large range of services to clients across APAC.

Why REV UP?

We wanted to hear from people with varied experiences that can aid our team when dealing with clients and colleagues. **We were eager to learn from the experts**, who are successful people and gather key takeaways from their experiences.

What was your favourite masterclass?

Sue Langley!

What did you like most about REV UP?

Breakout sessions were good to collaborate. The sessions were interactive, and I was able to ask questions and engage. I did not feel like I was being spoken to.

What were the main benefits of REV UP?

- We found REV UP helped us relate to customers better.
- I felt I had more to offer our customers, and handled situations that I may not have been able to beforehand.
- Learning better questioning helped me with a potential customer. Open questioning and positive dialogue turned his attitude from negative to positive, making for a better-quality meeting.



I would highly recommend REV UP to anyone wanting to expand the quality of conversations they are having with their customers.

All the REV UP sessions were on point and addressed topics relevant to everything we do in our daily lives.



**SCOTT GARVIN,
SALES DIRECTOR, GOVERNMENT
AND ENTERPRISE ACCOUNTS**

**SCOTT'S RATING:
10/10**



INVESTMENT IN YOUR TALENT

REV UP COMMUNITY



FREE

REV UPPER TEAMS OF 1-9



AUD\$199 +GST
per person per month

ULTIMATE REV UPPER TEAMS OF 10+



AUD\$175 +GST
per person per month

BONUS:

For teams of 10+ receive a complimentary Team Skills Assessment Report and recommendations.

Pay annually and benefit from a 10% discount.

STAY ONE STEP AHEAD.

Get first dibs when our doors open again!
Places always fill up fast, numbers are strictly limited.

[JOIN THE WAITLIST](#)

30-day satisfaction guarantee.

ANY QUESTIONS?



Email
ask@salesredefined.com.au



Phone
1300 840 268



Website
salesredefined.com.au

[BOOK A CHAT](#)



The break-out sessions are a really clever inclusion, as they force you to immediately share your key takeaways and what you believe would be some actionable insights.

It was great following the session to be able to get together as a group and get everyone aligned around how we could use this information to better serve our customers and grow the business.

