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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, multi-million dollar international deal, determining what your customer would like next.

When you are selling, are you able to recognize the objections of the person you are dealing with? Do you know how to overcome these objections? 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 win-win results

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

- ***achieve sales that satisfy your customers needs***
- ***develop skills to determine alternatives and options and bypass resistance***
- ***built trust with your customerr***
- ***refine your image to achieve maximum results***
- ***develop refreshing new suggestions for selling opportunitieslans***
- ***Close sales with integrity***

Who will benefit from attending this course?

If you are involved in.....

- ***One on one selling***
- ***Telephone sales***
- ***Conflict resolution***
- ***Supervising individuals or groups***

then you need the selling skills available through this course.

The Sales Game

Successful Selling Strategies and Skills

PROGRAM SCHEDULE

DAY 1

TIME	TOPIC / ACTIVITY
9.00am – 9.15am	Overview of course (Day 1) and expected outcomes
9-15am – 10.15am	What makes a good sales person
10.15am - 10.30am	morning tea
10.30am – 11.30am	Rapport
11.30am – 12.30pm	Buying Styles
12.30pm – 1.30pm	lunch
1.30pm – 3.30pm	Buying Styles (cont'd)
3:30pm – 4:pm	Review Day 1

DAY 2

TIME	TOPIC / ACTIVITY
9.00am – 9.15am	Overview of course (Day 2) and expected outcomes
9:15am – 10.am	The skill of suggestion alternatives
10.15am – 10.30am	Morning tea
10.30am - -12.30pm-	How to use influencing language
12.30pm – 1.30pm	lunch
1.30pm – 3.pm	Open, leading and closing questions
3:00pm – 3:15pm	Afternoon tea
3:15pm - 4:pm	Overcoming objections/conditional selling
4:pm	Review and close

TOPIC	SKILLS LEARNT / BENEFITS
Selling strategies	Identification of selling techniques which enhance success.
Rapport	Learn to create and maintain trust with customers
Buying Styles	Recognize buying styles (visual, auditory and kinesthetic) and learn to influence sales through use of these buying styles.
Structure of Suggestion	How to deliver quality questions, statements, commands, and presuppositions. Improve supervisory skills
On Selling	Understand customer needs and on sell to other products.
Overcome objections	Learn to easily bypass resistance and move to a satisfactory solutions
Closing	Learn to use the conditional selling model