



CAPABILITY STATEMENT

**Restore deal control. Improve revenue visibility.
for Western Sydney SMEs**

Structured Sales. Human Delivery.

Built on the Q-RED™ Sales System

Q-RED™ SALES SYSTEM

A practical, structured B2B sales system designed for teams selling into SME markets.

- Consistent qualification and deal progression
- Clear next steps across every opportunity
- Improved visibility and forecast confidence

WHO WE WORK WITH

- Manufacturing & Industrial
- Construction & Trade Services
- Transport & Logistics
- Professional Services
- B2B Techology

TYPICAL OUTCOMES

- More consistent pipeline quality
- Stronger conversion and deal control
- Improved forecast confidence
- Better margin discipline

SALES TRAINING

Build capability aligned to a structured sales system.

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

TYPICAL ENGAGEMENT

- 8–24 weeks | 1–2 hrs per week per person.
- Practical, sustained improvement — not one-off training

SALES COACHING

Reinforce execution where it matters — in live deals

- Deal reviews and next-step clarity
- Confidence in pricing and commercial conversations
- Accountability that drives behaviour change

ABOUT

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Western Sydney B2B Sales Specialist

Book a Complimentary 20-Minute Sales Performance Diagnostic

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

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