

Selling Successfully

Course Outline

Want to be better at selling? This course gives you new, NLP based skills.

The successful seller is the best rehearsed, drilled and prepared. It's about an attitude and a mindset that is self-assured. It is about believing in the product and believing in oneself. That's where the passion and drive come from, that's where effectively influencing and persuading others comes from.

Participants identify and practise using successful persuasion techniques; they build sales plans that will see them take clear, precise and determined action. Finally we show participants how to design and install powerfully positive states of mind and winning attitudes.

Questions	Answers
What's in it?	5 stage sales process; presentation; objections & closing; keeping records; communication and questioning; rapport; reframing; state control. All of these are supported by NLP techniques.
Who's it for?	Anyone who needs to sell their product or service. That could be a team of day in day out sales reps, or a small trader striving to drum up more business. Everyone has a product they need to sell—we'll help you achieve those sales.
Why is it necessary?	Very few people have had any schooling or training to prepare them for a job in sales. This course will help participants enjoy selling a whole lot more by finding the style, toolset, and discipline that works for them.
What are the benefits?	The true sales professional is someone who is flexible enough to change their style of presentation to fit the future client. This course takes you beyond matching needs to benefits towards understanding how to recognise people's decision-making strategies.
What's included?	This is a 3 day education programme for a maximum of 20 people. Each session will run from 9.30 am until 4.30pm. Full facilitation, workbooks, catered breaks and soup + sandwich lunch.



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Course Venue

Success NI / The Old Meeting House /
21c Railway Street / Lisburn / BT28 1XG

Cost

£600 per person

To book or find out more
Call Paul on 028 9260 7766

www.successni.org