



FourThirds

Win - Grow - Transform

NLP for Sales Professionals



Who this programme is for

There are no pre-requisites or understanding required of NLP to attend this programme. It would be beneficial for the Sales Professional or Sales Manager to have a few years of sales experience to really get the best from the programme and to assist in their own personal development.

Course overview

NLP is a vital toolkit in enabling Sales Professionals and Managers to excel in a variety of customer situations. The two days 'NLP for Sales Professionals' programme will provide an environment in which to explore the core fundamentals of NLP.

NLP was developed in the 1970's from the study of highly effective individuals. It has grown in popularity and is now respected worldwide. The use of NLP in sales is very well understood. Using the tools and techniques of NLP in your daily sales and business life will produce extremely impressive results.

Benefits to your organisation and Individuals

The course will give the sales professional the insight and mental awareness to feel positive in front of customers, change states to handle any sales situation, build rapport and communicate more effectively in customer sales meetings and sales presentations.

Customer relationships are widely understood to be the key differentiator in sales situations in the 21st Century. With sales professionals and managers even more effective in customer meetings through exquisite rapport and superior communication, the end result is increased sales revenue for the organisation

Course Content

- Pre-suppositions & Map of the world
- Goal Setting and defining Well Formed Outcomes
- Coaching Development
- Rapport building
- Meta-model
- Representational Systems
- Values & Beliefs
- Influencing Language
- Non verbal communication
- Hypnotic Language and magic words