

# Mastership For B2B Relationships

MASTERSHIP



## Why Mastership?

# Grow Better Business

The traditional approach to sales and client relationships treats the transaction as being more important than the relationship and what the client needs. It's time for a better way.

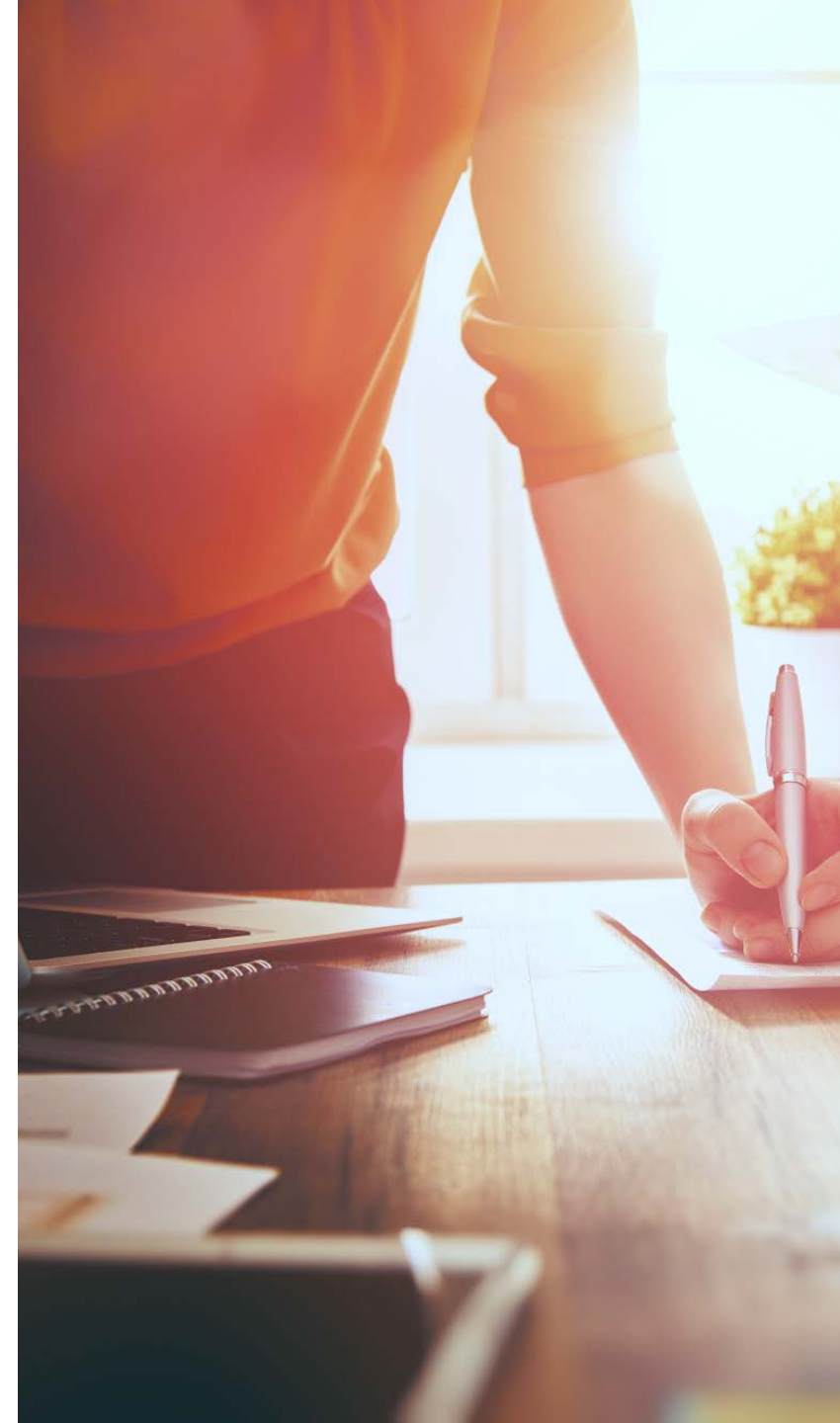
Are you looking for that better way of working with and managing clients? The hard sales approach and profit at any cost doesn't work anymore. Not for the clients, and not for you or your business. When it comes to client relationships, it's time to think differently. Enter Mastership.

MASTERSHIP

Mastership is a program to elevate your sales skills and ability to cultivate trusted relationships. It's for sales, consultants, account managers, and anyone whose role is responsible for business to business relationships.

Mastership helps you improve your advisor skills and become a better communicator.

We don't teach you how to smooth-talk your way to success. In fact, it's pretty simple: listen to your client, learn their story, earn their trust and help them realise their goals. That's how you grow a business. Yours and theirs.



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“I’ve been in the Technology Industry for 25 years. Mastership has been pivotal in enhancing my sales career 10 fold.”

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Louis Nonis  
Avanade  
Director

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# Program Outline

The program consists of a two-day workshop with Anthony Joseph (the Mastership expert) followed by coaching to support you to apply the practice to your work.

## The Interactive Workshop:

The workshop is a chance for Anthony to come in and teach your team face to face. It's built around a typical client case study with people using it to create and present a solution. Your team learns new approaches to client acquisition and growing trusted relationships. It's hands-on, engaging and only takes two days.

## Customised Coaching:

People learn best by doing. Coaching straight after a workshop helps you and your team turn knowledge into action. You set the agenda and we support you, whatever you need.

## TAKEAWAYS

You'll leave a Mastership Program with elevated skills to convert more prospects and improve every client interaction.

- How to position yourself as a trusted advisor to cultivate strong relationships with your prospects and clients.
- The Four Bucket approach to discovery for prospect and client conversations to help you quickly understand your client's drivers.
- The 7 Co-creation Steps to fit your solution or advice to deliver business value to your prospect or client.
- How to harness the power of story to pitch your advice in a way that's compelling and motivates your client to act.
- The Mastership Canvas, a tool to capture your client insights so your solutions and advice hit the mark.

## What Workshop Participants Say

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“Mastership taught me more about systematically crafting a compelling story and creating it with a client than 10 years of strategy consulting.”

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Chris Pearce

NAB

Manager - Customer Contact Management

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I work with technical people who see sales as a necessary evil. Mastership works for them, it's ethical and a systematic approach to finding value-creating opportunities for the client.

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John Jessop

Corporate Advisor



### Stile Education is a start-up focused on providing innovative and engaging science lessons for primary and secondary schools.

As a maturing start-up and having just gone through a period of rapid growth and change Stile was looking to embed a sales philosophy focused on delivering value to the customer and establishing long-term client relationships.

With a subscription business model, Stile is reliant on long term client relationships.

Stile was looking to continue their success and growth. They saw the Mastership program (workshop and coaching) as a way for their

commercial team to find a consistent approach to developing relationships.

The initial Mastership workshop established the approach that the Stile commercial team aspired to. Follow up coaching helped to transfer the practice to the Sales Manager's daily work.

**A YEAR ON:** Stile has continued to grow, both in clients, revenue and staff. After the success of the first program, Stile asked Anthony to come back and to run a second workshop for new sales team members. This program helped ensure the new hires would follow the same client-centric approach to sales that helped Stile to achieve its growth.

**“Anthony brought his extensive sales experience and strategic outlook to help us shape and execute on our sales strategy. As well as guiding us through the defining and refining of our processes, AJ coached the whole commercial team as a group and individually on Mastership, with a focus on deeply understanding our customers and building meaningful relationships. Anthony's work led to higher performance, better results and happier customers.” BYRON SCAF - CEO**

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"The results speak for themselves: I'm managing my clients more effectively, making them feel looked after, earning their commitments...and not losing a single one. Mastership is an essential practice for anyone working in relationships. Powerful stuff."

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Danny Pikler  
Head of Education  
Stile Education

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Meet Anthony Joseph

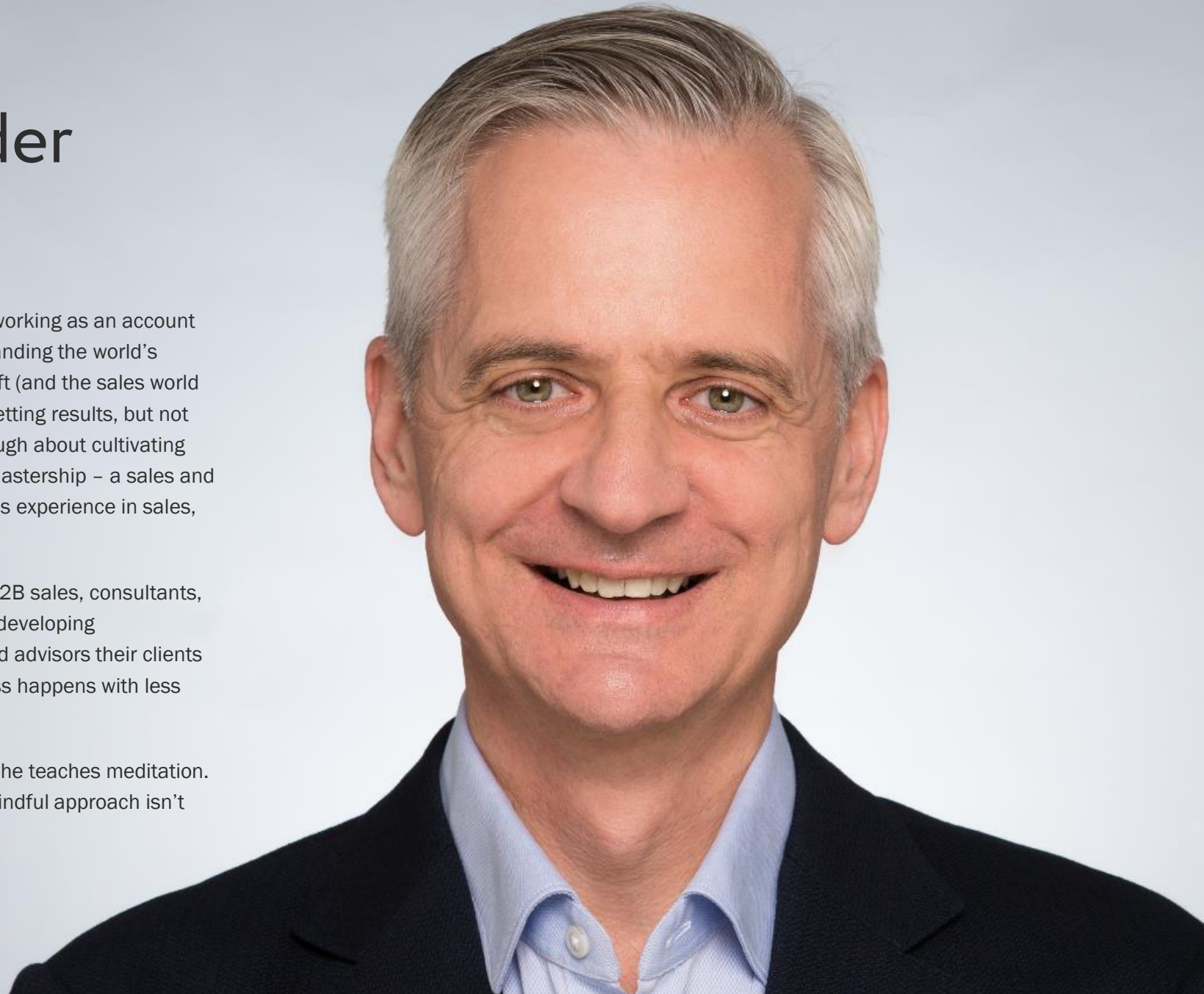
# Founder and Leader of Mastership

The seeds of Mastership were planted while Anthony was working as an account executive and enterprise strategist for Microsoft. Despite landing the world's biggest Windows and Office deal, Anthony thought Microsoft (and the sales world in general) was moving in the wrong direction. They were getting results, but not necessarily the right ones. And they didn't always care enough about cultivating the client relationship or understanding their story. Enter Mastership – a sales and relationship development approach that draws on Anthony's experience in sales, growth consultancy, and platform shifting.

With the Mastership program, Anthony has been helping B2B sales, consultants, and advisors in finance to be more effective at selling and developing relationships. By helping his students transform into trusted advisors their clients get more value, sales and renewals are larger, and business happens with less friction. It's win, win.

AJ is also a Director of the Tibetan Buddhist Society, where he teaches meditation. It's been a passion of his since he was 16. His calm and mindful approach isn't what you'd expect from the smooth-talking sales world.

That's probably why it works.





# Start the conversation today

For more information contact  
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