



MASTERING SALES USING NLP

BECOMING A BETTER SALESMAN WITH NLP TECHNIQUES

Sales is the heart of a company. When the sales decline, the entire company will suffer. Products can be great and the packaging can be colorful and informative, but if the salesman is not focused, self motivated, going that extra mile during a tough time, then it can be a daunting task. Some think "selling" is the same as "talking". But the most effective salespeople know that listening is the most important part of their job.

This is a two day program where the sales team will learn NLP techniques such as five steps in sales process which will help them to change their behavior, mind, and even their personal lives to be more accountable and to reach for greater results.

COURSE OBJECTIVES:

By the end of this training course participants will be able to:

- ✓ Better understanding of themselves to reach desired goals
- ✓ Understand the NLP 5 step Sales Process and how this can transform their lives to be confident when reaching their goals
- ✓ Understand that buyers buy emotionally as well as logically.
- ✓ Will understand to build rapport and connect with buyers at a deeper level and will recognize the importance in language patterns and how they can use to convince clients



COURSE AIMS

- To take participants' existing sales skills to the next level.
- Building on their existing skills and experience as a sales person and knowledge of the sales process, this course will help participants understand the principles of NLP and how they enhance the selling and buying experience.
- To utilise tools, NLP sales techniques and models for developing enhanced rapport with buyers, truly understanding the client's needs and making it easy to sell to them, whilst adopting the mindset and attitude of high performing sales people.

COURSE OUTLINE

MODULE 1: WHAT IS NLP AND HOW NLP CAN CREATE A NEW JOURNEY

- How our minds are coded
- How our thinking can change our behavior
- What are the presuppositions which are controlling our ability
- Perception is projection

MODULE 2: ESTABLISH RAPPORT

- What is selling
- Starting point
- Understanding the power of key words that must be used when convincing
- How tone of voice can make a great impact
- Understand Eye patterns
- How breathing can be a vital point

MODULE 3: ASKING QUESTIONS

- Chunking up and chunk down
- Understanding the clients present state and the desired state
- How do you use Meta model language patterns and Meta Programs
- How to elicit values of the client

MODULE 4: FIND A NEED

- Understanding the customers real need " For what purpose."
- How to motivate the clients by using resource anchoring
- How Milton model can help the client to think positively

MODULE 5: LINK THE NEED OR VALUE TO YOUR PRODUCT OR SERVICE

- How conditional close will motivate the client
- How agreement frame can add more value to the client to decide
- The 20-80 rule

MODULE 5: CLOSING THE DEAL

- Ask for the order.
- Chain anchors to handle objections.

Duration: 2 Days



T: +94 773 088 643
E: mark@nlpleadingandcoaching.com
Mark Thirimawithana
W: <http://nlpcoachingandleading.com>