

NLP For Salespeople

Overview

NLP (Neuro Linguistic Programming) has recently been discovered by many people. For sales the revelation of NLP has been quite amazing. NLP is therefore a startling and available toolkit to increase personal performance in sales. Salespeople can use NLP at meetings, large presentations and over the telephone. Consider this - salespeople trained in NLP are highly likely to be far more effective!

You may have already discovered NLP and have a high level understanding but still are wondering just how it can be used to leverage sales opportunities. You want your team to have the very best knowledge when engaging prospects or clients. Whatever you think you already appreciate that with NLP knowledge your sales force will dramatically increase effectiveness. You will also be pleasantly surprised that there are some easy and practical applications that your sales team can use whether just starting out or even if they have been selling for several years.

Who Should Attend

NLP is for everyone! This course is aimed at Salespeople, Account Managers, Managers and Sales Directors. Given that most people may not have even heard of NLP then it would be an amazing opportunity to get your sales team together for this course. The bottom line is that anyone in sales or anyone that is involved with engaging prospects or clients should attend because you will be helping them see where the unfair advantage is.

What's In It For You!

An understanding of NLP that will help you get or maintain the sales edge. You will also have a skilled and motivated team who want to win more business; a team who will go the extra mile and are adept at reading the many daily interactions which will mean you also have the competitive advantage. This will translate to better client and prospect relationships and an overall more upbeat team eager for success. Your team will have the power and advantage by using NLP and be more perceptive in every prospect/client scenario. This equates to being far more effective every day.

Topics Covered

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| <ul style="list-style-type: none"> • Outcome Management • Building rapport with prospects & clients • Discovering prospects representational systems • Listening skills • Reframing • Pacing & leading • Changing beliefs | <ul style="list-style-type: none"> • Perceptual positions • Language of sales influence • Embedded commands • Developing compelling language patterns • Non verbal communication • Positive states • Powerful questioning techniques |
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Training Course Includes

We start by explaining the background of NLP and help attendees understand basic structures. We then look at finding out what clients and prospects want from each interaction. Developing rapport is an essential skill and we show you what to look for and how to use NLP skills. Everybody thinks that they have good listening skills; we illustrate just how important it is to develop **great** listening skills. We have a practical workshop where we see the impact of using listening skills so that your prospect/client hears what you are saying and also you hear what they are saying. We then spend time helping you understand positioning and how you should feel when you have performed a great connection. Discovering the power of non verbal communication is a must and also reading situations effectively. We spend time showing you exactly how. We also anchor some positive states so that you can recall this mental state at any given moment.

Trainer

Mike is The Sales Academy's qualified NLP Practitioner. He has been using NLP in sales for over 20 years. Mike as you might imagine is passionate about using the true power of NLP to drive more sales revenues, which has delivered extraordinary results. Now Mike shares with you practical applications of NLP for sales to deliver sales success.

Course Details

Duration:	One / Two Day
Presented:	In House
Fee / Cost:	One Day Silver Course £1995 Two Day Gold Course £3495

Need more information now?

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