

USING NLP (NEURO LINGUISTICS PROGRAMMING) FOR SUCCESS IN SALES

MARK THRIMAWITHANA

MBA, Certified Consultant in
Business Etiquettes, CPM Asia, MCPM
NLP Coach and Practitioner, Counselor



If you want a successful, sustainable business you'll need to not only serve your customers but exceed their expectations. Successful business leaders know that this is one of the key ways to build brand loyalty. Therefore these successful businesses don't sell products or services. Instead, they focus on serving their customers with a product which they will ensure will benefit their customers and make them feel that their requirements were respected and delivered. The process therefore is relational and not transactional.

Let me explain this further through an example. Very recently I wanted to buy a pair of spectacles and I decided to call and visit a few of the well known opticians. I telephoned some of the respected companies in this industry, with the confidence of having a solution provided for my needs. But the responses to my inquiries were very poor with no serious attention given to understand my requirements. With my telephone call having resulted in being unproductive, I decided to visit the outlet and check it out for myself.

So, I went to the showroom of one the popular optician companies that I had called earlier on, to get the expert advice I required to purchase the type of pair that suited my needs. As I walked in, I was shown over 1000 spectacle frames and told to select a frame. The tone, the tempo, the body language and gestures were weak and the service levels were poor, leaving me with the impression that the sales persons behind the counter was not interested in my requirements and could not be bothered to take that extra effort to serve me. I left the store disappointed and wondering that as a new customer, will I ever know the details that I required and whether the experience I had was the result of the negligence of the employee or the negligence of the employer?

Remember when we were small and our parents gave some motivation and support and applauded us to do well? I believe it is the same with employees. If our minds can be trained and transformed to see the challenges, and motivated to see the goals, help to understand the company vision and company goals, the

mind will send signals to adopt our behaviors. And that behavior will change the end result in all that we do. This is called NLP (Neuro Linguistics Programming). Using NLP a person can 'model' the more successful parts of their own behavior in order to reproduce it in areas where they are less successful. In NLP (Neuro Linguistic programming), we believe that 93% of the product quality rest on NON related product characteristics. Such as your tone takes 37% and the way you use your body expressions takes 55% and the product related information will take only about 7%.

I hope the key principals of NLP (Neuro Linguistics Programming) that I outline in this article will help you to understand and adopt them to help your employees to win those customers effectively

Powerful five strategies to make your employees "hi flyers"

■ Master their GOALS

Every employee should know the specific goals they are expected to achieve. And that goal needs to be visualized, felt and heard. When you master the goals, it will help to understand the gaps and to acquire additional knowledge and skills to master them. This has to be evaluated every three months with continuous support be given to achieve their targets.

■ Master OBSERVATIONS:

Employees to need to master other people's behaviors well. They should be able to read what goes on in the customers mind so that they can respond to them positively. In NLP, we teach employees to understand the movements in a customers



breathing , lip movements , eyes and how the eyes reacts, smile, postures, gestures and tone. When they study and master these skills, employees will have the ability to communicate well and understand the thoughts of the customer.

■ Master RAPPORT building

In NLP, we teach how to build rapport with customers. That's the biggest and most important weapon to sell any product. That's how I ended up buying a pair of spectacles for double the price I expected or willing to pay initially at a different outlet to purchase my spectacles, where I experienced something very different. It was all based on the Rapport and confidence that the client service lady there built with me within a space of just five minutes. In Rapport building there are two main skills that a person can build. This is called Mirroring and Matching and it is used to gain rapport at the unconscious level. This technique will help the client to connect and feel comfortable to trust and rely on the sales person. It's not that you do it purposely but need to develop the art of using rapport building that can be done by matching and mirroring a person's expressions such that includes breathing, gestures, posture and facial expressions; tonality that includes quality, speed, pitch and volume; and words etc.

■ Master the SELLING techniques

The NLP Agreement Frame is very useful in conflict resolution of all kinds as well as Sales and Negotiation as a way of keep or getting someone on your side. The principle here is that we each have our own model of the world. We each make judgments, decisions, and have beliefs that make up our model of the world. My model of the world is different to yours and yours is different to all of the people that are around you. Mine is not necessarily right, neither is yours and at the same time I think that it is right, and you probably do yours. If I question your model of the world and impose my model of the world on you, then you are going to feel resistance to that and act accordingly. We might know that someone is wrong in what they say and if we tell them that they are wrong and we are right, then they are not necessarily going to listen to us as they may resent the fact that we are correcting them (notice that I used the word "and" rather than "but" in this sentence to gain your agreement). At the very least it will break any Rapport we have with the client and it will be really difficult to build it again.

Some further Tools and Techniques from NLP:

Creating that first POSITIVE IMPRESSION: Let's cite my own experience here in purchasing my spectacles. Compared to all the other places, here I received a professional sounding person who knew what they were talking about , that built my confidence that they could provide me a solution. In other words they created a positive impression. The lady took only a few seconds to observe my needs. She studied my job functions, purpose, and kind of look that I prefer, and never spoke about my limitations. The conversation was positive and promising. I think she knew her goals very well, she was self motivated and well versed in her job.

Getting into MY SHOES: We've all heard it more times than we can count, "Think like the customer "and "Put yourself in the customer's shoes". This is so vital and can provide amazing results. This is where most of our companies fail . As explained, the lady who served me where I purchased my spectacles was able to get into my shoes and to see how I would like to see myself and created a strong rapport with me . Some of the teachings that I saw in her ways of handling which is more slimmer to NLP techniques such as

- Matching your body language to my body language
- Maintaining eye contact
- Matching my breathing rhythm
- Being in the same emotional state as myself
- Using the same tone, tempo and volume of mine

CLOSING THE BUSINESS: as I clearly explained before, the product can be the best in quality but all the other factors will sound much more important to convince a client to purchase the product. There are many other factors that you can implement build the rapport.

- Bring up mutual interest by agreeing with the client
- Listen attentively and remember the strong words and use it back to convince and building Rapport
- Share a success story how their product has benefited or the technology that they use
- Provide an excellent service

Works Cited

<https://excellenceassured.com/nlp-training/nlp-certification/agreement-frame>