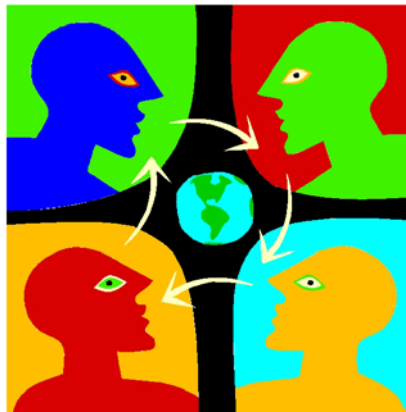


Sales Magic Selling with NLP

Sales Magic Selling with NLP



Wellington Park Hotel, Belfast 26th January 2010

Holiday Express Luton 28th January 2010

Fee £225

Presented
By
sales**xcellence**

Call Free Phone 0800 328 0702 to enrol

Sales Magic with NLP

Learn to Sell with NLP - A One day Workshop

Take your sales skills to a whole new level with NLP.



NLP co-developer Richard Bandler emphasizes that the core sales skill is not *"How do I sell this product to the customer?"* but *"How do I sell myself to myself?"*

Imagine the number of sales you could close if you developed "deep rapport" with each of your clients! You will learn to tap into a client's unconscious thought patterns and discover to sell the way your customer buys. What if you could climb into their heads and find out what drives them... understand what they like to hear... determine which sales strategy will get you the best results? Well, it's not just wishful thinking anymore. You'll learn to ask the right questions - then decipher the answers to get an accurate reading on each person's motivations, desires, and buying behaviour.

You'll learn to sell exactly how your customer buys!

Participants will learn:

- ◆ Understanding NLP
- ◆ Creating a state for success
- ◆ Sales Engineering
- ◆ Language Patterns
- ◆ Communication Styles
- ◆ Eliciting Buyer Behaviour
- ◆ Persuasive Communication
- ◆ Influencing with Integrity
- ◆ Building Rapport
- ◆ Well Formed Questions
- ◆ Embedded Suggestions
- ◆ Re framing Objections
- ◆ Identify the true needs
- ◆ Conditions of Satisfaction
- ◆ Eye Accessing Cues
- ◆ Hypnotic Suggestions
- ◆ Creating Action
- ◆ Getting real Commitment

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(Fee includes workbook, morning coffee, lunch and afternoon tea)

Workshop Content

9: 00 - 9: 15 am Registration

9: 00 -10: 30 am Session One

Introduction to NLP

Myths and Functional Fantasies

Modelling Success

Creating a State

Personal Belief Systems

Creating a strategy for selling

10 45 - 12:00 Noon Session Two

Sales Engineering

Building Rapport

Eliciting Buyer Behaviour

12:00 - 1:00 pm Session Three

Language of the Mind

Language Patterns

Anchoring States

1: 00 - 2:00 pm Lunch

2:00 - 3: 15 pm Session Four

Communication Styles

Well Formed Questions

Conditions of Satisfaction

Embedded Suggestions

Eye Accessing Cues

3:30- 5: 15 pm Session Five

Reframing Objections

Influencing with Integrity

Hypnotic Suggestions

Creating Action

About sales**xcellence**

salesxcellence**** was formed in 1996 and since then has trained more than 500 companies throughout the UK in sales skills, sales development, telephone sales and sales management training. Colly Graham formed **sales**xcellence**** in 1996 after thirty years experience in telephone, field sales and sales management. After graduating from college, Colly entered the field of accountancy however after five years decided to change his career direction in sales. First working for a Fortune 500 company in fast moving consumer goods, his career progressed from selling capital equipment, financial services to internet services, with a wide management experience in both telephone and field sales, concentrating on the recruitment, training and development of sales people, in this role he gained experience in designing and building a number of successful sales teams. Colly brings thirty years of practical experience of selling and his ability to empathise with sales people and establish immediate rapport and credibility as a trainer, (the accolade Colly receives from most sales people is "that he has carried the bag"). Colly is a trained NLP Practitioner, having studied NLP since 1986 and has trained with Richard Bandler co-founder of NLP.

Sales Magic Booking Form

To ensure places in this workshop or to request further information please complete the appropriate sections below and email us at bookings@salesexcellence.com

For further information call us on Free Phone 0800 328 702

Course: **Sales Magic** Fee £225stg

Venues: Wellington Park Hotel, Belfast 26th January 2010

Holiday Express Luton 28th January 2010

Delegate Name

Delegate Name

Delegate Name
(Send three delegates and the fourth goes FREE)

Contact Name

Position

Tele No.

Fax No.

Email

Invoicing Details

Company Name

Address

.....

TownPost Code.....

Purchase Order No. Signature

Please Contact me regarding the following:

In-house Training

Consultancy

Please note that on all public workshops payment is required by the morning of the course. We will fax you joining instructions and your invoice seven days prior to the workshop. Cancellations received within seven days of course commencement cannot be accepted, we will however allow a substitute delegate to attend. Cancellations outside of seven days may transfer to the next course.