



# Persuasive Selling

## How to sell the way people buy

- Generate inner confidence and motivation
- Get potential customers to want to engage with you
- Learn the power of influence
- Close more sales, more quickly and easily

*This **advanced two-day workshop** will show you how to boost your sales effectiveness by applying scientific breakthroughs in our understanding of human behaviour and how we make buying decisions*

According to a recent study done by Cranfield University, only 9.1% of sales meetings result in a sale. One of the main reasons for this is that salespeople are not properly equipped to deal with changing market conditions. Traditional sales techniques are out-dated and, in some cases, blocking the sale.

More than anything else, salespeople need to know how to guide customers through the buying process and help them make the right buying decisions.

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

- Understand how the brain processes information and use that to your advantage
- Motivate yourself for peak performance
- Apply principles of persuasive communication – get people to respond to your calls
- Build trust and rapport with your customers
- Ask the right questions that will ultimately get your customer to commit to the solution you are offering
- Present the solution in a way that is compelling and encourages commitment
- Manage typical objections more effectively
- Use persuasive language patterns to close more sales

The tools and techniques you will learn in this programme are built from scientific research. Salespeople who have attended the workshop experience shorter sales cycles, consistent growth in revenue and significant improvements in their levels of personal motivation.

### **Who should attend?**

The workshop is designed for experienced salespeople or those who have attended one of our foundational sales workshops. For you to benefit from the advanced sales skills covered in this programme, you need to be able to reference your current sales environment. This programme teaches techniques rather than a sales process and so would be difficult to apply without an underlying framework.

# Workshop Overview

## Personal Mastery

- Understand human motivation
- How to motivate yourself to work at peak performance
- A scientific approach to setting goals
- The role of mental preparation
- Exercise: Create your personal mastery action plan

## Build your sales plan

- Identify your potential customer
- Build an “engagement strategy”
- Manage your time and resources
- Plan your work and work your plan
- Exercise: Create your sales plan

## Persuasive Prospecting Techniques

- First you need to understand how the brain works
- Modern approaches to prospecting
- Principles of persuasion (six techniques you can use to influence thinking)
- Build your sales message based on persuasive language patterns
- Exercise: Create an effective sales message

## Making the most of your sales meeting

- Know how buying decisions are made
- The principle of likeability – we trust people are “like” us and who we “like”
- Focus on what is important to your customer
- Build Rapport - Mirror, pace then lead
- How to introduce yourself and your company
- Exercise: Build a meeting plan

## Advanced Listening Skills

- The importance of non-verbal communication
- Sensory processing: Visual, auditory and kinaesthetic
- Metaprogrammes: Identify how your customer processes
- Techniques for active listening
- Exercise: Practice your listening skills

## Ask powerful questions

- Use questions to refocus / redirect attention
- The process that allows your customer to naturally disclose information
- The three levels of questions
- Exercise: Practice using the three levels of questioning

## How to change the buyer's emotional state

- Be contagious – set the state
- The power of your voice in creating positive states – pitch and tone
- Convey strong beliefs – the role of passion and enthusiasm
- The role of non-verbal behaviour
- Exercise: Create emotionally charged belief statements

## Communicate your solution

- Future pacing – put them in the picture
- Show the pain and provide a solution
- How to anchor prospects to a certain idea or behaviour
- Frame your value proposition in a way that increases persuasive impact
- Persuasion language patterns you can use to close more sales
- Exercise: Present your solution

## Strategies for getting the final commitment

- How to create urgency while reducing pressure
- When things get stuck use a pattern interrupt
- How to deal with common objections
- Advanced language patterns that get commitment
- How to identify the right moment and how to ask for the buying decision
- Exercise: Close the sale