

# NLP Sales Skills – two days

## Overview

This programme is specifically designed to equip senior managers with exceptional presentation, briefing and selling techniques. By modelling the very best presentation, communication and influencing strategies, managers are able to rapidly develop confidence and advanced skills to apply in their own presentation situations.

This programme takes a holistic and refreshing approach to presentations in a range of contexts – to the board, to their reports and to clients and other stakeholders. It does so by focusing primarily on how to construct and deliver a compelling message which ultimately builds credibility and relationships and delivers results.

## Objectives

- For each delegate to understand the psychology of persuasion and its use in presentation and sales situations.
- For each delegate to be able to structure and deliver a powerful, convincing message.
- For each delegate to understand the purpose and use of modelling presentation skills.
- For each delegate to be comfortable identifying and working with their audiences' maps of the world.
- For each delegate to be able to build rapport with others, quickly and easily.
- For each delegate to be confident identifying and working with their audiences' meta programmes.

# Content

## Day One

- Delegates demonstrate a typical sales scenario.
- These 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 sales message – what do I want my client to THINK, FEEL and DO?
- Close.

## 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.
- 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 sales scenarios
- Sales scenarios are presented with trainer feedback.
- Close.