

INSPIRITIVE



Value Added Selling workshop

If you are a sales professional, sales manager or planning to move into sales then this workshop might be your answer to succeeding in a down economy.



NATIONALLY RECOGNISED
TRAINING

COURSE NUMBER 21903VIC

Value Added Selling workshop

Give us five minutes of your time and we will ask you seven questions that will show you why you want to attend this 21903VIC Course in NLP for Value Added Selling. Call us on 02 9698 5611



Chris Collingwood,
Inspiritive

Dip.TAS, BA (Psych.),
Grad. Cert. NLP, M App Sci.
(Social Ecology)

Chris is a leader in training in applied cognitive psychology. He and the consultants in his company specialise in cultural, corporate and personal change. He has over twenty years experience in coaching, consulting and leading seminars in Australia and the US.

He holds a Diploma in Training and Assessment Systems, a Degree in Psychology, a Graduate Certificate in Neuro-Linguistic Programming (NLP) and a Masters degree in Applied Science Social Ecology.

Chris specialises in one to one work with people, cultural change programs, course design, accreditation and training, and the training of corporate consultants, trainers and executive coaches.

After completing this Value Added Selling workshop, sales professionals and organisations report quantum leap improvements. Examples of what they achieved include such things as the average number of deals in their pipeline increased by more than 31%, the value of their deals rose by 22%, their conversion ratio jumped up by 26%, and their sales cycle time reduced by more than 13%. They also tell us about how we have helped them achieve fast and lasting improvements in cross-selling, up-selling, forecasting accuracy and reduced discounting.

You know

- ▶ You are a sales professional, a sales manager or someone wanting to make a career move into sales.
- ▶ Budget cuts mean you are lucky to order paper cups ... let alone receive much needed external sales training ... even though you need creative and effective answers to pressing sales problems.
- ▶ You can see that "work harder" really means "double what isn't working" and you have had enough of the credo "sink or swim".
- ▶ The internet has thousands of sales sites; the library has hundreds of sales books ... but your time is most profitably spent selling not testing the many different theories out there!

What don't you know

- ▶ This Value Added Selling workshop is based on years of research and modelling the best sales people. It has been tested and proven successful by thousands of sales people.
- ▶ This workshop applies New Code Neuro Linguistic Programming (NLP) to selling. NLP enables people to unlock the structures of human communication and human excellence.
- ▶ How you can keep your prospects from thinking of your products as commodities.
- ▶ In the midst of budget cuts and increased sales quotas, what is someone like you going to do to succeed?

What you need to do is learn the differences that make the difference! Attend this Value Added Selling workshop and you will.

Imagine what it would be like for you if you had the capabilities to easily meet quota in this down economy.

There are dire predictions that our economy could be faced with a severe recession over the next 12 to 24 months. By now most sales professionals are reporting they are feeling more anxious than ever. Not only are they stressed out, they are experiencing increasing frustrations with their current selling models, techniques and behaviours that are just not producing the results they want. So what is the difference between selling in a booming economy and selling in a failing one? Your product is the same, your pitch/presentation is the same, and the buyer's need is the same.

Selling has long been considered a sophisticated art. But recent research shows it is a complex, subtle science, one that can be codified. When you attend this Value Added Selling workshop, you learn the codified selling competencies. This workshop divides the complex elements into simple components so that they are easy to learn and you can master the craft of sophisticated selling quickly.

By participating in this workshop you can apply your new capabilities to the selling (and

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21903VIC Course in NLP for Value Added Selling is a Nationally Recognised Training Course within the Australian Qualifications Framework. This means you can add it legitimately to your CV and look it up on the National Training Information Service (NTIS) website.



**Geoff Wade ,
Onirik**

**BSc., BE., Grad. Cert. NLP.,
MBA.**

Geoff is a Management Consultant and Trainer with over thirty years of experience in Business Performance Improvement, Organisational and Culture Change and Sales and Marketing. Geoff has a BSc, BE, MBA, and a Graduate Certificate in Neuro-Linguistic Programming (NLP).

Geoff held a wide range of operations, sales, marketing, line and senior management positions with multi national companies for over twenty years. He has been a management consultant and seminar presenter since founding Onirik in 1998.
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buying) process from beginning to end; from prospecting through to negotiating and through to closing the deal for a range of applications including telephone sales, face to face sales, business to business and business to consumer / retail sales, transactional sales and complex sales.

You might be thinking - how does this workshop differ to other sales training? Well most sales process training gives you steps to follow but does not teach the necessary communication and influencing skills to employ the written process in the real world, successfully. The consequence is a "wooden" sales experience for the buyer and a low conversion ratio with low productivity for the seller. You will learn how to be an effective communicator and influencer when you attend this workshop. And, if you already know a sales process, then take advantage of these persuasion skills that will integrate with your process and transform your success.

And when you choose to engage the technology that you learn if you attend this workshop, then you will improve your selling skills significantly, whether you are in a front line sales position, sales management or a consulting function.

What you will learn from this Value Added Selling workshop:

1. Reading others when selling; sensory acuity and calibration in non-verbal communication
2. Getting on with others; rapport skills
3. Applying interviewing skills for gathering quality information; Grinder's precision model
4. Tracking how people think; representational systems, sensory language and eye accessing cues
5. Relating to others and subjectivity; using multiple perceptual positions for flexibility
6. Selling with integrity and setting achievable goals; the well-formed outcome process & the outcome intention consequence model
7. Working with the buyer's intuitive responses during the sale; applying internal signal systems in sensory acuity & calibration
8. Building and maintaining states of resourcefulness in yourself and your prospects; the circle of excellence & NASA activities
9. Automating continual performance improvement; applying corrective feedback through the personal edit process
10. Persuading without logic; using NLP anchoring for eliciting, stabilising and leveraging buyer responses
11. Influencing buyer thinking; use specific action language to influence prospect thinking and action
12. Influencing buyer decision making; use of the Milton language patterns to influence prospect thinking and action
13. Handling objections; use reframing to manage objections
14. Setting and managing expectations; defining and maintaining context with frames
15. The value added sales process; the sequence of steps a sales person and buyer follow - prospecting, qualifying, proposing, negotiating and closing.
16. Applying the patterns to your pipeline; combination of role plays, real life interactions with your sales funnel, and coaching to advance your opportunities towards closing

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Jules Collingwood,
Inspiritive

Dip. TAS, RN, BSc, Grad.
Cert. NLP, Post. Grad. Dip.
Conflict Resolution

Jules has been involved in training and coaching since the 1980s and brings a wealth of experience to her work. As well as training, she consults to business and senior management, where she specializes in systemic change and individual performance enhancement. She is a superb negotiator with highly developed skills in influential language patterns, which she uses to assist clients develop and achieve their plans. Jules also designs custom training programs for specific applications and is responsible for Inspiritive's RTO compliance management and course accreditation.

What you will need to bring to the workshop for your role plays and sales call activities:

- ▶ Your computer (and wireless internet access)
- ▶ Your mobile telephone
- ▶ Your suspect list (for prospecting) together with contact details
- ▶ Research you have done on your suspects
- ▶ Your qualified prospect list together with contact details and contact history and status

During the workshop you will be making prospecting calls to suspects and sales call to qualified opportunities. You will use these calls to fill your pipeline with new leads and advance qualified prospects towards a close.

If you are focused on anything other than how to increase your sales in this difficult economic period, maybe you are focused on the wrong thing. So, as a sales professional, ask yourself, if I attend this workshop, what difference would it make for me, my organisation, and my clients?

Just for you? Attend the next open Value Added Selling workshop

Friday 10 - Tuesday 14 July 2009, Sydney (Medina on Crown)

Thursday 15 - Monday 19 October 2009, Sydney (Medina on Crown)

Should you be interested in attending the next workshop and learning how to achieve fast and lasting results in your sales performance, then give us five minutes of your time and we will ask you seven questions that will show you why you want to attend this workshop. Call us on 02 9698 5611.

July workshop - Pay before 10 June 2009 - \$2,295; Pay after 10 June 2009 - \$2,595
October workshop - Pay before 15 Sept 2009 - \$2,295; Pay after 15 Sept 2009 - \$2,595
Payment is made at the time of registration.

Just for you and your sales team? Engage us for an in-house, customised Value Added Selling workshop

This is a tailored (typically five day workshop) for organisations interested in how to dramatically improve sales performance and results. Programs are run as requested on your premises and only your sales team attends. The workshop is tailored to your market, product/service and sales process. Contact us at:

Inspiritive Sydney

Tel: +61 (0)2 9698 5611

Fax: +61 (0)2 9698 5633

Email: cjc@inspiritive.com.au or **register today** at

www.inspiritive.com.au/nlp_value_added_selling.htm