

- Learn how to manage your emotions, build **self-awareness** and **influence** yourself to bring your best inner game
- Understand the importance of creating a **positive mindset** and maintaining the right 'state' for sales performance
- Develop **empathy** with your potential customers
- Learn how to build and maintain **rapport** with customers
- Develop **vocabulary** which will appeal to all customer communication preferences
- Develop the **flexibility** to change your behaviours when your approach isn't working.



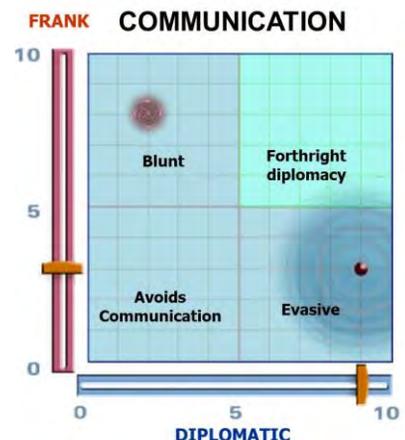
The Power of Influence using NLP

Learn how to influence yourself and influence others for better sales performance.

Optimise your mind-set, create the emotional 'state' for building rapport, and develop the language of influence to maximise sales and generate positive outcomes.

You will learn how to recognise and influence your own self awareness and manage your state, and to create empathy and rapport with your customers. Through the power of Paradox, you will learn to recognise and understand your own and others communication preferences, and how you can influence these.

	SELF	OTHERS
RECOGNITION	Self-awareness Accurate self-assessment Self-accepting Self-confident Self-improving	Empathy Caring Listening Cause motivated Helpful Service orientation
INFLUENCE	Self-management Self-motivated Takes initiative Flexible Controls emotions Open & Reflective	Rapport Builds relationships Inspires & Leads Team-worker Collaborates Develops others Interpersonal skills



Day 1: Certification

Built into this two-day course is an accredited HABC Level 1 Award in Customer Service qualification. By completing this module you will...

- Know how to deliver good customer service
- Know different communication methods
- Know how to provide good customer service in line with organisational procedures
- Know how to effectively deal with customer queries, problems and complaints



QUALIFICATIONS & ASSESSMENT:

This course includes the added benefit of an accredited qualification; HABC Level 1 Award in Customer Service. You will learn to identify different types of customers and their needs, understand the importance of providing products which are 'fit for purpose', the importance of customer and organisation confidentiality, and be able to identify and deal with common queries, problems and complaints.

Day 2: Close the sale, NLP style

Most sales systems focus on the conscious mind. The conscious mind represents less than 10% of human thinking processes and is the logical part of our thinking. The unconscious mind is the bigger part of our mind and amongst other things processes emotions, feelings and decisions. NLP salespeople know how to communicate to both parts of the mind. This means the client decides quickly, and naturally feels good about the purchase.

Rapport

Rapport is the connection you build with your customer. It is what opens the door to a successful outcome. Learn how to develop rapport quickly and easily with your clients.



VAK

Everyone has their 'preferred' language. You will learn how the words your customers use will give a good indication of their preferred language and how to adapt to this.



State

Building and maintaining a positive state is key to how you communicate. Even though your customer can't see you, they can 'hear' your state through your tone of voice.

