



Introduction to NLP

Overview

A rewarding & fun workshop which teaches attendees hands on techniques necessary for successful communication. NLP (Neuro Linguistic Programming) has become the “must have” skills set for people who wish to gain greater understanding of themselves & others and have the ability to become a top rate communicator. Learn everything you ever wanted to know about NLP, all the basics, what it is, where it comes from, and see how you can use it to communicate more effectively, especially in areas of sales, customer service, staff relationships, confidence & motivation.

Who is it for?

Individuals who want to gain an understanding of NLP and how to use it in sales, customer service and personal development. Also for those who want to improve their communication skills and be ahead of their competition.

Learning Objectives

- Improve sales situations
- Communicate more effectively
- Improve customer relationships
- Boost confidence & motivation
- Enhance customer service
- Improve team communications
- Manage & understand others

What is NLP?

NLP is all about effective communication, based on the strategies of master communicators from the world of hypnosis, family therapy and psychotherapy. It can be used in a business & personal context and by practicing these techniques one can **elicit positive change** in themselves and others to let go of unwanted states & achieve greater results.

From a **business perspective** you will have the tools to improve communications with colleagues and clients *plus* be able to increase sales, improve customer relationships and boost motivation & confidence in yourself & others.

And on a **personal level** you can find out how to get rid of negative emotions and limiting beliefs and install new positive strategies to achieve what you want *plus* you will meet like minded individuals and practice these new found techniques so by the end of the course you will already have experienced the power of NLP.



What's Covered?

Rapport Skills - How to connect with someone instantly

How to meet and greet with ease
Improve sales meetings
Defuse difficult situations

Representation Systems – How we see, hear, feel and think about the world

Understand yours & others preferences
Learn keywords & traits of each rep system
Use in written & verbal communication to engage an audience

Submodalities – How to control your state of mind

Learn how to quickly change your state
Change negative emotions & unwanted behaviour
Find out how people structure their beliefs

Anchoring – linking states to external stimulus

Have a positive state at your fingertips
Collapse negative anchors to remove bad feelings from old experiences
Influence behaviour in business meetings

Strategies – the unconscious processes we use to create behaviour

Elicit someone's decision-making process
Recognise ineffective strategies
Read eye accessing cues to discover how someone stores information

Language Patterns – use language to influence & achieve results

Understand how language affects behaviour
Use language overtly and covertly
Learn powerful conversational techniques to produce a desired behaviour

Goal Setting – the keys to getting what you want, consistently

Ask the right questions to establish what you want
Learn the rules for successful goal setting
Help others to realise & achieve goals