

NLP Sales Skills – three days

Overview

This programme is specifically designed to equip senior employees with exceptional selling techniques during customer presentations. NLP techniques have modelled the very best sales strategies and techniques in order to help delegates apply them to their own selling presentations.

This programme takes a holistic and refreshing approach to customer presentations and the world of selling as a whole. It does so by focusing primarily on how to construct and deliver a presentation to a process which ultimately influences the client's decision to buy.

Objectives

- For each delegate to understand the purpose and use of NLP sales skills.
- For each delegate to be comfortable identifying and working with a client's map of the world.
- For each delegate to be able to build rapport with a client, quickly and easily.
- For each delegate to be confident identifying and working with a client's meta programmes.
- For each delegate to understand the psychology of persuasion and its use in sales presentations.
- For each delegate to be able to structure and deliver a powerful, convincing presentation.

Contents – Day One

- Delegates present a typical customer presentation.
- Presentations are assessed and broken down under course criteria.
- Introduction to NLP sales skills.
- NLP – the human brain and how to influence it.
- VAK – developing the ability to speak everyone's language.
- Discovering each client's unique buying map.
- Motivations – when to use the carrot, and when to use the stick.
- Rapport building techniques.
- Using meta-programmes to subtly create desire.
- Structuring your presentation – what do I want my audience to THINK, FEEL and DO?
- Presentations are re-designed with the day's learning in mind.
- Sections of the presentations are re-presented with coaching.
- Close.

Content

Day Two

- The psychology of persuasion.
- Structuring your presentation in order to psychologically influence the audience's decision-making process.
- Hitting the client's 'value based' buttons.
- Selling the benefits – sell the sizzle NOT the sausage.
- When and how to encourage/manage questions and objections.
- Selling through our stories.
- Practical activities to spice up the presentations.
- Visual aids and maintaining interest.
- Using notes.
- Moving away from PowerPoint™.
- Individual coaching on personal presentation.
- Talking and walking, power pausing, body language, voice, pace etc.
- Closing the client – understanding when and how.
- Delegates will restructure their presentations.
- Video feedback.
- Close.

Day Three

- Practical application exercises.
- Final presentations.
- Intensive 1-2-1 coaching and video feedback from facilitator.
- Handling worse case scenarios.
- Close.