

INTENSIVE

SALES NEGOTIATION

by:
Mastering Persuasion and Influence with NLP



A high-practical workshop designed to raise the confidence of sales professional to tremendously increase sales, through building instant rapport, improving customer's trust and closing sales easier through the secrets of Neuro-Linguistics Programming (NLP); a revolutionary study of our how our Thoughts, Emotions and Language Influence Our Success in Life!

20-21 March 2014 | 30 Sept- 1 October | 25-26 Nov 2014

Holiday Villa, Subang Jaya (Subject to change)

More latest updates: <http://www.itrainingexpert.com/course-calender.asp>

OVERVIEW

Personal selling is not just about trying to hit your sales target and get people to buy as much as possible from you. Personal selling is about creating a relationship that creates long-term benefit for your customers.

This 2 day program is aimed at sharpening the sales personnel's skills in prospecting, presenting, selling and servicing the prospects and customers. Emphasis will be placed on the importance of interpersonal skills communication, influencing skills to start, maintain good customer services, how to overcome objections and rejections from the state of art psychological of sales through NLP.

WHY ATTEND THIS POWER COURSE

The objective is to instil confidence for the sales team and motivate the Sales Advisor to be empowered and motivated.

Upon completion of this program, you will be able to:

- Apply practical Develop an understanding of a practical reframe Powerful Communication in Psychology of Sales
- Build rapport with your customers to inculcate long-term relationship
- Add a powerful set of listening and communication tools to assist the selling process and influence buying process.
- Explore the inner factors that influence the sales and offer products or services successfully.
- Understand your customers wants, needs and buying signals
- Understand how your prospects prefer to be treated through their preferred preferences
- Apply non-verbal communication to influence prospect in selling and negotiations.
- Negotiate so that the customers feels they are in the winning situation
- Tackle typical sales rejections and handle difficult customers.

SUITABLE FOR

- Sales and Marketing Personnel

PERFORMANCE INTENT (LEARNING OUTCOMES)

Participants will be equipped with tools in personal selling and handling the job with greater confidence and ease. Application of

- Thinking strategies
- Communication and listening skills
- Pace Sensory Language to Build Rapport (NLP)
- Resourceful language patterns for success (NLP)

DURATION

2 full days ; 9.00am – 5.00pm

PRE-REQUISITE

Delegates are encouraged to bring along sales kit, product brochures or slides presentations.

COURSE OUTLINE

Day 1:

1. THE MOTIVATION TO SUCCEED AS A SALES WARRIOR PROFESSIONAL (HOW TO SURVIVE IN BUYER'S MARKET SCENE)

- Find your values in life and synchronise with your career
- Define your Purpose and Intention before Setting your Goals
- Deposit 'successes' in your Confidence Bank
- Model the Best
- Prioritise your values in life to motivate and strengthen you journey to achieve your dreams

2. CREATING DEEP RAPPORT & LONG-TERM RELATIONSHIP WITH CLIENTS

- § Applying techniques to create deep rapport can be established
- § Carry yourself with confidence
- § Using body language to anchor, influence and persuade
- § Projecting a great impression, boosting credibility & confidence
- § Creating your image as a credible and trustworthy business partner
- § Learn to serve more people than killing for sale

3. PROBING FOR THE REAL NEEDS – DID YOU CARE TO FIND OUT EXACTLY YOUR CLIENTS WHAT YOUR CLIENTS WANT?

- 🕒 Practise Question based selling techniques sharp questioning techniques to draw out more 'YES'es
- 🕒 Listen and differentiate buyer's real needs
- 🕒 Persuade with 15 most influential words that drive people to buy and commit

4. REFINING YOUR INFLUENCING SKILLS TO HELP CUSTOMERS CLAMOUR OVER WHAT YOU SELL

- 🕒 Distinguish the differences between features and benefits
- 🕒 Define the *Real Benefit* that sets you apart from even your strongest competitors
- 🕒 Matching your offered solutions prospect's buying strategy
- 🕒 Using the Preferred Information Processing Styles of clients

Day 2:

5. TACKLING and HANDLING OBJECTIONS – DROWSE THE FIRE & IGNITE INTERESTS

- 🕒 Understand the psychology of objections and the underlying reason to them (There's no FAILURE, only FEEDBACK)
- 🕒 Eliminate objections during the meet people phase
- 🕒 Handle artfully the objection of price, no time, no interest & no resources
- 🕒 Analyze what's behind customers' words and how to get to the real truth behind every objection!

6. UNDERSTAND PERSONALITIES IN NEGOTIATION

- 🕒 Recognize your strengths & weaknesses as a negotiator
- 🕒 Relate to different types of personality
- 🕒 Survive a Win/Lose negotiation
- 🕒 Develop a Win/Win style

7. DYNAMICS OF NEGOTIATION - POWERFUL NEGOTIATION TACTICS

- 🕒 Tactics you have to know to avoid being “steamrolled” by the other party
- 🕒 Understand how to achieve the Win-Win situation
- 🕒 Managing Your emotions and increasing your Instinct and intuition for better judgement

METHODOLOGY

In this Experiential learning, after every module, each delegate will practise and then be tested to ensure that they understand and apply the skills learned.

Activities, role-play and simulations will also be used together with NLP coaching strategies and interactive presentations.

COURSE LEADER



VINCENT TAY

Master NLP, Time-Line Therapy and Hypnotherapy trainer & Executive Coach

With a passion to enrich the lives of others, Vince dedicate himself to be an excellent trainer and coach after discovering the power of experiential training more than 26 years ago. Since then, he has helped his clients to find their own merits and enrich their personal lives as well as those around them. Constantly seeking to show others how to be more self-aware and get more out of life, he has made training and coaching his life ambition.

Applying his knowledge and experience from a variety of industries including construction(as CEO), project management, general trading, shares and options trading, unit trusts and real estate, Vince is able to connect with individuals from all walks of life.

In his strive to develop excellence in his endeavors, he underwent various life-changing and powerful programs such as Born To Be Free by IHK (Institute of Hard Knocks), Leadership Program (AsiaWorks Training), Memory Techniques, Born Rich (Robert Proctor), Metaphysics, Master Class Train The Trainer (Result Asia), Hypnosis & NLP Practitioner and MIM Certified Professional Trainer, approved by the Human Resources Development Fund (HRDF).

Vince is also very active in Toastmasters (a public speaking club) and won the humorous contest twice consecutively at club level. His creativity coupled with his sense of humour, versatility and passion to make a difference in the lives of others have compelled him to become a Master Trainer and Coach and work towards building a world where people live to contribute their best.

People benefited from his programs are from organizations like :- TNT, OSK Investment bank, CIMB Tech banking, Kenanga Investment Banking Bhd , Philips Lumileds, Dell, Maybank Investment Banking, GTC Associates, Alcatel-Lucent Malaysia S/B , Intel , BH Insurance, ASPAC, Suruhanjaya Syarikat Malaysia (Companies Commission of malaysia,), UMW heavy equipments, OSC courier MNP properties S/B , F&N Dairies (Premier Milk), Asea Brown Broveri (ABB), DHL Exel Supply Chain, Allianz Insurance, Diagraph Corporation and Kuwait Finance House (just to name a few) .

He strongly believes that training should be practical which is then followed-up with coaching to make the training sessions more effective. Today, being a trainer and coach allows him to share a different perspective of the world with others and to connect with them at a very personal level.

INVESTMENT

Normal price: RM 2590.00 per person

Early Bird Price: RM 1990.00 per person (Payment 14 days before the course commence)

Group Registration: RM 1890.00 per person for a minimum of 3 participants register together.

Fee inclusive of:

- ✓ Training Welcome Pack
- ✓ Complete Training Manual
- ✓ Certificate of Achievement
- ✓ Meals and Refreshment
- ✓ Free more sales resources membership

Registration

Registration Online: www.iTrainingExpert.com/Registration

Download Registration from: www.iTrainingExpert.com/Registration



This training programme is SBL Claimable *Subject to PSMB conditions.

We Are An Approved Training Provider Under SBL Scheme With Pembangunan Sumber Manusia Berhad, Malaysia. (PSMB/HRDF).

1. All registrations MUST be accompanied within PAYMENT 14 days after the issuance of invoice or fully paid before the event. Otherwise, delegates can be refused entry to the event.
2. Completed registration form with cheque or telegraphic transfer should be made in favor of **"ITRAININGEXPERT GLOBAL PLT"**.
3. Bank into **"CIMB BANK BERHAD"** Account No: **800 356 1683**. Swift Code: **CIBBMYKL**. Scan & email to info@itrainingexpert.com the bank-in slip to us.
4. Personal Data gathered for registration is in accordance with the Personal Data Protection Act 2010 (Act 709).