

**“Sales Executives Using NLP to maximize your Sales Potential”
Training program
(English Material)**

Course Length: 16 Hours @ 4 days

Course Brief Description

You can be an effective professional in your sector yet have difficulties in promoting sales of your products or services, especially in a context of strong competition. With the application of NLP, you can make a notable difference and will be able to add considerable value to your work.

Targeted Audience (who can attend)

Any person wishing to enhance the effectiveness of their commercial sector

Objectives and Contents

- to implement the tools of NLP communication which will result in the development of more selling power
- to increase the effectiveness of sales presentation
- to increase customer loyalty
- to learn how to take into account the specific needs of each customer

You will learn:

- How to increase the success of established contacts by getting positive reactions from discussions/meetings
- To use elements of verbal and nonverbal communication
- To conclude meetings with contacts by establishing a “bridge towards the future”
- To better understand customers
- To more effectively persuade customers
- To increase mental preparation for sales