



Who should attend

Suitable for all employees involved
in a sales function

Duration

1 Day

Selling with NLP

Purpose of the workshop

Before your customers buy your product they will need to buy you. Using the tools and techniques involved in Neuro Linguistic Programming (NLP) you will be able to use language and communication skills to help develop deep rapport with your customers. It may take slightly longer to sell in this way, however you will find that you will get more repeat business and more recommendations. This workshop will focus on some of the key NLP skills that you will be able to use straight away to gain a better understanding of your customers and to identify what their needs are. You will leave the workshop understanding the importance of trust based selling, how to detect human behaviours and how to identify the most effective way to communicate with them.

Outcomes

- Introduction to NLP
- Managing your internal state
- Getting in step with your customer
- The quick way to build rapport with your customer
- Listening to your customer actively
- Mirroring and matching your customer's behaviour
- Words that create trust
- Discovering your client's buying strategy
- Uncovering what your customer wants
- Recognising buying signals
- Pacing and leading to a close
- Using reframing to overcome objections
- Handling the close with style
- Creating your action plan for success

