EVOLUTION U
Business Psychology for a Better You™

Sales Effectiveness
Business Suite

NLP Communication Skills • High Stakes Communications
Presentation Excellence • Sales Effectiveness • Building Trust
Negotiation Theory • Persuasion Psychology •
Personality Profiling • Leadership & Management

The Evolution-U Sales Effectiveness Programme consists of three one day modules covering foundation and advanced content for executive sales development.

Sales Effectiveness Fundamentals (SEF) is based on Neuro Linguistic Programming (NLP) techniques for developing sales competencies both internally and externally with the end client.
This course is available in half-day and full day or modules, for up to 12 people. Additional participants quoted upon request. Level: Foundation. Accredited by Edinburgh Napier University.

Advanced Sales Effectiveness (ASE) uses a combination of best of breed sales research and linguistic tools to develop advanced sales effectiveness skills.
This course is available in full day module, for up to 12 people. Additional participants quoted upon request. Level: Advanced.

Developing Compelling Sales Scripts (DCS) covers the fundamentals of developing compelling content, increasing the likelihood that we keep our targets attention until we have delivered the information we need.
*This course is available in full day modules, for up to 12 people. Additional participants quoted upon request. Level: Expert.*

Sales Effectiveness Fundamentals is a pre-requisite for taking Advanced Sales Effectiveness, however Developing Compelling Sales Scripts and Pitches can be taken independently of other modules.

All courses include instructor led presentation, group exercises and role plays and participants will be expected to contribute actively in class and apply the theory taught to the role plays.

The Soft Performance Wheel™

The Evolution-U Sales Effectiveness Business Suite
*is a focused offer of engaging soft skills trainings, providing **usable tools for better & measurable performance** praised by our clients*
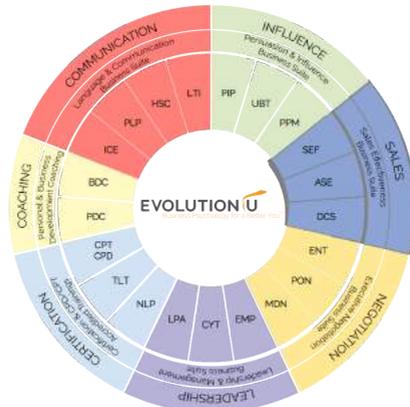
Client Testimonials

*"This is **a must do investment for any manager who wants to invest in improving team effectiveness** both professionally and personally. Neil's passion, enthusiasm and ability to relate to real life examples makes his NLP programme the one to choose."*

D. McDonald, Head of Sales Asia,
Royal Skandia

*"Before the training our team did not see themselves as being in a sales role, but after Neil's course, we came to recognise that we are all selling something, whether it is in exchange for money or a different kind of return. Neil opened our eyes to simple techniques for creating rapport with our customers and **gave us a structured approach to getting to yes**. And the course was lively, fun and informative."*

C. Sprod, Asst Trade Commissioner,
British Consulate General in HK

Useful ★★★★★ 4.44
(576 responses)

Easy to ★★★★★ 4.35
Follow (550 responses)

Data Collection Methodology
available on www.evolution-u.com

*"Very enlightening training with compact contents and **very applicable theories**. It helps put a systematic structure on how we influence others.""*

M. Zhang, Director Strategic Planning
& Business Development,

Danone China

*"The course is full of **eye opening insights into the psychology of the selling and negotiating** process. It demonstrated the power of enriching my people skills using NLP based concepts."*

D. De Weyer, Sr Relationship Manager, Swift

Course Outline

This intensive one day training draws on leading NLP and sales psychology research to deliver a comprehensive framework for succeeding in sales. More Fortune 500 CEO's come from the ranks of sales than any other area, however without an understanding of the underlying psychology of sales and a well structured approach to the sales process, many executives continue to perform below their potential when it comes to closing the deal. .

Learning Objectives

By taking this course, participants will;

- understand the NLP Communication model, how and event 'in' translates to a behaviour 'out' and reference this flow as the theory is developed throughout the training.
- develop a series of techniques for building rapport, the foundation of successful selling.
- learn the underlying drivers of sales psychology and develop awareness of how to reframe the process. By reframing the process, we have a tool for reducing the anxiety and resistance commonly associated with the sale on the client side, and for removing doubts when asking for the deal on the seller side.
- learn the 5 step sales process, an NLP based tool for structuring the sale.
- analyse the difference between buyer's perception and seller's perception, learn a detailed tool for applying such analysis and improving pre-sales preparation.
- Understand objection types, how to deal with each and develop standardised responses for predictable objections. While specific focus is given to the most common objection type; price resistance, other common objections types are discussed.

As well as instructor led presentation, class exercises and role plays form an important part of this training. The instructor will facilitate discussion using the role plays as reference points for adding theory.

This course is available in half-day and full day or modules, for up to 12 people. Additional participants quoted upon request. Level: Foundation. Accredited by Edinburgh Napier University.

Course Content

Introduction to NLP & the NLP Communication Model

Central to understanding human communication is an appreciation of the process by which incoming data is received, processed and acted upon. One of the underlying premises of NLP is that all behaviour has structure. This section studies the process by which an event we observe results in a behaviour, and how to impact our targets behaviour in response to the events we induce.

Rapport

Building rapport is the basis of all communication. If a person wants to successfully sell their product or service, negotiate a deal or manage a meeting, the chances of success are increased tremendously if there is rapport between the parties. The principle is simple; people like people like themselves, so in the rapport section participants are taught techniques to build rapport with anyone in any situation using both conscious and unconscious triggers. Exercises are performed in pairs and are designed to utilise what is taught in class and give the participants practical experience at using rapport building techniques.

Exercise: Elements of Rapport

Role Play 1

Two participants will role play a sales pitch in front of the class which will be analysed and used as a reference as the theory is developed. This role play is introduced before the core sale structure is introduced to have a base level of current sales practices to reference and build from. The two participants for this role play will be identified in advance and supplied the role play before class.

The Psychology of Sales Part 1

Understanding the psychology behind the process of sales, both from the sales person's perspective and from the customer's perspective, is critical to being able to sell. Most people sell based on how they would buy a product themselves, however it is more effective to sell to a client based on what the client values, and not what we as individual's value. This section analyses the reasons why a client buys and includes a group exercise where participants identify the underlying motivators that influence their clients to buy their products and services.

The 5 Step Sales Process

The 5 Step Sales Process is a structured approach to sales giving a series of milestones that the sales professional can refer to throughout the process of the sale. This is the corner stone of the course as all the other skills taught are used within the framework provided by the 5 step sales process. By having this structure in place, planning the sale is made efficient and effective, giving the sale professional more control through a greater understanding of the steps and components involved in the sale. There is a group discussion on best practices for selling within the insurance sector and how best to apply the structure taught.

The Structure of Buyer and Seller Mentality

Much of the sale lies in the perception of the buyer and seller. What is expensive to one person may be cheap to another depending on the value a product or service is perceived to offer. In this section a detailed structure for analysing both buyer and seller mentality, and assessing how our opposite side perceives our product or service is introduced. Using this methodology, exercises to challenge the participants perception of both their view of the client and the client's view of them are conducted with the objective of identifying whether the current product positioning strategy is appropriate or needs modification.

Exercises: Positioning your Product, Identifying Challenges

Role Play 2

Participants will take the positions of buyer and seller in a themed role play where they act out their roles one on one using the techniques and skills taught so far in the training. Participants are given 15 minutes to prepare before starting the role play. Outcomes are discussed and analysed, and used to continue building on the theory.

Dealing with Objections & Price Resistance

In most sales the most common objection is price. By learning techniques to deal with inevitable price resistance we remove or at least manage a barrier that often derails the sale. While the role plays will be used as common reference points for application of the principles, there will be variations in both objections types and styles for dealing with them across industries. In this final section techniques for dealing with objections and inevitable price push back are proposed and group discussion is encouraged so the principles can be applied in a setting relevant to the participants.

Advanced Sales Effectiveness (Code: ASE)

Course Outline

Advanced Sales Effectiveness follows Sales Effectiveness Foundation which is a prerequisite to taking this course. This one day training expands on the principles taught in SEF, introducing additional theory and powerful concepts for taking sales effectiveness to the next level. Once again participants are required to use the tools taught in class and develop best sales practices that are business relevant to their roles.

Learning Objectives

By taking this course, participants will;

- advance their understanding of sales psychology to the level they have a powerful reference library of applications that can be applied to most sales situations.
- discuss tools for understanding client's needs at the psychological level thus allowing more effective objections handling.
- learn how to use persuasion patterns to control the direction of conversation and increase the likelihood that you can communicate the full benefits of your proposal.
- utilise the advanced linguistic skills of slight of mouth, an advanced form of reframing that gives a powerful tool for dealing with objections.
- understand the psychology of closing and how to use it's principles to reduce the resistance often encountered at the close.
- study the 'Closing Techniques Weaponry'; 12 closes that can be used in sales situations and develop business relevant sales closes using the preferred techniques.

As well as instructor led presentation, class exercises and role plays form an important part of this training. The instructor will facilitate discussion using the role plays as reference points for adding theory.

This course is available in full day module, for up to 12 people. Additional participants quoted upon request. Level: Advanced.

Course Content

The Psychology of Sales Part 2

Continuing from the section on sales psychology in Level 1, this opening session introduces additional concepts in the field of sales psychology with the objective of giving attendees additional tools with which excel with their mental approach to the sale and re-position client perception where necessary.

Understanding Client Needs

When meeting a client, it is essential to operate from the client's perspective and not from that of the sales person or advisor. Many sales professionals and advisors are more interested in promoting a product or service that serves their purpose (maximising profit, meeting company targets) than understanding the clients' needs and fulfilling them. This section deals with the process of understanding a client's needs, giving tools to build the sale around the clients' requirements so that the product or service naturally fits.

Sales Linguistics Tool 1: Persuasion Patterns

This section teaches a range of linguistic techniques used to influence the focus of conversation and reduce disagreements and conflict. The process of sales by it's nature often results in conflicting opinions and defensive positioning. In order to increase the chances of a sale it is necessary to be able to present your product or service in full – a customer cannot make an informed decision until he or she knows all the benefits of the product or service. Often however the customer stops the salesman due to pre-conceived bias about the process of the sale. The use of persuasion patterns helps the sales professional overcome such defensive posturing and increases the chances of completing the sales pitch so the client can then make an informed decision. A series of exercises shall be conducted after each persuasion pattern is taught whereby participants are required to develop persuasion pattern responses that they can use in their daily business dealings.

Role Play 1

An advanced sales role play where participants will be expected to use the techniques from Level 1 as well as incorporating new skills taught during Level 2. Whether this role play is conducted by selected participant's in front of the class or one on one by each participant will be agreed between trainer and client using Level 1 experience as a reference.

Sales Linguistics Tool 2: Sleight of Mouth

Sleight of Mouth is an advanced form of reframing whereby participants are taught techniques to generate up to 16 different responses for any given problem or objection. Participants form groups of 5-8 and agree on common business objections they receive from clients (internal or external). They then brainstorm 16 possible responses. All groups deliver their solutions which are collated and distributed to all participants. This technique is very useful in pre-preparing for meetings, sales and negotiations. Participants are encouraged to take the technique back to their work environment and develop objection responses with team members.

The Psychology of Closing

Most sales people experience anxiety and stress when approaching the close. This stress and anxiety is often also experienced by the client, doubling the risk that a deal fails not because of it's lack of merits, but because of failure to transition effectively through the close. This analysis of the psychology of closing discusses how to remove these issues and make the close just another step in the sale process. There is a group discussion in this section on how to prepare for the close and manage the underlying psychology present in such situations.

The Closing Techniques Weaponry

Following on from the psychology of closing, the closing techniques weaponry gives a series of pre-prepared closing techniques which can be used across a wide variety of sales situations. Using the correct technique takes practise and pre-planning. Participants will be invited to share past closing experiences (both successful & unsuccessful) and required to develop closes using their preferred closing techniques that are relevant to their business.

Role Play 2

The final role play focuses on the process of dealing with objections and closing the deal and is followed by class discussion on these critical areas of the sale. Participants receive the 'Evolution-U Closing Framework', a point guide to the elements of successful objection handling and sales closing and will use this to prepare for the role play.closing and will use this to prepare for the role play.

Developing Compelling Sales Scripts & Successful Sales Pitches (Code: DCS)

Course Outline

The DCS course is a stand alone training that can be taken independently of SEF and ASE of the Evolution-U Sales Effectiveness Business Suite. Developed due to regular client requests for such content, DCS covers the fundamentals of developing compelling content, increasing the likelihood that we keep our targets attention until we have delivered the information we need. Using well researched and utilised techniques, this training requires participants to think outside of the box & apply the concepts learnt in class to situations relevant to their business needs.

Learning Objectives

By taking this course, participants will:

- learn the important elements in any opening pitch to 'grab' attention and increase the targets interest levels, allowing more information to be provided.
- study hypnotic writing techniques used to connect with readers and create the impression that the text has been written with them individually in mind.
- dive into the principle of contrast and how to use contrast to impact perception in the early stages of engagement with the target.
- understand how the emotions play an integral part in the buying decision and learn tools for identifying and utilising emotions in developing the pitch.
- use the 4 P's of scripting, a tool based on persuasion practices dating back to Ancient Greece and still applicable to today's business psychology.

As well as instructor led presentation, class exercises, case studies and role plays form an important part of this training. The instructor will facilitate discussion using the role plays as reference points for adding theory.

This course is available in full day modules, for up to 12 people. Additional participants quoted upon request. Level: Expert.

Course Content

Developing the Opening
The read ratio of most emails and letters is below 1%. Most recipients don't go past the title before deleting the email or throwing away the letter. Much of this failure to connect is due to poor scripting. This opening session introduces proven methodologies for developing titles and openings that result in compelling written communication and improved read ratios.

Case Study: The Franklin

Hypnotic Writing
At the heart of successful scripting is the technique of hypnotic writing. Based on the research of leading practitioners in the field of hypnosis and hypnotic writing including Milton Friedman and Joe Vitale, this section delivers a step by step guide to harnessing the power of hypnotic writing in developing scripts. Participants will be challenged to develop their own business relevant scripts in class using the techniques taught.

Using Contrast for Impact
Few techniques have the impact of well delivered contrast at the beginning of a pitch. The principle is simple; by creating contrast we manage the perception of our target and thus put our offering in a more favourable light. The application however is far more challenging which is probably why so few executives use contrast effectively. Most attempts at creating contrast are predictable and lose their impact due to repetition. In this section techniques for thinking outside of the box and developing impactful contrasts to manage perception are discussed.

Selling to the Emotions
It is a well-known fact that buying decisions are influenced by emotions. Once the neo-cortex has analysed the quantifiable merits of a transaction, the limbic brain makes an emotional assessment whether to proceed. Accordingly, to sell successfully we need tools to first understand and then utilise the emotional variables at play in any given pitch. This section introduces research on the emotional triggers we need to consider when developing sales pitches and techniques for structuring our sales pitch to include emotional triggers.

The 4 P's Structure of Scripting
Originating from Ancient Greece and Aristotle, the 4 P's structure is a time proven structure for developing scripts, holding attention, delivering your message and making the call to action. Using this structure to the theory introduced during this training is the final ingredient to developing compelling scripts and pitches.

Developing Successful Sales Pitches
The final section of the training is designed to bring all the theory taught to this point together so that the participants can develop successful, well structured, sales pitches. The section starts with a brief review of core messages from the material covered with advise on how to prioritise the content. Participants will then be tasked to develop their own scripts for dealing with new client pitches in a business relevant situation and to deliver to other participants critically critiquing script structure and impact.

.

EVOLUTION U

Business Psychology for a Better You™

Office B, 16/F Hollywood Centre
77-91 Queens Road West
Sheung Wan, Hong Kong

Tel: +852 2201 4545
Mob/Whatsapp: +852 9498 9067

enquiries@evolution-u.com

www.evolution-u.com
Facebook/EvolutionUtraining

NLP Communication Skills · High Stakes Communications
Presentation Excellence · Sales Effectiveness · Building Trust
Negotiation Theory · Persuasion Psychology ·
Personality Profiling · Leadership & Management