

# Advanced NLP Sales Skills Diploma

Inspiring others to achieve great things.

## Workbook



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# Welcome



## Quotes

Welcome and congratulations on your commitment to massively improve the quality of your personal and professional life. You are about to join many others on a fantastic journey of success and fulfilment.

So why are you here? Maybe you want to improve your management skills, listening skills, or even increase the number of sales that you or your organisation currently achieve, ultimately everyone who attends this course will achieve something.



## Definition

So what will you be thinking? If you're good at sales and generally a high achiever then it's likely that you're going to be optimistic about what you're going to learn, and that's fine, because if this is you, you're going to learn more than you think. If you are new to sales or fall into the acceptable category within targeted sales then you're also going to learn some fantastic new and innovative ways to increase your sales and improve your own understanding of communication and the internal thinking behind actions. Either way you're going to learn something which will assist your business grow and develop.



## Activity

How is sales related to the bigger picture? When consumers open their wallets, the economy tends to plod along. Retail shelves empty and orders are placed for replacement merchandise. However, if consumers feel uncertain about their financial future and decide to hold off buying new cars or blue jeans, the economy slows down, the sales drop, businesses close and finally the economy slooowwsss waaayyyy down...until we reach a recession.



## Checklist

So, what to expect today? There will be opportunities to practice making presentations and to practice managing your nerves so that you come across in the most positive light. We will also have a chance to share tips on how to sell more as well as considering the language you use. You will also discover how others see you and with this feedback find ways of improving your performance. The overall goal is to boost your sales and improve your understanding of people.

Everyone has the potential to be a good sales person and positively present their true selves. This is your opportunity to demonstrate this to yourself and to others.

Here are a few tips for getting the most from this workbook:

1. Resist jumping several pages ahead during the seminar. If your mind is thinking about the future it's not in the present!
2. Take a note of every thought that you have, even if it doesn't make sense. Some of the most successful businesses are started or developed with a thought.
3. Before you leave for the day have a better understanding about how you can move your business and personal life forward by at least 10%.
4. Write down any useful tips and how you can apply them in reality to your business.
5. Be specific with detail. The subconscious mind only works towards the specifics you give it.

So when you're ready! I know you're as anxious as I am to get started. Relax, clear your mind of any preconceived ideas and look forward to applying the skills you are going to learn.



# INTRODUCTION

# What is NLP?



Neuro Linguistic Programming (NLP) is a process of modelling the conscious and unconscious patterns that are unique to each of us in such a way that we are continuously moving towards a higher potential.

## Neuro

By increasing our awareness of the patterns in our thinking, we can learn how these thought patterns influence the results we are getting in work and in life. The key to finding personal and business success comes primarily from within ourselves and learning about how we think enables us to tap into our inner resources.

## Linguistic

Our language is our life. What we can say is what we can think and what we can do. Learning to understand and master the structure of our language is essential in a world where we trade increasingly through our ability to communicate.

## Programming

We run our lives by strategies, in a similar way that a computer uses a program to achieve a specific result. By understanding the strategies by which we run our lives we give ourselves choice - choice to do more of the same or choice to enhance our potential and our individual excellence.

In essence, NLP is the study of our thinking, behaviour and language patterns so that we can build sets of strategies that work for us in making decisions, building relationships, starting up a business, coaching a team of people, inspiring and motivating others, creating balance in our lives, negotiating our way through the day and, above all, learning how to learn.

We have strategies for everything we do. The good news is that we can learn how to refine existing strategies as well as learning new ones and even discard those that are redundant. The bad news is that for the most part the critical pieces of these strategies are outside of our conscious awareness. We typically do not consciously know what we do and especially how we do it.

This is where NLP comes in. With NLP we can unpack not only the conscious elements but especially the unconscious ones so that we can learn how we do what we do. This allows us to do what we really want and achieve what we deserve.

### *How does NLP work?*

NLP pays very little attention to what people say they do, as that usually bears very little or no resemblance to what they actually do. You might think that by asking top achievers how they succeed you would get precise answers. You would be wrong! The key to success is often unknown at the conscious level. The previously unknown pieces are sometimes referred to as the magic of NLP. However it is not magic, merely an awareness of what really makes the difference that is so often missing in more traditional models and techniques. Using the tools of NLP you can elicit these unknown pieces so that you can "code" talent. There will be things you do that you do not (yet) understand.

