

Course Outline

“think
learn?
succeed”

“smart training for clever people”

Influence and Sell!

1 Day

Power up your sales results using the psychology of influence. Streamline your sales process by using three simple steps for structuring conversations with clients. Get your sales efforts off to a great start by meeting, greeting and connecting within 7 seconds. Track the language patterns used by your prospects, so you can match their key decision-making meta programs or ‘convincer strategies’. Detect linguistic presuppositions to pinpoint customers’ needs and concerns – even when they do not directly explain those needs or concerns to you. Use high gain questions and influential language patterns to handle objections. Close deals more often by matching your verbal strategy to your customer.

What you’ll learn to do in this course

You’ll come out of this session with powerful tools for taking your sales effectiveness to new levels of excellence. We’ll bring theory to life and tell you how to succeed. A range of practical tips will be presented to you. You’ll talk through examples and enjoy practical exercises. At the end of the course, you’ll be able to:

- Use the Connect, Reflect, Project model to keep sales conversations on track
- Deliver a high impact greeting and match your customers’ preferences in order to create a psychologically safe sales conversation
- Ask high gain questions to guide the direction of a sales conversation
- Detect and respond to verbal presuppositions, in order to accurately match customer needs
- Deal with objections using six ‘hypnotic language’ patterns
- Use eight verbal closing patterns to close deals and boost your sales results
- Go back to work with a list of ‘words that sell’ – so you can improve your sales results immediately

Topics you’ll cover

- Three steps for success
- Thinking like a stellar salesperson
- Connecting with your prospects
- Asking high gain questions
- Using presuppositions to detect needs
- Leading beyond objections
- Closing the deal

What others have said about the course...

‘Extremely valuable for our staff. You have a very engaging and thoughtful personality which makes it easy to contribute’
Luke. SE Timber 2015

‘Offers a practical course which is based upon robust research’
Frank. University of Western Sydney College 2015

‘Good hands on training with excellent interaction and learning opportunities’
Lutan. Thales 2015

‘Well run, well presented, excellently lead and managed. Solution focussed’
Natasha. Calvary Mater Hospital 2015



Book your training NOW

Call Eleanor Shakiba on 0433 126 841

Download course information at www.thinklearnsucceed.com.au