



THE ART OF VISUAL SELLING FOR SALES MANAGERS & EXECUTIVES

2 DAYS PROGRAM

Date : 23 & 24 Oct 23 (Mon & Tue)

Venue : Hilton Petaling Jaya Hotel

LEARNING OUTCOME :

At the end of this programme, you will have gained the following knowledge and learning:

- Application of NLP tools in selling
- Thinking Strategies
- Communication and Listening Skills
- Pace Sensory Language to Build Rapport
- Resourceful language patterns for sales success

WHO SHOULD ATTEND :

- Sales Professional or Sales Manager
- Sales Support Staff
- Procurement Executive/Supervisory
- All other staffs who desires to excel in their persuasive selling skills

OBJECTIVES:

Upon completion of this programme, you will be able to:

- Lead powerful masterful sales conversations from beginning to the end
- Effectively build rapport with your customers
- Add to this powerful set of NLP listening and communication tools to help control the selling process and influence your prospects'- buying process
- Use questioning techniques to uncover the full set of customer needs and desires :
- Understand your customer deeper wants and needs
- Understand buyers, buyer types and the buying process
- Understand sales strategy and sales tactics that support your customers' buying strategies
- Apply non-verbal communication to influence prospect in selling and negotiations
- Sell on value and reduce price push backs
- Use language to gain influence & overcome objections that get in the way of the sale
- Closing new business with success and high integrity

COURSE OVERVIEW

“Not achieving the break-through you want in Sales?” - use NLP to achieve Super Sales Success

All businesses these days face tough competition – competition for sales and competition for time. Those who are able to sell and deliver the value of the product, service or solution that customers will buy are those who have an edge over their competitors.

You need the edge – the communication tools and selling techniques that makes you more attractive to the customer than your competition. Some sales executives do sell themselves more effectively than others. And they seem to naturally know how to influence and persuade effortlessly. And it is definitely the result of using a powerful set of Neuro Linguistic Programming (NLP) communication and influencing skills effectively; skills that anyone can easily learn; so that your prospects or customers can't say “NO!” to you.

This invaluable course has been specially designed for procurement and sales professionals - face-to-face and telephone encounters in sales. And finally, a sale is always made – either you sold your prospects or your prospects sold you the reasons not to buy. So, the Sales Director in the end gets either a result or a reason from his sales executives. Which would you choose: the “result” or the “reason”? Get the transformational “results” you want with “NLP to achieve Super Sales Success”.

LEARNING METHOD USED:

In this highly engaging experiential hands-on training, the training facilitator adopts a coaching and facilitative approach. It is very important to engage the participants in reviewing their own outcome.

The activities are designed to illustrate key issues that the participants are facing in selling by using NLP & NHR tools to create illustrations and activities such as role plays, Mind programming exercises & group discussion and brainstorming sessions.

COURSE CONTENT

Day 1

Brief Introduction of NLP

- Definition Of NLP
- The Study Of Human Excellence
- NLP Thinking & Communication Model

Successful in Visual Communication – Masterful Sales Conversations

- Verbal & Non Verbal communication
- 7-38-55 Mehrabian Rule to Sell
- Visual Auditory & Kinesthetic Means to understand and influence
- Congruence in Communication - Creating Trust in Customer Relationship

Success in Visual Selling – Probing and Questioning Techniques to Uncover full Needs/Wants

- Identify Inner Needs
- Questions That Clarify What Client Means
- Active Listening Skills
- Identify The Buying Strategy

Day 2

Selling Presentation Model – The Buying Process

- Buying Process Model
- Negating Language Pattern That Deliver Suggestions
- Avoid Common Mistakes of Experienced Sellers

Overcome Objections Effectively

- Out Frame & Reframe
- The Answer Is In The Questions
- The Emotional Factor
- Brainstorming: Common Objections and How to Handle each

The Ultimate Closing Technique with Success & High Integrity

- Understand Client's Hot Buttons
- Effective Closing, Gaining Agreement & Commitment
- Meta Modeling Technique – Where the Client can't say 'No'