

1 – DAY LEVERAGING NLP IN SELLING



Introduction

When it comes to selling, objections are objections. But what many salespeople fail to realize is that they vary widely from one company to the next, particularly when companies differ in size. Small companies, in particular, have specific objections that large companies often do not have.

A prospect might indicate they are ready to buy your products when they ask questions such as “How long would delivery take?” “What does that button do?” or “Is an upgrade available?” Other signs include complaints about previous vendors and interesting comments such as “Really?” or “Good idea”. Your ability to identify buying signals equals your ability to close the sales.

Course Objectives

By the end of this course, you will be able to:

- Enhance your ability to build rapport with prospects, utilizing the NLP principles instantly.
- Refine your customers’ profiling to suit your products’ USP for better sales alignment.
- Conduct competitors’ analysis to ensure your product positioning in the marketplace.
- Practical ways to handle sales objections without creating any animosity with prospects.

Methodology

- Lecture - Theory, Concept & Model (20%)
- Reflection - Gibbs’ Reflective Cycle (20%)
- Case Study & Practical Solutions (50%)
- Best Practices Identification (10%)

Who Should Attend?

- Marketing Managers
- Sales Managers
- Business Development Managers
- Sales Executives
- Sales Advisors

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Course Outline

MODULE 1: RAPPORT BUILDING FOR SELLING EFFECTIVENESS

- The 10 elements of presuppositions in NLP and its relationship with selling effectiveness.
- Importance to fine-tune your sales mindset; the 5 traits of sales educator identified, explored and adopted.
- Rapport Building Strategy – How to link principles of success with prospects intrinsic needs.
 - Redefine your visual predicates to streamline your thought approach when facing prospects.
 - Auditory Digital – the representational system deals with logic and how we talk to ourselves.
- Using “anchoring” to streamline rapport-building strategies, i.e. resource anchors, collapse anchors and chain anchors.
- The 3 types of flexibility to ensure high adaptability, i.e. “cognitive”, “emotional” and “dispositional”.

MODULE 2: ALIGN PRODUCT USP WITH IDENTIFIED ICP

- The triangle of sales success, i.e. attitude, beliefs and values, synergizing it to benefit your customers.
- 6 deadly types of biasness in negotiation that you must avoid; project “professionalism”, not “intimidation”.
- Master these 4 types of problem-solving approaches to develop more and better “options” for your customers.
- The importance of “Emotional Intelligence” (EQ) in sales negotiation; you must master the 4 stages formula.
- Gap Management – between customers’ first impression and your self-label; how to reduce this gap successfully.
 - Adopt the 3 proven strategies for you to build a lasting business partnership with your customers.
 - 6 common excuses uttered by a prospect; discover the 4 “real reasons” why your prospect doesn’t buy.

MODULE 3: CONDUCT YOUR COMPETITOR ANALYSIS

- The 4 types of marketing warfare that you must know; re-position yourself as a “market leader” not a “market player”.
- Your products “sustainable competitive advantages”, i.e. how to develop your distinctive capabilities.
- Conduct an in-depth competitors’ analysis: identify your “superior competitors” and “inferior competitors”.
- The importance of your corporate branding strategies to uplift your brand equity and image.
- How to ensure post-purchase satisfaction to reduce buyers’ remorse, thus ensuring higher re-purchase behaviour.
- Formulate “next action” strategies based upon your master plan to strengthen your brand positioning.

MODULE 4: STRATEGIES TO HANDLE SALES OBJECTIONS

- Overcome the barriers of communication in selling; how to collaborate with your prospects utilizing “Johari’s Window” tools.
- Experience versus Expectation – The juggling factors that determine the satisfaction levels of your prospects.
 - Avoid “hard approach” or “instructional approach” whenever dealing with your prospects, i.e. subtract stimulus.
 - Adopt a “soft approach” or “participative approach” to manage and coach your prospects, i.e. add stimulus.
- Determine the “value exchange” and “causation” between events or incidents to handle sales objections.
- The 6 common excuses uttered by prospects; how to uncover the 4 “real reasons” why they don’t buy.
- The 3 types of sales objections, i.e. “Condition”, “Excuses” & “Flat-No”, understand why you must handle it differently.



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