

Using NLP in Solution Selling

Target Audience: All job functions that have a sales element from client-facing sales teams to internal consultants and project managers.

Key Learning Outcomes

- Learn the basics of Neuro-Linguistic Programming (NLP) and how you can use this to improve your selling technique.
- Better understand the communication process and use this to influence outcomes by responding to your prospects' communication style.
- Explore how to build rapport through any channel of communication.
- Learn and practice well-established techniques that you can use when selling solutions to your clients and prospects.

Course Experience

- ✓ Theory: Latest best practice
- ✓ Team discussions and exercises
- ✓ Technique application practice
- ✓ Role plays
- ✓ Recorded practice and feedback sessions
- ✓ Personal action planning

Course Outline

MORNING SESSION

Introduction

- What is Neuro-Linguistic Programming (NLP)?
- NLP and its Role in Selling
- Sharpening Your Sensory Acuity

Communication Effectiveness

- Perceptual Filters
- The Communication Process
- 3 Key Internal Representation Systems

Building Rapport

- Emotional States and Internal Rapport
- MPL Technique (Match, Pace, Lead)
- Understanding the Agreement Frame

AFTERNOON SESSION

The Power of Language Structure – Techniques to Enhance Your Selling Skills

- Selling on the Telephone - Getting Your Intonation Right
- Value Statements
- Presuppositions
- Embedded Questions and Commands
- Tag Questions and the Yes Set
- Handling Objections

Keys to Success

- Flexibility
- State Management
- High Awareness
- Rapport
- Personal Volition to Achieve your Outcomes

Pre-Course Work: Completion of Pre-Course Questionnaire

Course Material: Includes facilitator's slides, exercise worksheets, background reading/articles and recommended books

Ideal Number of Participants: 9

Maximum: 12

Minimum: 4