



Workshop Overview

Neuro Linguistic Programming (NLP) is probably the greatest advance that mankind has made in the field of communication. Selling is all about communication and building lasting relationships with clients. This programme applies the art and science of NLP to the selling process and brings with it revolutionary and trusted methods to increase salespeople's results.



Benefits

Simply put, if the methods are practised and applied, increased results are guaranteed. Through active delegate involvement you will immediately learn to apply to your work.

Outcomes & Content

- ✓ Positioning, buying and sales process with NLP
- ✓ 6 Principles of success – NLP Presuppositions
- ✓ Future Pacing goals for training
- ✓ NLP communication model and filters and tips
- ✓ Precision model questions and practice
- ✓ Empathy – perceptual positions, 3 levels of listening
- ✓ Matching and mirroring
- ✓ Buying strategies and sales process
- ✓ Controlling your motivation – the 4 states
- ✓ Triggers and choice, gremlin vs coach
- ✓ Performance iceberg
- ✓ Hypnotic selling
- ✓ Touch anchor



Who should attend ?

Anyone interested in learning the most powerful NLP techniques for sales, persuasion and influence, attendees in the past have come from all walks of life: Salespeople, marketer, coaches, speakers, consultants etc. Basically, it's for any profession that needs sales, influence or persuasion.

