



**ARIVU**  
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## **Selling Using NLP (2-days)**

This two-day insightful workshop is aimed at improving sales relationships to increase the bottom line using Neuro-Linguistic Programming (NLP) techniques. You will be introduced to the subtle and effective world of NLP and will learn how to adapt your existing abilities and skills.

By employing NLP in sales, you will be able to introduce imaginative ways to develop creative business solutions to move your customers and relationships forward.

### **By the end of this course you will be able to:**

- Understand and employ the core principles of NLP.
- Use NLP theories to explore new skills to improve sales success rates.
- Demonstrate the habit of outcome thinking for dynamic sales results.
- Speak to people in a way that mirrors their motivation.
- Discover a new way to build rapport and lower defence barriers.
- Use subtle techniques to tap into new ways of questioning and listening.
- Remove barriers to progress and close.

### **What you can expect to gain:**

#### **NLP and the sales process**

- Core principles of NLP and how to adapt them into your sales process
- Using NLP theories to explore new skill sets that can improve sales success rates
- Exploring perceptual positions that can lower customer defence barriers  
What a sales process can look like using new ways of thinking

#### **Focusing on Motivational Outcomes**

- Develop the habit of outcome thinking for dynamic sales results
- Learn the steps to agreeing motivational outcomes for yourself
- Using belief systems to bolster your frame of mind

#### **Gauge Customer's Motivation through the Art of Specific Questioning**

- Discover a new way to build rapport and lower defence barriers
- Using subtle techniques to tap into new ways of questioning and listening
- Uncover unconscious motivators in yourself and your customers
- Speak to people in a way that mirrors their motivation

[www.arivu.co.uk](http://www.arivu.co.uk)

**Innovative & Impactful Coaching & Consulting Services  
To Transform Your Business**



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### **Take the Right Approach**

- Ask questions which reveal the way your customers buy
- Adapt your approach to make the sale fit your customer

### **Remove Barriers to Progress & Close**

- Discover how to frame persuasive interventions
- Using perceptual positions to avoid conflict
- Overcome objections and blocks to buying
- Assessing eye cues to check readiness to close

### **Personal Development**

- Develop and take away your own NLP approach to sales.

If you require any specific training or coaching skills to suit your specific needs, then we can tailor-make it just for you. Just call us on our number 087 123 76 767 for a chat.

### **What others have said about these courses:**

*“It has definitely opened up a new approach to sales in a way that I never imagined. If you want to be the very best sales person, then come on this course”.*

Neil Bunce, Churchill Insurance

**To find out more about this course or to enquire about prices, training dates and locations, please contact us on **0871 237 6767** or email us at [info@arivu.co.uk](mailto:info@arivu.co.uk)**

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