

FROM

PITCH

TO

PROFIT

How to Build Genuine Trust
and Achieve Business Success with
The Infinite Sales System®

JULIA EWERT

WILEY

For an organisation to win work they need to solve the needs of their clients. Sales is all about culture and Julia gets this. She has developed a repeatable system that focuses on getting culture right inside any organisation and helps your people grow. Where The Infinite Sales System has helped us is to understand that we have so many opportunities to learn from our clients about how we can be servicing them better by asking the right questions. Not only did The Infinite Sales System help our business improve its sales and systems but it also improved our people, the way our managers interact with our staff and the confidence our staff have in client facing conversations.

—**Tom Atkinson**, Director, Trainwest

Julia Ewert and her Infinite Sales System played a pivotal role in our journey from a small enterprise to a multi-million-dollar success story. Hosting the *Negotiate Anything* podcast, the #1 negotiation podcast globally, I have had the unique opportunity to interview the brightest minds in the industry. Having interviewed hundreds of people, I found Julia's expertise to be unparalleled. It was her system that we entrusted with our growth, and it delivered beyond our expectations. Her system isn't merely a set of sales tactics; it's a transformative force that has redefined the trajectory of our business.

Julia isn't just a brilliant mind, she's also one of the most genuine friends I've had the pleasure of knowing. Our journey began as professional colleagues, but over the years, she has become one of my closest friends. It's been an absolute joy to witness both her professional growth and to grow alongside her on a personal level.

—**Kwame Christian**, Founder & CEO, American Negotiation Institute

Julia's sales training made such a difference to my sales team and the way they spend time in the qualification and handling of objections. Such a unique perspective that helped us achieve more sales. I'm also personally using her techniques outside of work and, I have to say, it's worked every time!

—**Linda Grenfell**, Victorian Sales Manager, Development, Mirvac

Once you've been taught The Infinite Sales System, you'll find yourself asking, 'What would Julia do?' in most sales scenarios. What you need to know is that this is not any ordinary sales training. It's a system that if rolled out correctly across any business will produce results regardless of the personalities you have working in your business. This program is adaptable to anyone. If they are willing to get comfortable with being a little uncomfortable and follow the steps they will win more business and have a hell of a lot of fun doing it. Whether you think you are extremely experienced in sales or just starting out, this is the system for you. Attention all business owners ... implement this system into your business and you will convert more leads, win more clients and ultimately drive profit results.

—**Craig Kouimanis**, Head of Paragem

The Infinite Sales System is all about working smarter, not harder. It provides a crystal-clear path to convert more contracts, negotiate higher margins, and secure better clients. I love the straightforward, process nature of the system. By breaking it down you understand how small, deliberate actions add up to sales success. We have gained a rhythm for securing new members. Julia's advice and ideas have directly led to deals we wouldn't otherwise have won. Stop thinking about it and buy the book! Your bank manager will thank you for it.

—**Ashley McGrath**, CEO, CEOs for Gender Equity

Julia is a gifted professional, who maintains humility as a student of the craft of negotiation. She anchors her sales domain techniques in the same first principles of interpersonal communication and positive relationship development that we rely upon in the behavioral health domain. Her ethics, integrity, and commitment to her craft present high levels of personal and professional responsibility. If you are in sales AND you want to be a good human, read this book.

—**Andy Prisco**, Founder, Jumpstart Mastery

The Infinite Sales System is a timely reminder that a disciplined, repeatable approach to sales is always better than the ad hoc, personality-driven methods so often recommended. The lessons in this book offer increased sales, better client relationships and sustained business success for organisations of all sizes. The system is proven, now it's up to you, the reader, to implement the steps and boost your sales.

—**Dr Shaun Ridley**, Director, Ridley Insights

‘What is sales?’

At the beginning, my aim was to help my sales team get better with negotiation. Instead, Julia trained us in a robust, practical, and soon very effective step-by-step sales process. We have learned a SKILL. At the end, it was a complete paradigm shift in the way we see and do sales.

‘Everything is sales.’

—**Eddy Saleika**, CEO, Klaus Multiparking ANZ

FROM
PITCH
TO
PROFIT



FROM

PITCH

TO

PROFIT



How to Build Genuine Trust
and Achieve Business Success with
The Infinite Sales System®

JULIA EWERT



WILEY

First published in 2024 by John Wiley & Sons Australia, Ltd
Level 4, 600 Bourke St, Melbourne, Victoria 3000, Australia

Typeset in Tzimmes 10pt/15pt

© John Wiley & Sons Australia, Ltd 2024

The moral rights of the author have been asserted

ISBN: 978-1-394-26394-3



A catalogue record for this
book is available from the
National Library of Australia

All rights reserved. Except as permitted under the *Australian Copyright Act 1968* (for example, a fair dealing for the purposes of study, research, criticism or review), no part of this book may be reproduced, stored in a retrieval system, communicated or transmitted in any form or by any means without prior written permission. All inquiries should be made to the publisher at the address above.

Cover design by Wiley

Cover image © svetolk/Adobe Stock

Disclaimer

The material in this publication is of the nature of general comment only, and does not represent professional advice. It is not intended to provide specific guidance for particular circumstances and it should not be relied on as the basis for any decision to take action or not take action on any matter which it covers. Readers should obtain professional advice where appropriate, before making any such decision. To the maximum extent permitted by law, the author and publisher disclaim all responsibility and liability to any person, arising directly or indirectly from any person taking or not taking action based on the information in this publication.

CONTENTS

<i>Foreword</i>	<i>xi</i>
<i>Introduction</i>	<i>xiii</i>
Part I: Understanding the importance of sales	2
1 Revenue = sales = business	5
2 Who should do sales?	19
3 Basics of modern-day selling	31
4 Getting ready for The Infinite Sales System®	53
Part II: The Infinite Sales System®	80
5 STEP ONE: Qualification process	83
6 STEP TWO: The first sales meeting	93
7 STEP THREE: Meeting follow up	143
8 STEP FOUR: The second sales meeting	151
9 STEP FIVE: Follow up	169
10 Putting the process together	187
<i>Conclusion</i>	<i>193</i>
<i>Additional resources for continual learning</i>	<i>195</i>

FOREWORD

In today's market, where consumers are increasingly wary of aggressive sales tactics, *From Pitch to Profit: How to Build Genuine Trust and Achieve Business Success with The Infinite Sales System*[®] presents a revolutionary shift in the business world.

The system stands apart from other sales' methodologies by rejecting traditional, high-pressure approaches in favour of building genuine connections based on trust and humility.

Author Julia Ewert describes an approach to sales that not only aligns with modern ethical business practices but one that also resonates deeply with clients seeking authenticity and real solutions to their needs.

Unlike conventional sales training that often results in temporary boosts, The Infinite Sales System provides a consistent framework for ongoing success.

Julia outlines an approach that goes beyond the simple act of selling a product or service. She explains that true selling is about understanding clients, fostering long-term relationships, and delivering real value. This approach ensures not just momentary achievements but a steady path to growth and profitability.

The Infinite Sales System is also a holistic view of sales as a journey of empathy, learning, and continuous improvement. It's not just a narrow approach focused solely on closing deals but a comprehensive philosophy that enhances the sales professional's ability to listen, empathise, and solve problems effectively.

The system transforms the sales role from transactional to relational, paving the way for more meaningful business interactions.

Adopting The Infinite Sales System is not just about improving sales performance; it's about embracing a new standard for ethical business conduct. It offers a blueprint for building lasting client relationships grounded in respect and mutual benefit.

For those serious about elevating their sales approach and contributing positively to their business's growth, this book is not a nice to have — it's a must have.

In an era craving authenticity and ethical practices, *From Pitch to Profit* is a beacon for those ready to lead the way in redefining success in sales and business at large.

Emeritus Professor Gary Martin — Chief Executive Officer,
the Australian Institute of Management,
Western Australia

INTRODUCTION

First, thank you for investing in this book. 😊

Second, if this is the first sales book you've ever bought, you're steps ahead of the many who have gone before you, and tried all the things, before they came here. And by 'all the things', I mean they have tried learning from (stereo) typical sales gurus, attended countless sales training sessions, memorised a bunch of terrible scripts, copied some self-professing expert, or even tried changing their personality ... *all* the things!

If you happen to be someone who has *already* tried all the things, I'm confident that this will be the last sales book you ever need to buy, because this one aims to solve all your sales challenges once and for all.

This is what makes this book different. It is unlike any other 'how to do sales' book that you may have seen, or maybe already read, that still hasn't solved your problem — because now you're reading this book.

You're not alone in trying to find a process that works. One reason so many sales books are on the market is because large and small

businesses all over the world are constantly trying to crack the code of sales.

I'm here to assure you, you can stop looking.

Why I wrote this book – and why you need it

Having worked in sales for 26 years now, I've seen and been involved in all sides of it – from the 'direct sales' (door-to-door) approach, through to leading sales teams for some of the largest companies in the world.

I've been in roles where I've either personally sold or managed teams selling a whole myriad of things – including kitchen knives (that's right, it doesn't get any more cliché than that!), hotel memberships, chocolate bars, dairy products, property, education, management services, insurance, telecommunications, lifestyle experiences, residential construction, dog treats, coaching services, sales training, and mentoring.

In addition, I've also been engaged to design and implement sales processes for companies selling marketing services, scaffolding, metal fabrication, mechanical parking stackers, software as a service (SaaS), consulting and auditing services, professional memberships, financial services, training, sticky labels, civil services, shipping and logistics, recruitment, organisational psychology, franchising, business broking, software and tech, architecture services, entertainment, crafting exhibitions, engineering, mining services, professional services, manufacturing, agricultural products, luxury camping tents, IT, interior design, healthcare and legal services.

So, it's fair to say, I've sold most things. I can even say I've sold used cars after upgrading my own vehicles over the years!

I wonder if your product or service features in, or is similar to, something in that list?

What I can share with you about all these different products and services, much to the surprise of many people, is that the baseline principles are the same. So a sales process for a company selling mechanical parking stackers is about 95 per cent the same as a sales process for a company selling marketing services. This is because a sales process is designed to engage and collaborate with another human, and most humans behave and are motivated in similar ways.

These days my company works with service and solution-based organisations, implementing my proven, holistic approach to sales. Refreshingly, this process allows people to simply be themselves, and is focused on bringing out the best in the person you're selling to. Who would have thought?!

Perhaps you are like many of my clients who, prior to working with me, invested plenty of money and countless hours working with various sales trainers and coaches or business strategists. You may have also tried all the marketing advice as well, such as investing in a new website, optimising your SEO, updating all your brochures and various social media accounts. Yet, after all these efforts, you're *still* not making the level of revenue you strive for.

With The Infinite Sales System®, I'm offering something different. And how I can assure you of this so confidently is because out of all the clients who have implemented this system, not one of them, to the best of my knowledge, has ever invested in another sales expert.

This system has stopped the bleeding, and these companies now have their own repeatable way of converting new business, in a way that feels right for them.

This book (and The Infinite Sales System) has been specifically designed to help professionals who either are not salespeople or, even if they recognise they are in sales, struggle to relate to the old-school tactics and tricks still being taught by some ‘experts’.

I’ve written this book predominantly for professionals who don’t see themselves as ‘salespeople’. Perhaps your main employment role is as the technician, focused on the delivery of the services your business provides; however, you are also responsible for or tasked with bringing in or converting new clients. So you may not be in a full-time sales role, but the sales component does occupy a small (and heavily weighted) portion of your role responsibilities.

Or you might be in sales as a full-time role. While sales professionals following a traditional approach may be less likely to read this book (more on this later), if you’re looking for a more modern approach, you can learn a lot here.

Warning: There is no magic ahead. Once you have read this book and familiarised yourself with The Infinite Sales System, you still need to do the work. The good news is that you will not need to change your personality type to become someone you’re not — you don’t need to transform into an extrovert and you won’t need to learn any cheesy tactics or scripts. This book will teach you how to simply be yourself, and master sales at the same time. All in a repeatable way. How liberating.

It’s time for a modern-day, holistic approach to sales.

One that is centred on humility, trust-building and human connection.

That time is now.

How to read this book

This book is not designed to be read like a novel — although the stories do promise to educate and entertain!

The best way to maximise your success from this book is to really engage with it. Grab yourself a highlighter and highlight the bits that resonate, fold the pages, get some post-it notes and stick them on, write notes directly on the pages and treat this book like a text book — this book is not designed to remain pristine! (If you're reading this as an e-book, use the bookmark, highlight and notes functions, or make notes on your phone or tablet.)

If anyone asks you to borrow this book, encourage them to buy a copy instead — not so I can make more books sales, but so they can also read the book in the same way, and add notes, highlights and page folds.

It might be considered sacrilegious to dog-ear a page in a book, but in my book (which is now *your* book), dog-ears are encouraged!

You may want to revisit certain chapters, as the principles become more evident as you progress. Feel free to do so! Read this book forwards, backwards, review chapters and read it from a randomly opened page. The lessons within will serve you as continual reminders, which will reward you with more sales success.

Frequently asked questions (FAQs)

After having worked in sales for so long, I know the kinds of questions that commonly come up. I've distilled the various questions I'm often asked — either directly by clients, or via social media — and included

these as FAQs throughout this book, and especially as we get deeper into The Infinite Sales System.

As you make your way through, I'll throw in the FAQs in anticipation of helping you put your mind at ease, and solidifying your learning.

If by chance you have a question that I've not answered, I'd love nothing more than to hear it from you. You can contact me via the following:

- *Email:* info@juliaewert.com.
- *Website:* www.juliaewert.com.
- *LinkedIn:* Julia Ewert, MBA, FAIM.

Definitions

Throughout this book, I frequently use particular terms. So you're clear on what these terms mean in the context I use them, I've defined them here:

- *Client, customer*: What your prospect becomes once they have paid you money. Until such time that you actually see the money in your bank account (or, in Australia, perhaps they've raised a 'purchase order'), they remain a prospect.
- *Inbound prospect/opportunity*: Where a prospect or opportunity contacts you first. They become known to you, or come *inbound* to you, through a website enquiry, referral, word of mouth, trade show or other means or marketing efforts.
- *Outbound prospect/opportunity*: Where you contact a prospect first. This can be through 'cold calling' (don't worry, other options are available!), networking or directly going *outbound* and approaching a target opportunity in a warm way.
- *Prospect*: An opportunity you are in conversation with, or targeting for business. *Note*: Prospects and clients/customers are *not* the same, and I am very purposeful in my use of these terms. For the most part of this book, I refer to 'prospects', because this book is designed to teach you how to manage your prospects — who are ideally your future clients.