



Happy Closures Made Easier™:
Employing NLP in Sales & Negotiation

Course Objective

This 2-day intensive programme will help participants to increase their closing rates by understanding human behaviour through the eyes of Neuro-Linguistic Programming.

Course Methodology

- 30% interactive sharing by trainer
- 40% experiential group & individual activities
- 30% group discussions & presentations

Course Syllabus

<i>Module 1</i> What is NLP?	Introduction to the world of Neuro-Linguistic Programming, the psychological approach used by key closers in interacting with clients and prospects
<i>Module 2</i> Obstacles to Closing	What are the psychological barriers to connecting with clients and why do people reject us for “no reason”?
<i>Module 3</i> Different Folks, Different Strokes I	The 3 modalities (personalities) one will encounter in sales and negotiation meetings, and how to identify them using simple NLP tools
<i>Module 4</i> Different Folks, Different Strokes II	How to sell to each different modality, how to pitch one’s proposal to connect with the thinking modes of each personality
<i>Module 5</i> Objections & Obsessions I	Why some clients are so stubborn and would not budge? Understanding their main objections through basic NLP questioning techniques
<i>Module 6</i> Objections & Obsessions II	Using advanced NLP questioning techniques to dislodge erroneous beliefs and prejudices in clients’ minds during a negotiation and to direct their preferences to one’s products and services
<i>Module 7</i> Creating the Right Environment	Choosing a proper venue for a sales or negotiation meeting and managing the ambience (colour, lighting, temperature etc.) for maximum effectiveness
<i>Module 8</i> Hands-on Final Exercises	Putting the strategies into practice, action plans and final instructions