



Selling with NLP

Overview

A rewarding & fun workshop which teaches attendees hands on techniques ideal for increasing sales performance. 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 sell more effectively. You will also be able to use it to improve customer service, staff relationships, plus personal confidence & motivation.

Who is it for?

Individuals who are already in a sales role and want to gain an understanding of NLP and how to use it to enhance the sales process to increase their conversion rates.

Learning Objectives

- Improve any sales situation
- Advanced techniques to aid handling objections & closing
- Communicate more effectively
- Improve customer relationships
- Boost confidence & motivation
- Enhance customer service
- Improve team communications
- Manage & understand others – ideal for sales managers

What is NLP?

NLP is all about effective communication, based on the strategies of master communicators, known for consistently achieving results. It can be used in a sales context to consciously understand the techniques of top performing sales professionals and using those strategies to tangibly improve existing sales performance.



What's Covered?

All techniques can be used to sell on a more targeted level based on the prospects on personality style and preferred methods of communication, the consultative sales approach will be used as a framework to this course:

- Building rapport
- Uncover need
- Linking need to solution (pitch)
- Objection handling & closing ...

Rapport Skills - How to connect with ANYONE instantly

- How to use rapport to aid cold prospecting
- How to meet and greet with ease
- Improve sales meetings with difficult prospects

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

- Learn keywords & traits of each rep system to sell to individuals preferences
- Use in written & verbal communication to engage a prospect in proposals & follow up calls

Submodalities – How to control your state of mind

- Learn how to quickly change your state and maintain a positive focus
- Change negative emotions & unwanted behaviour

Anchoring – linking states to external stimulus

- Have a positive state at your fingertips
- Create positive links to yourself or your product in the prospects eyes
- Influence behaviour in sales meetings

Strategies – the unconscious processes we use to create behaviour

- Elicit someone's decision-making process (to buy)
- Read eye accessing cues to discover how someone is processing internally

Language Patterns – use language to influence & achieve results

- Understand how language affects behaviour
- Use language overtly and covertly to produce a desired behaviour

Non-verbal communication

- Using body language to influence at an unconscious level
- Be able to read and react positively to body language displayed by prospects