



**We exist to help project
related companies**

Win More High Value Projects, More Often.

www.equipconsulting.com.au





Hi, I'm Steve

Sales Growth Strategist with 300+ Success Stories

You're a project related company looking for **rapid and long term sales growth**. You're looking for tailored sales strategies that **deliver results**. You're looking for less guesswork and **more confidence**. You're tired of 'roller coaster' months and want **more consistency**. You're looking for a consultant with relevant experience and a proven track record to work closely with you and your sales team to move the business forward with **clarity**. You're looking for **external insights** and a **fresh set of eyes**. Nodding your head? **We can help.**

The Project Principle™

How To Create Singularity Of Purpose & Scale Your Company

13 MONTH GROWTH PROGRAM

01

Full Day 'Equipped For Sales' Onsite Strategy Sessions

01 The Project Principle™ begins; the **team gather and I come to you for two days**, the Project War Map™ is rolled out on the boardroom table and **collaboratively we work through the analysis process step-by-step**. Exploring the critical growth numbers backed logically by our Project Calculator™. The overarching Project Figure™ is collectively decided, celebrations in place and the target market is set. **The Mission Dashboard clearly displays the focus areas** and the key roles have been aligned. **The Milestone Sales Processes are recognised** according to The Project Compass™ app. **Clarity is the outcome of the day**. We know exactly where we are going.

02

90 Day 'Fast Start' Implementation Program

02 The Project War Map™ is crystal clear; it's time to **mobilise the sales team to take supported action** towards our collective sales & business goals through the 90 Day Fast Start Program. A **fortnightly 1-hour team video call** is set in the calendar with a tailored training program designed to **turn the vision into reality... fast**. We work through the strategic sales plan week-by-week helping you **stay accountable** to the winning strategy. Over & above, we're committed and ready to assist with **real-time support** via the Equip Hotline helping you and your team **overcome inevitable challenges to win real time projects**. Your success is our success and we take that seriously.

03

13 Month Business Intensive Consulting Partnership

03 The initial 90 Day Missions have been won and sales victory is in sight; It's now time to **drive tactical improvements to create ultimate leverage in the marketplace**. The Mission Dashboard is reset in alignment to the Project War Map™ and **strategic thinking becomes the new norm**. With regular training your sales team **master creative, systematic problem solving** to see hidden opportunity like illuminated billboards, **paying huge dividends with confidence**. Together we turn to the **optimisation phase** with fortnightly video calls, real time mentoring and additional onsite strategy days through our highly regarded 13 Month Consulting Partnership. **The Outcome? Exponential growth.**



We take life changing seriously

With Every Consulting Partnership, We Sponsor A Child's Education

Since 2015, my family and I have been proud to partner with **Compassion** through their child sponsorship program, growing our 'extended family' every year. 'Poverty robs children of their basic rights to learn, play and grow' with over 385 million children worldwide living in extreme poverty today. What started as a family commitment turned into a company commitment in 2017 as we sponsored a new child with every new team member joining.

Now we are on a mission to change the lives of an additional 100 families by 2020. With every new Consulting Partnership formed, we commit to sponsoring a child in need from the age of 7 to the completion of grade 12. Providing them with an education, health care and community support, releasing them from poverty.

COMPASSION AUSTRALIA


 KENYA
PHOTO BY: BEN ADAMS

Steve Claydon

Managing Director | Equip Consulting Aust.


Internal team members, External insights

Your Consulting Team:




Meet Steve:

A Gin & Tonic enthusiast, known fondly for creating some of the most effective business development strategies and sales tools directly after consumption. Responsible for \$400 Million in additional sales growth. A proud husband and father of two girls.



Meet Anna:

If there was an oasis filled with nothing but great coffee and freshly baked croissants, there you will find Anna. A craftswoman of efficiency. A talented resin artist. Genuine care as a standard feature. Anna is to Equip as Robin is to Batman.



Meet Matt:

An avid lover of Labradors with a storytelling appetite to match. Born with a camera in his hands, it's not unusual to find a biro and piece of paper within arms reach of Matt, scrawled with the next story to tell. His dog is named Henry Jones. You'll never guess why.



What We Live

Our Operating System

THE VISION:

We are globally recognised as the leading business development consultancy for project-related companies who want to thrive economically when the entire world around them is changing more than ever.

THE MISSION:

Futureproofing the sales growth of project-based SME's with disruptive strategies and thinking, delivering over \$1billion collectively in additional profit by 2023.

OUR CORE VALUES:

HOW WE MAKE DECISIONS

01

CREATIVITY

At Equip Consulting We Believe That **Creativity Is The Key To Successful Problem Solving.** We Think Creatively, We Work Creatively & We Never Say 'This Is The Way We've Always Done It'.

02

COMMITMENT

At Equip Consulting We Believe That **Commitment Is The Key To Successful Relationships.** We Commit To Adding Value Always. We Commit To Doing What We Say. We Commit To Excellence As A Minimum Standard.

03

CHALLENGE

At Equip Consulting We Believe That **Healthy Challenge Brings Out The Best.** We Challenge The Status Quo. We Challenge Ourselves & Our Clients & We Challenge The Easy Road, Knowing The Hard Things Pay Off.



TRUSTED BY THE BEST

+250 MORE PROJECT BASED COMPANIES

What Others Say

Really want to say 'thank you' Steve for helping Darren and I **secure our biggest deal today** along with Hadleigh **making a successful initial close for multiple new builds** today using the Deal Clock methodology.

Steve, thank you for your epic **personalised advice and guidance over the past four weeks that has empowered the team with the tools, confidence and cadence of accountability to secure deals that are increasing revenue 300%**. Your passion and energy is the inspiration for success.

David Witty, CEO | Play N Learn

Steve brings a level of **enthusiasm and drive to your business** that you mightn't know existed! His passion for tailored sales training is excellent and from **week to week he remembers project names your working on and even the client names if you have been free to tell him!**

It's as if he takes an ownership view of the projects your sales team is working on! if you feel that you are at a brick wall, exhausted, stressed, confused or just want to feel passionate about your future again then Steve is your man!

After working with Steve for **13 months we witnessed a massive change in our team and business growth with an increase in sales of over 25.6% over the previous year**. It's safe to say that we are on to our next year with these guys and have no doubts for an even bigger year to come.

Sign him up it's riskfree!

Ronnie Evenden, General Manager | Flexshield

Steve Claydon of Equip Consulting has been a **key to Aquatec's sales growth and success over the past 12 months**, through training our team on; researching prospects, develop relationships, ask questions, listen, watch for buyer shifts and how to close the sale.

I have been through **numerous executive level sales training courses over the years however, none of the previous trainers presented the material like Steve does in his style of simplicity so that our team can embrace and use the techniques with instant results.**

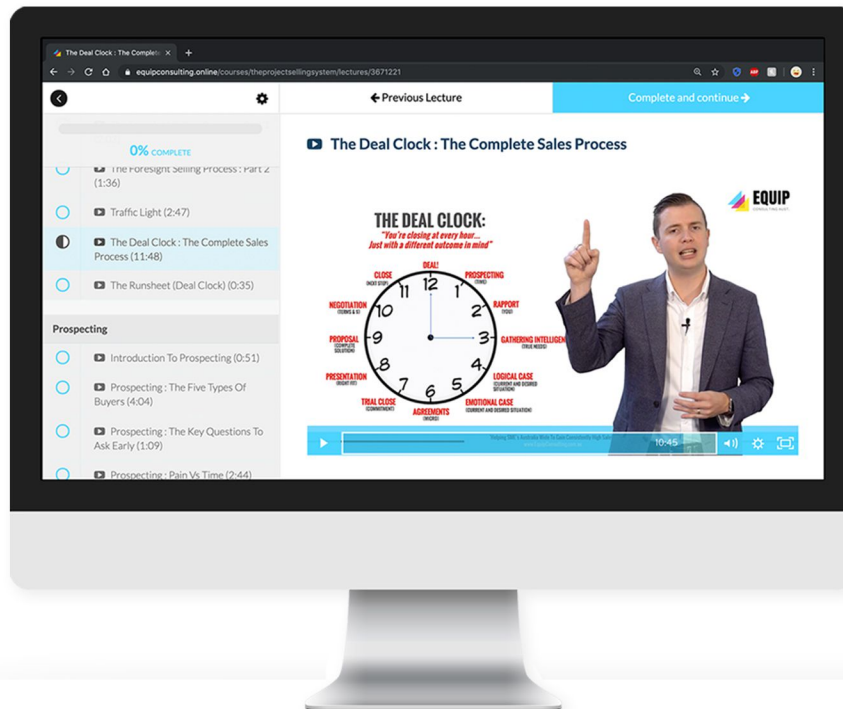
Steve will equip your sales team with all the necessary tools with a view to **growing your company's revenue at a rapid pace**. I look forward to working with Steve into the future and would highly recommend /encourage others to contact Equip Consulting for your company's success.

Harvey Seeley, Managing Director | Aquatec

Equip Consulting

www.equipconsulting.online

ONLINE PROGRAMS



The ultimate **Online Training Portal for Sales Professionals;** featuring over **600+ quick actionable training video clips** covering the areas of sales methodologies, marketing, human behaviour, mindset & leadership accompanied with **PDF downloads, resources and planners.** ECO will give you the proven blueprint to break company records.

That's the Equip guarantee.



THE PROJECT COMPASS



Want to win more high value projects? Find the winning sales strategy in 60 seconds or less following a simple step-by-step process. Manage your pipeline with ease as you strategically move multiple deals forward, all your progress saving automatically as you go. See how your progressing with a glance of your live dashboard and turn your top opportunities into converted sales!





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