

# Selling with NLP



A 2-day programme

## Who for:

People in a selling role, whether consultancy, retail or telephone sales, whose goal is to enhance their sales performance by mastering the relevant skill sets offered by NLP.

## In this programme, you will learn and practise:

- How to frame sales goals and objectives you feel committed to, and confident about
- How to use NLP skills to approach customers, establishing immediate rapport by engaging with their linguistic, paralinguistic and thinking patterns
- New questioning and listening approaches to elicit customers' deep-level wants, needs, hopes and concerns
- NLP influencing tools to persuade and convince with integrity; including responding positively to challenges and reservations
- How to close a deal leaving the customer satisfied and congruent in their decision

