# CAPABILITY STATEMENT

## Restore deal control. Improve revenue visibility.

### For Western Sydney B2B organisations

*Structured Sales. Human Delivery.*

Built on the Q-RED™ Sales System

## Q-RED™ SALES SYSTEM

A practical sales framework that helps B2B teams improve deal control, pipeline clarity and revenue visibility.

- Better qualification and opportunity progression
- Clear next steps across every customer opportunity
- Greater forecast confidence through execution

## SALES TRAINING

Build practical sales capability aligned to the Q-RED™ Sales System.

- Qualification and discovery discipline
- Value communication and objection handling
- Consistent customer conversations across the team

## SALES COACHING

Reinforce sales execution through coaching around live opportunities.

- Opportunity reviews and next-step planning
- Coaching around active opportunities
- Better deal control and sales execution

### WHO WE WORK WITH

- Manufacturing
- Construction & Infrastructure
- Engineering Services
- Transport & Logistics
- B2B Technology
- Professional Services

### TYPICAL OUTCOMES

- Better deal control
- Improved pipeline clarity
- Improved revenue visibility
- Greater forecast confidence

### TYPICAL ENGAGEMENT

- Tailored to your commercial objectives
- Delivered at your premises and/or online
- Designed for practical, sustained improvement

### ABOUT

Paul Mason
Founder & Principal Sales Trainer & Coach
Creator of the Q-RED™ Sales System

**Book Your Complimentary 20-Minute Sales Performance Diagnostic**

Start with a clear view of what's driving – or stalling – revenue performance.

0468 416 960 | sales@touchstone.net.au | touchstone.net.au
Springwood NSW 2777 ABN: 98 692 456 511