



Persuasive Sales Skills

“Advanced sales skills utilising NLP & Hypnotic Language”

Course Consultant:



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Brian, one of MTC's directors, is a Master Hypnotist, licensed Practitioner of NLP and a Sports Psychology Consultant with over 13 years experience in the training and development arena as well as running a successful private practice.

- Member of British Academy of Hypnosis
- Member of S.F.T.R
- Member of International Society of Sport Psychology (ISSP)
- Member of the Association of Meridian Therapies

You know the situation:

- Your Salesforce is fully trained up on product knowledge.
- They have done every conceivable sales training course internally and externally - from making cold calls to handling major accounts, from handling objections to making perfect sales presentations.
- You don't flinch when it comes to developing their sales skills

And yet.....

- Results could always be better!
- You may have some staff way behind target
- You may find it difficult to keep your best sales staff retained or motivated

In today's competitive world we need to be constantly developing in order to stay ahead and it's not just our products or services I'm talking about. We need to be constantly developing ourselves as well.

Everybody has competition - competition for sales and competition for time. When your sales staff call someone or make a sales presentation, they are competing against hundreds of other things that are trying to get the attention of that person, things that may look or feel more important than your call right now.

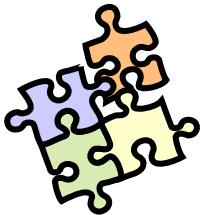
So how do you get a customer to decide to "buy" from your company or even just listen to you?

Introducing - **Persuasive Sales Skills using NLP**: the most effective "edge" you can give your sales force.

Your sales force may have sales techniques down to a tee and have tip top product knowledge but do they **KNOW** what makes your clients and prospects tick?

Now they can. By utilising NLP and Hypnosis communication techniques - Good salespeople can become Super salespeople and Average salespeople can become great.

Putting it all together



If you are interested in this course; see also "**Essential Coaching Skills for Business**"

Trained originally by Brooke Bond, by the age of 27 I was the Northern European Corporate Sales Manager for a company called Aldus (now Adobe), pioneering desk Top Publishing into the UK and Europe in the late 80's early 90's. In 1993 I co-founded MTC Services and have been involved in training and development ever since. Why am I telling you this?

Simply, if I knew then what I know now, my selling and sales management skills (which I was rightly proud of) would have been vastly superior to what they were.

PERSUASIVE SALES SKILLS is not delivered to you by an NLP Practitioner who hasn't the first idea about the world of sales. My background and experience ensures real, quality examples and demonstrations of techniques and practices that will give your salesforce the "edge".

Course Content

NLP Techniques covered during the Course

- ❖ **Understanding Communication and how we can utilise this within a sales environment**
 - How do we *REALLY* communicate?
 - Why we need to communicate well and how to achieve it.
- ❖ **Why Goal setting doesn't work and how NLP can help you reach your desired outcomes**
 - Principles for success
 - Keys to achievable outcomes
- ❖ **Sensory Acuity**
 - Understand that people make minute changes from moment to moment and that these changes have meaning
- ❖ **Understanding, establishing and retaining Rapport**
 - How to create an environment wherein the receiver of our communication is more receptive to our message. (and it doesn't mean talking about the footie with clients)
 - Practical Exercises to Develop rapport skills (matching, mirroring & leading)
- ❖ **Representational Systems (Modalities)**
 - How we absorb the world around us and how we build a representation in our mind.
 - The importance of submodalities
- ❖ **(Predicate Phrases) How to get people to experience the outcome you desire**
 - How what others say, lets you know their preferred Representational system.
- ❖ **Anchoring**
 - What are anchors? Learn Instant state elicitations
- ❖ **Using NLP and Hypnotic Language Patterns effectively**
 - Using Meta Model for clearer Communication, how our Internal Representations can Distort, Delete and Generalise the information we hold.
 - What is "persuasion language"? Language Patterns for power. Presuppositions & Embedded commands in language patterns.
- ❖ **Additional NLP Techniques**
 - Associate - Dissociate
 - Perceptual Positions

NLP Techniques (opposite) related to sales process:

- ❖ **Planning the sales call:**
 - Clarify your outcomes for the call (Well-formed Outcomes)
 - Access constructive personal state (State Anchoring)
 - Second position the client (Perceptual Positions)
- ❖ **Establish rapport:**
 - Use NLP techniques to read and sense what works for your client
 - Build and maintain rapport comfortably, professionally and with integrity (Mirroring/Matching/Leading)
- ❖ **Explore needs:**
 - Use key questioning techniques to uncover needs (Meta Model)
 - Advanced "listening" skills (Sensory Acuity / Representational Systems)
 - 'Pacing' the client (Mirroring/Matching/Leading)
- ❖ **Emotional dialect:**
 - Presenting benefits using client's Language patterns
 - Managing questions, reservations and objections (Meta Model)
 - language fingerprinting' – recognising, interpreting and using language patterns
- ❖ **Close professionally:**
 - Recognising when to close
 - Use of Presuppositions and Embedded commands
- ❖ **Positive emotional state:**
 - Choose and keep positive states that work for you (Associate - Dissociate)
 - Access positive states instantly and at will (Anchoring)
- ❖ **Non-verbal messages:**
 - Read and interpret clients' signals, including buying signals, signs of hesitation or reservation, signs of 'buying in' or incongruence (Sensory acuity / Rapport)
 - Explore and/or confront negative signals sensitively and professionally (Meta Model)
 - Raise personal awareness of your own non-verbal messages

Course Duration: 2 Day's at your own site - tailored to suit your sales processes

Suitable for: Anyone working in a Sales Environment

Cost: Dependant on numbers. Please call for a quote.

Just a few reasons why your company should run this course:

- £ If you want to Increase Sales
- £ If you want to motivate your Sales staff, by helping them develop new and exciting sales skills
- £ If you want your Salesforce to get an edge over your competition, by utilising powerful communication methods when selling
- £ If you want to fully understand what makes your clients tick (without them being aware) and personalise your sales calls / presentations to suit.
- £ If you want to be regarded as the best in your field - your clients have to believe it. Now they will.

With over 13 years experience in the training and development field and with many satisfied corporate clients in our books, we have no hesitation in offering a total satisfaction guarantee to any company who uses our services. After all if we're not confident in our ability to deliver - why should you be?

