



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

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

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

TYPICAL ENGAGEMENT

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

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

ABOUT

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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.

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