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# **The Sales Game**

## **Successful Selling Strategies and Skills**

*IMPROVE your success rate in Selling with NLP*

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<i><b>INTRODUCTION</b></i>
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**Overview of course:**

Selling is a crucial part of any business and can include any number of applications: for example, securing an over-the-counter sale, a multi-million dollar international deal or determining what your customer would like next.

When you are selling, are you able to recognize the objections or the positive cues of the person you are dealing with? Do you know how to overcome these objections or capitalize on the positive cues? How can you ensure the best possible outcome from your interactions?

This course will teach you to recognize and mirror the gestures, voice and language of your customers, to build rapport so that you maximize your opportunities for a fruitful sales. You will learn influencing language, how to detect and use buying styles and achieve mutual benefits.

This course is based on the Neuro-Linguistic Programming (NLP) communications model. In this course, you will learn how to.....

- ◆ achieve sales that both your needs and those of your customers
- ◆ develop skills to determine alternatives and options and bypass resistance
- ◆ build trust with your customer
- ◆ refine your image to achieve maximum results
- ◆ close sales with integrity

<i><b>Benefits: WHY YOU CANNOT MISS THIS COURSE</b></i>
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This course will provide you with quality tools to sell, on-sell and close a sale while also creating a long term business relationship.

In this comprehensive 2 day training program you will learn to:

- ❖ Identity what your customer wants
- ❖ Understand what you need to do to satisfy their needs



- ❖ Have sufficient skills to overcome objections
- ❖ Use the conditional selling model.
- ❖ Close the sale effectively and efficiently.

This training course will be very interactive and practical. Participants will practice selling a variety of products and services in one-on-one and small groups throughout the 2 days. As you master the elements in the selling process, you will be taught practical interpersonal communication skills to use at each stage. To aid this process:

- ❖ each participant will simulate the development and selling a product or service of his/her choosing
- ❖ example scenarios will be created within the group and used to practice and refine the skills

You will also learn:

- ❖ HOW to BUILD rapport and trust with your selling partner
- ❖ SKILLS to bypass resistance
- ❖ INFLUENCING language
- ❖ STRATEGIES to influence selling on the unconscious level
- ❖ CONGRUENT and ethical issues in selling
- ❖ TO ACHIEVE mutually beneficial results
- ❖ TO DEVELOP skills to determine alternative selling strategies
- ❖ TO IDENTIFY and use your own strong points
- ❖ WHY the other party values you

### ***WHO SHOULD ATTEND***

Executives, Managers or Individuals who want to improve their influencing and selling skills when

- ◆ *selling products and services in to individuals*
- ◆ *developing business contracts in competitive environments*
- ◆ *establishing and maintaining long term relationships with individual customers*
- ◆ *establishing and maintaining long term relationships with corporate customers*
- ◆ *establishing new accounts, retaining and growing these accounts*

This course will improve the selling skills of many Executives, Managers or Individuals including

- ❖ Sales professionals
- ❖ Contract managers
- ❖ Project managers
- ❖ Procurement and purchasing officers
- ❖ HR Managers
- ❖ Telemarketers



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**for continuing Professional Development**

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<b><i>THE PROGRAM</i></b>
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**INTRODUCTION**

- ◆ Overview and expected outcomes

**CHARACTERISTICS OF A GOOD SALES PERSON**

- ◆ What is a well-formed sale?
- ◆ What skill set do you need to sell?

**KNOW WHAT YOUR GOALS ARE AND PREPARE TO EXECUTE THEM**

- ◆ What do you want from the sale?
- ◆ What can you reasonably get?
- ◆ What are you willing to give up?
- ◆ Understand what not to sell to your potential buyer
- ◆ At what point will you move on to the next sale?

**MANAGE THE INFORMATION FLOW**

- ◆ Who can make the decision?
- ◆ Are you speaking to the person who can make the decision?
- ◆ How to ask quality questions
- ◆ Give instructions only once

**BUILD RAPPORT**

- ◆ Create trust with your client
- ◆ Create a relaxed atmosphere
- ◆ Elicit high quality information

**‘READ’ THE MEANING OF YOUR SELLING PARTNER’S NON- VERBAL COMMUNICATION**

- ◆ Use your selling partners non-verbal communication to build rapport
- ◆ Answer questions and clarify hidden issues
- ◆ Minimize confusion

**USE YOUR SELLING PARTNER’S UNCONSCIOUS COMMUNICATION TO DEDUCE IF THEY ARE TELLING THE TRUTH**

- ◆ Test the integrity of your client
- ◆ Minimize confusion before it arises
- ◆ Take control of the negotiation

**INFLUENCE THE OUTCOME OF THE SALE BY**

- ◆ Working with the metaphysical
- ◆ Working with language

### **LEARN THE STRUCTURE OF SUGGESTION**

- ◆ Learn the language patterns of influence
- ◆ Apply these patterns in the context of your selling situation

### **OVERCOME OBJECTIONS AND MAINTAIN THE FLOW OF COMMUNICATION**

- ◆ Use objections as opportunities
- ◆ Learn the different forms of objections
- ◆ Learn to connect objections with opportunities and deliver them back as resources

### **INFLUENCE OUTCOMES USING THE POWERFUL MMSS Personality Assessment Survey™ TO DETERMINE IMPORTANT VALUES**

- ◆ Understand what motivates your selling partner
- ◆ What is the best strategy to enable them to make their own decisions?
- ◆ Is the sale important to them or others they represent?
- ◆ Do they need detail or the big picture
- ◆ How do they understand the sale in relationship to time?
- ◆ What is the decision clincher for the other party?

### **DOCUMENTING SELLING: GET IT IN WRITING**

- ◆ The importance of good documentation
- ◆ When appropriate, leave the fine detail to the lawyers

### **ALWAYS BE SELLING**

- ◆ Look for opportunities to gather information even when not in a formal selling context
- ◆ Always look for opportunities to close the sale

### **PUT YOUR LEARNING INTO CONTEXT**

- ◆ The course will include lectures, demonstrations, exercises as well as small group practices to both learn and use the skills in this course.

<p><b><i>THE TRAINER</i></b></p>
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- ◆ Psychologist with a MA
- ◆ 30 years involvement with corporate consulting and training
- ◆ Worked with the founders of powerful communications model of NLP for 10 years.
- ◆ 30 + years teaching NLP based courses
- ◆ Extensive experience in conducting courses in SE Asia and the Middle East
- ◆ Author of “The Wild Days” About the History of NLP
- ◆ Author of “Happy Parents Happy Kids” About Parenting
- ◆ Author of forthcoming book “Advanced Negotiating Strategies and Skills”
- ◆ Creator of Software model of identifying excellent business practices
- ◆ Member Australian Psychological Society
- ◆ Member and Master Trainer of The International Association of NLP



Terry McClendon