

SUCCESSFUL SELLING SKILLS with NLP

Sales Warrior System

*The Only System To Re-Program Your Brain, Eliminate Intimidation and Gain Ultimate Confidence
In The Face Of Any Objection ... Anytime Or Any Place*

*“Selling is a skill and therefore you can learn how to do it if you want to. The most important part
of the sale process is getting your brain set up to attract sales rather than drive sales away”*

Rachel Khor

Check out the latest dates on the website

LEARNING OUTCOMES

This course aims to achieve the following objectives and learning outcomes for your participants. In this course your participants will:

- be able to access and develop the great sales person within you
- learn how to achieve results desired in cold calling and sales funneling
- practice tested and proven techniques in prospecting, planning, and qualifying target market
- acquire super probing power where questioning techniques can get a sales person to YES!
- get a ready made Target Market Template to allow you to understand your prospects thoroughly
- get a ready to use Personal Mega Credibility and USP Template as a means of mesmerizing your prospects
- obtain the most powerful and effective weapon to handle objections using our Blasting Through Objections Flash Card Game and CD Handling Objections Software
- discover the secrets of Emotional Buying Curve and how to instil psychological debt in prospects to close sales and make clients feel good about decisions
- produce higher closing ratios using Sales Warrior Hidden Closing Tactics.
- Learn to use psychology and engage in emotional selling to hasten sales closure
- Learn to avoid silly mistakes that can cost you and your company dearly
- Discover the closely guarded mindset secrets of top sales performers that are driving them to close more deals and earn more money!
- get rid of beliefs and attitude that sabotage sales success. Learn to control and retrain the Little Voice that is hindering your sales goals
- master a critical Clearing Technique you need to clear all sales blockages in the mind and build empowering mindsets
- master the 2 Mind Power Techniques that absolutely will grant you more sales easily and effortlessly

LEARNING OUTCOMES FROM APPLYING NLP TECHNIQUES

- How to get people to see you as someone who they can trust almost completely even though they have just met you
- How to read people's minds more accurately through observing subtle responses
- Create instant rapport with anybody in less than 10 minutes even with strangers
- Learn tested and proven tactics to compel, stimulate and mesmerize your customers to sit up and listen to you
- Re-enforce the sales person confidence-image-motivation

WHO SHOULD ATTEND

All managers, executives, supervisors, all support and admin personnel involved with sales, marketing, accounts handling, customer service and front desk, PR, corporate communication, sales support functions - all who wants to master successful selling skills and dominate your target market

COURSE CONTENT

1. HOW TO SELL EFFECTIVELY ESPECIALLY DURING TOUGH TIMES

- Identifying the indicators of tough times
- Understanding buyer psychology during tough times
- What do buyers buy during tough times?
- How to position yourself and your company as the preferred solution provider?
- Are you able to create massive value?
- Discover about Emotional Buying Curve - learn to sell with heart and passion, sell by benefits and advantages instead of features
- Learn about customers' emotional hot buttons - 6 Top Emotions and the 26 Words that will automatically guarantee you a sale
- Develop the mindset and the skills necessary to succeed in tough times

2. CORPORATE SELLING STRATEGIES

- ✓ Do a SWOT Competitor Analysis - understand your strength and weakness vs your competitor's strength and weakness
- ✓ How to be the preferred vendor and move up the value chain? What are the 3 knowledge and skills you need to master?
- ✓ How do you undertake a complete Corporate Profile - the directions, culture and structure of your company; background, styles and priorities of the key players involved; issues and relationships in department profiles?
- ✓ What are the 7 major "Corporate Relationship Mapping" you need to know and master so that you can move the sale to the next level?

"One of the biggest mistakes entrepreneurs and sales people make is that they assume they know what their market wants"

MASTER THE I.M.P.A.C.T. SYSTEM OF SALES - LEARN and MASTER THE SALES PROCESS

3. INVESTIGATE YOUR PROSPECTS - PREPARATION, PROSPECTING, QUALIFYING, POSITIONING and MEETING PEOPLE

You are given a ready made Target Market Template of the 23 things you have to absolutely know about your target market. Here you will be taught how to position yourselves, your product/s and your company as well as several effective techniques on prospecting, pre call planning, promoting and planning. You will use our N.E.A.D.S. Formula to qualify your prospects. Learn how to qualify so you don't waste time. Discover the single most important tip to cold calling success and telephone stealth techniques that will grab people's attention or get the appointment desired, every time

"Pre-qualify your prospects. You waste your time and a prospect's time if they can't buy your product. Make sure your target has the money to afford you"

4. MEET - BUILD RAPPORT, INFLUENCE and PERSUASIVENESS

You will get to learn the secret to getting attention and engaging the prospect. You will discover the 3 Key NLP Tools to build instant rapport with anybody anytime anywhere - just like that! Learn how to influence the prospects and make the connection. How to get the customers o listen to you and why should the customer do business with you? Learn to be solution providers especially in these extremely challenging times

NLP Tools: Match and Mirror, Pace and Lead. Applications and Review "A great sales person is wired for solving problems. Don't forget you are here to solve the client's problems. This process is not about you. It is about your client"

5. PROBE - KNOW WHAT THE PROSPECT REALLY NEEDS OR WANTS

The art of asking the right questions is the most critical and useful skill you have to master. Acquire super probing power - how questioning techniques can get you to YES! A ready to use Template of 20 Hot Questions to ask

Questions and Questioning Skills

- ✓ Why it is so important to ask questions?
- ✓ Why people don't ask more questions?
- ✓ What are the usual mistakes made during the questions phase?
- ✓ What is an effective and easy to use questioning model?
- ✓ How to identifying buyer needs and wants?
- ✓ How to master the ability to uncover buyer problems that will ultimately determine your sale direction?

Role Play: Ask and Probe

6. APPLY - WHAT YOU DO NOT KNOW, CAN KILL YOUR CHANCES OF SUCCESS

There is a thorough need to know your products and your competitors. How to use what you know and don't know to your advantage. What's in it for you? What's in it for the prospects? Give a solution that addresses your prospect's greatest need or want. Learn to define the real benefit and attract interest. This section focuses on customers needs and wants rather than features of a product. Discover the secret to creating a compelling and mesmerizing USP - ready made USP Template. This section will cover:

"People buy emotionally and justify with logic - practicality comes second"

Presentation and Persuasion

- ✓ How to differentiate yourself during a sales presentation?
- ✓ How to translate product features into buyer's benefits and advantages?
- ✓ What are the 5 key ways you can gain power throughout a sales presentation?
- ✓ Only present what is relevant to the buyer, no standard pitch.

How To Successfully Acquire The Skills Of Selling Benefits

- ✓ How to go about it
- ✓ How to entice the buyer - questions, role-plays, word-plays, story telling, props
- ✓ How to turn features into benefits
- ✓ How to present and persuade with confidence and with conviction

Role-Play: A Powerful Persuasion Tactic

7. CONVINCING and BUILD MEGA CREDIBILITY

There are 3 critical steps here:

- ✓ Maximize solid proof and build mega credibility - USP, use of testimonials, news paper articles, referrals, case studies, demo, CSR programs, positive data and statistics, any positive publicity
- ✓ Allow prospects to experience the truth of your claims
- ✓ Learn to master your communication for sales and communicate with certainty. Learn the 3 positions : listening, observing and clarifying

Our Mega Credibility Formula is a sure fire way to building up mega credibility on a personal front - ultimately the product you are selling is you, the sales person.

Action Plan: Build and Project Your Mega Credibility

"When your emotions are high, your intelligence is low"

Tackling and Handling Objections : Putting Out The Fire

- ✓ What are objections? Are they bad? Stall objection or rejection?
- ✓ Understand the psychology of objections
- ✓ How to eliminate objections during the Meet people phase?
- ✓ How to effectively handle the objection of price?
- ✓ Learn to differentiate between concern and objection
- ✓ Master our extremely effective objection handling process to resolve objections
- ✓ Discover the 8 negotiation tricks and tactics you can consider

8. A SALE IS CLOSED EVERYTIME YOU CALL! ABC ALWAYS BE CLOSING!

If all the techniques and formulae provided above have been successfully followed and practiced upon, closing the sale is almost inevitable and guaranteed to happen. Closing is what selling is all about. Key to closing is to generate a climate of complete trust and purpose fast. Learn how to trigger the sales response by using OUR Unique 3-D Sales Strategy that influences the client's mind and emotions to take positive action.

This section will focus on :

- ✓ Why buyers don't buy and why sales people don't close?
- ✓ Why hard closing does not work because it's a buyer's market?
- ✓ What is closing and how to close during tough times?
- ✓ What happens next if you are not able to close on the spot?
- ✓ What are some of the greatest, powerful and effective closing tactics?
- ✓ How to battle for the clients' jobs and get to YES!

- ✓ Subliminal guidance strategies and subtle closing techniques
- ✓ Master closing phrases that work
- ✓ Be in control of the sales interaction
- ✓ Proven ways to end fear of closing and how to move to the close
- ✓ Closing strategies designed to give you agility and speed in designing a tailor- made
- ✓ Close for your current customer

Role Play and Game : Always Be Closing

Follow-Up and Service

- ✓ Why and how to follow up more frequently and consistently especially in tough times
- ✓ Techniques you can use that works all the time
- ✓ Follow-up during the sales cycle, during the waiting period, when the buyer has given the okay but not the contract, after the buyer says yes to get started, fast.
- ✓ Follow-up after the sale to ensure customer satisfaction, to resolve challenges, to obtain referrals, to get testimonials and most important, repeat business.
- ✓ How to create a follow-up plan?

"There is a secret psychology to sales success and peak performance. Most people don't know about it, that's why most people never become successful in sales. A lack of success is not the problem, it is merely a symptom of what's going on inside you" Rachel Khor

9. #1 SALES SECRET: YOUR INNER WORLD CREATES YOUR OUTER WORLD

"Making sales work for you starts in the head"

Learn techniques to Master The Little Voice. Controlling the chatter in their minds is a vital step to their success. Intention is where it all begins. Intention is about what they believe they can and will do. It is also about what their prospects can and will be able to do. Their results are going to be predetermined by their mind sets - retrain the Little Voices not to self sabotage themselves.

Our tried and tested accelerated de-brief strategies on Sales Warrior Belief Crusher will allow you to recognize your personal blocks and shift you to opportunities. Now you are ready to absorb the excellent opportunities and strategies we will share with you. You will also learn a critical and essential Clearing Technique to easily and effortlessly eliminate any negativity and negative emotions towards sales. You will also learn to master 2 powerful Mind Power Techniques to tap into the enormous capability within you, reprogram your minds for sales success, create a wealthy sales mentality and achieve your sales goals every time

Activities: Clearing and Mind Power Techniques

"Sales is pure energy business. Physical anchoring of your wins helps you change to a winning energy immediately as needed"

10. FINALLY, SUCCESS BREEDS SUCCESS!

Learn to anchor all your wins. Acknowledge and celebrate all your victories and successes. The person with the highest energy always WINS! Learn 2 sure fire, hot tips to changing your state from down to awesome within minutes!!

5.30 pm End of Course. Evaluation. Sharing and Certification

TRAINING METHODOLOGY

Accelerated Learning Technique based on the 4Ps: Preparation, Presentation, Practice, Performance

To make the training effective and thought provoking yet lively and entertaining the trainer utilizes a combination of various training methodologies including a combination of expert input plus practical sessions including :

- ✓ Instructions, Group Discussions, Presentations, Video Clips,
- ✓ Brainstorming Sessions, Practical Hands On Sessions,
- ✓ Demonstrations, Role Play, Games and Activities,
- ✓ NLP Tools, Notes and Handouts, Group and Individual Exercises

RESOURCES and BONUSES FOR PARTICIPANTS

You will get these bonuses and resources absolutely ***FREE*** when you undertake this training.

Resource #1: A comprehensive Training Manual with Workbook and Extra Learning Materials

Resource #2: Certificate of Accomplishment

Resource #3: Action Plans, Ready To Use Templates, Checklists and Formulae

***Free* Bonus #1: 3 useful and effective work manual and CD on “Powerful Sales Presentation, “8 Sales and Marketing Steps”, “Sales Training Kit” as extra reference materials for the participants after the training is over**

***Free* Bonus #2: “The 90 Days Sales Success Conditioning Program” and Mind Movie created by Rachel Khor. An extremely amazing technique to reprogram the staff effortlessly and easily once the training is over**

Free* Bonus #3: “Sales Dog Training Kit” with Blair Singer
In this kit you will a Blasting Through Objections Flash Card Game and Hot Cards for melting away objections. PLUS there is also a 42 page workbook with 2 CDs on Objection Handling Software (for continuous practice after the seminar is over)

***Free* Bonus #4: NEW! An audio CD on “20 Empowering and Effective Ways to Control the Little Voice” Fast and safe way to get the results desired and to achieve sales goals effortlessly, easily and successfully where believing in yourself matters**

***Free* Bonus #5: Audio CD by Julie Dittmar (USA) on Hypnotherapy for Inner Peace for Stress Control. Eliminate stress while you sleep!**

***Free* Bonus #6: Videos on Guided Meditation, Relaxation and Breathing**

***Free* Bonus #7: Video on Laughter and Feel Good Session**

***Free* Bonus #8: Personal and Confidential Advice, Consultation and Follow Up By Phone and Emailing After The Training Is Over With Rachel Khor For 6 Months**

RESOURCES and BONUSES FOR PARTICIPANTS



You will get these bonuses and resources absolutely ***FREE*** when you undertake this training.

TESTIMONIALS

“Her ideas can bring unlimited income and positive results. The mind mastery techniques were simply awesome and eye opening !!!” BSN

“Rachel is a most creative, dynamic and charismatic trainer with lots of new, fresh ideas all the time. She has such incredible rapport with us.” Petronas

“Powerful tools to increase your market share and profits” White Horse Ceramics

“Rachel is one of the most influential trainer. Her extensive experience, top notch certifications in all the disciplines that mattered, her immense knowledge and her training with some of the best world class trainers alive today has certainly earn her the right to be our trainer” Lions Group

“Rachel just does not merely teach us. She very clearly demonstrate the techniques and how the results can be achieved” Westport

“Very excellent trainer! The accelerated training techniques are just awesome!” Tokio Marine Insurans

“It is not easy to motivate and captivate the interest of 90 over sales persons. But Rachel has manage to achieve all the objectives required of her for this training conducted in a very dynamic and stimulating fashion, we also learnt very useful sales tips from her” Socma

SALES SPECIALIST and TRAINER

KHOR is PSMB Certified Trainer and a Certified Hypnotherapist. She is also a Certified EFT and EQ Trainer. She is also a Master Trainer in Sales, Leadership, Peak Performance, Customer Service, Communication and Negotiation Skills trained in USA and Australia.

She has recently trained under the world famous Millionaire Mindset trainer, T Harv Eker where she trained in Millionaire Mindset and Guerilla Business Intensive. She has also trained under America's No 1 sales trainer, Blair Singer for Sales Dog Training, Powerful Sales Presentations and Train the Trainer. She has also trained under internet guru Dr Joe Vitale for Hypnotic Marketing. She is also trained in Accelerated Training Techniques which she is using in all her training courses today for the guaranteed, rapid and effective results required by today's top corporations.

She has honed and fine tuned her training skills and techniques over a period of 18 years of varied business experiences as well as running her own event management company. Over the last 16 years her company has organized close to 8000 conferences, workshops and seminars in Malaysia, Singapore, Indonesia, Thailand, Hong Kong and China reaching out to over 300,000 participants.

She is also a Master Trainer in Mind Mastery, Silva Mind Method, Mind Frame Techniques, Edward De Bono's Creativity and Lateral Thinking courses. She is also trained in the various areas of Leadership and Stephen Covey's Habits of Highly Effective People. She is a keen practitioner of Mind Mapping and Mind Power strategies by Tony Buzan.

She has been coached and trained with some of the best world class trainers, business gurus, leading coaches and entrepreneurs including Anthony Robbins, Robert Kiyosaki, Blair Singer, Harv Eker, John Maxwell, Jay Abraham, Joel Roberts (communication guru), Dr Joe Vitale (hypnotic marketing), Jose Silva, Burt Goldman, among many others.

She set up a conference and convention company in 1993 and within the span of 3 years achieve a sales turnover of RM10 million and with 3 branch offices in Singapore, Jakarta and Bangkok besides the headquarters in KL. In 2005 she managed to break her own record of generating RM300,000 sales for 1 single training event just by herself. Currently she has shifted focus to training and conducts/manages an average about 15-20 training events a month.

She has conducted numerous workshops and seminars throughout Malaysia, Jakarta, Bangkok, Singapore and China. She received her training in USA, UK, Australia and Singapore.

She uses all her training and knowledge in neuro linguistics programming, hypnotherapy, laws of attraction, mind mastery, principles of success, science of getting rich, psychology, human behavior analysis, coaching, counseling and years of training to deliver the **RESULTS DESIRED EVERY TIME.**



INVESTMENT

Individual: RM 1399.00 per pax

Group discount: RM 1199.00 per participant for a minimum of 3 participants register together.
(Fee inclusive of Buffet Lunch, Refreshment, Training Materials and Resources, Certificate of Completion)

REGISTRATION

PROGRAMS ARE CLAIMABLE UNDER SBL SCHEME

Download Registration from [www.iTrainingExpert.com /Registration](http://www.iTrainingExpert.com/Registration)

Registration Online: [www.iTrainingExpert.com /Registration](http://www.iTrainingExpert.com/Registration)

Call to Register: +603 8075 9056

PAYMENT ARRANGEMENT

All registrations MUST be accompanied with PAYMENT at least 7 days prior to the event.

Completed registration form with CHEQUES should be made in favor of "THE ENGLISH EXPERT PUBLISHING AND TRAINING" and bank in to Maybank Account No: 5128 5700 6541. Email or fax the pay-in slip to us at info@itrainingexpert.com or fax: +603- 8070 4164.

REGISTRATION FORM

TRAINING REGISTRATION FORM (PUBLIC PROGRAM)																								
Upon submission of this registration form, you undertake the Registration Policies and have read and understood the terms and regulations.																								
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1. Quotation and Invoice will be issued for your payment. Please make cheque payable to: THE ENGLISH EXPERT PUBLISHING AND TRAINING. Bank into Maybank Account 5128 5700 541. Email or fax the payment slip back to us for confirmation. 2. We reserved the right to change the date or venue, and to cancel the training program should circumstances beyond our control arise. We shall inform participants of the changes. 3. The course offered is SBL claimable under HRDF.																								
KINDLY FAX THIS FORM TO +603-8070 4164 or email to info@itrainingexpert.com For enquiry, please contact us at +603 8075 9056																								



CANCELLATION POLICY

You may substitute the participants any time. For cancellation in writing (letter/email) in more than 14 days prior to the training we will prepare a full refund. For cancellation in writing in 7 to 14 days prior to the training, a 10% cancellation fees will be charged. Cancellation in less than 7 days prior to the training ate carry a 100% liability. However, the course material will be couriered to you.

PROGRAM POLICY

Please note that consultant and topics are confirmed at the time of publishing. However, circumstances beyond the control of the organizers may occur. We reserve the right to alter or modify the advertised speakers/ topics if necessary.

PAYMENT DETAILS

Payment is required within 7 days upon receipt of the invoice. All payment must be received 7 working days prior to the training date. Confirmation letter will be issued to participants once payments have been received.