

The Sales Artistry training course is designed to give you an extraordinary competitive advantage using NLP techniques. Our sales course moves people from the traditional sales approach, taught within strategic selling program, to a new level of sales mastery. This will give you a profound understanding of the human thinking processes and psychological buying strategies to help you communicate with your clients at a deeper level.

## BENEFITS FOR YOU

### The Sales Artistry will enable you to:

- S Attract the most desirable prospects.
- S Cut the length of the sales cycle.
- S Improve sales success ratio.
- S Turn objections into approval.
- S Increase the value of each order.

## Course Outlines

### Day One

#### **The Psychology of Buying and Selling**

- ⦿ Understanding clients' mental strategies and personal beliefs
- ⦿ Understanding the factors that drive overwhelming desire
- ⦿ Understanding the motivation for buying
- ⦿ Seeing your clients through their eyes

#### **Establishing Rapport with Non-verbal Techniques**

- ⦿ Gaining extra ordinary deep rapport with anyone in moments
- ⦿ Enabling people to buy without hard selling
- ⦿ Building trust non-verbally
- ⦿ Mirroring
- ⦿ Calibrating
- ⦿ Crossover Mirroring
- ⦿ Matching Voice Patterns

#### **Effective Listening**

- ⦿ The key process of active listening
- ⦿ Reflective and paraphrasing listening
- ⦿ Shared listening

#### **Building Trust with Verbal Techniques**

- ⦿ Using keywords
- ⦿ Marking out
- ⦿ The most persuasive words
- ⦿ Small talk
- ⦿ Selling with metaphor

#### **Eliciting Buying Outcomes**

- ⦿ Understanding the process for influencing and selling
- ⦿ Understanding the deeper motivation that drives decision making
- ⦿ Speeding up the decision making process
- ⦿ Reading and influence body language and other non-verbal behavior
- ⦿ Pacing and leading



## Day **Two**

### **The Language of Sales Artistry**

- ⦿ *Understanding the secrets the most powerful communicators have been using for centuries*
- ⦿ *Using hypnotic language to create responsiveness*
- ⦿ *Improving questioning techniques to better define customer needs and beat competition*
- ⦿ *Gaining greater flexibility in your approach*
- ⦿ *Generating a receptive response even with the most challenging customers*

### **Handling Objections**

- ⦿ *Using specific questioning strategies to get to the heart of objections*
- ⦿ *How to deal with objections with reframing*
- ⦿ *Sleight of Mouth Pattern*

### **Keeping Your "Best"**

- ⦿ *Using another persons hot buttons to create enthusiasm and passion*
- ⦿ *Maintaining optimum selling state to ensure sales success*
- ⦿ *Developing robust, lasting and practical stress management skills*

### **Closing Successfully**

- ⦿ *Understand how different personality types respond to the close*
- ⦿ *When and why to close*
- ⦿ *Buying signals*
- ⦿ *Closing techniques*

### **Successful Sales Plan**

- ⦿ *Keeping the momentum*
- ⦿ *The 21-Day Plan*
- ⦿ *Cerebrating all successes*

