

TRAINING PROPOSAL



SUBLIMINAL PERSUASION FOR BETTER SALES

Focusing on The Sales Team

Quality Input Resources Sdn. Bhd.

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OVERVIEW

Every sales leader has a subtle way of influence over the audience. Have you ever wondered how they do it? Have you ever wanted to have the same subtle influence over your prospect? What if I tell you that this skill can be learnt and you too can learn how to use influence the decision making part of the mind and get your prospects to buy?

COURSE OBJECTIVES

The following fundamental NLP skills will be acquired in this program:

1. **Meta Programs** – the ability to understand different aspects of behaviours within us and others and be flexible to Influence Prospect to BUY
2. **Building Rapport** – the ability to build sense of trust and engage comfortably with someone no matter how different they are to you.
3. **Anchoring** – the ability to influence the unconscious decision making mind in order to instruct it to buy from you
4. **Subliminal Influence** – the ability to influence others who evaluates the communication of the message fits his or her own position

Upon completing this 2-days workshop, participants should be able to :

- **Identify** the specific decision making process of the customer
- **Install & Utilise** visual & spatial anchors to create deep rapport
- **Design & Deliver** a hypnotic sales presentation that appeals directly to the decision making mind of the customer

Program Value Proposition

A vast body of scientific evidence now exists on how, when, and why people say “yes” to requests. Among them is the study of NLP or Neuro Linguistic Programming.

NLP is about modelling; studying, understanding and transferring the skills of top performers in any field. By using NLP, your people will be able to enhance their regular activity into a focussed, energetic and strategic experience.

NLP is an advanced tool used by many successful professionals in a whole range of activities. The simplicity of the tool plus its effectiveness makes it a much sought after edge of today's professionals.

Participants will learn, practice and assimilate these skills into their daily activities until they become unconsciously competent in these skills.

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Subliminal Persuasion for Better Sales - COURSE OUTLINE – 2 days

What Is Subliminal Persuasion

Understanding Subliminal Persuasion
NLP & Neuro Sciences

Video: Darren Brown

Buying Motivation Style

DOPE Personality Quadrant for Greater Influence
Knowing EXACTLY what to say

Activity: DOPE Profiling

Learning Outcome: Understand Customer Motivation. Participants will visually be able to see how to identify and profile individuals they are negotiating with.

Sub modalities - Representational System

Understanding VAKOG and Information Preference
Understanding Structure of Communication

Activity: Eye Assessing Cue

Learning Outcome: Participants will experience for themselves the accuracy of eye assessing cue in determining the current operative modality.

Meta Programs

Pain VS Pleasure, Possibility VS Necessity

Building Rapport

Building Deep & Instant Trust
Using Body Language to Influence
Using Visual & Spatial Anchors to Influence

Activity: Body Language Manipulation

Learning Outcome: Participants will experience for themselves the power of an influential body language.

Power Persuasion

Most Persuasive Words According to Science
The Science of Influence
Hypnotic Language Patterns
Story Telling For a Hypnotic Presentation

Anchoring

What is an Anchor
Using Anchors for Grooming
Covert Anchoring to Influence Prospect to BUY

Embedded Commands

Using Auditory Anchors
Subliminal Closing to Influence Prospect to BUY

Putting It All Together

Case Studies, Brain Storming & Project Planning & **End of Programme**

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METHODOLOGY

Trainer incorporates technologies learnt from Neuro Associative Conditioning, Neuro Action Technology and fundamental Neuro Linguistic Programming with Action Learning to create an environment where participants will be fully engaged on both conscious and subconscious level.

Training is delivered in a highly interactive and experiential way. Concepts and background information are presented through group exercises, discussion and activities creating an environment that facilitates accelerated learning and application.

The trainer will facilitate discussion of real issues and challenges that the participants face in their work and private lives. Each activity will be thoroughly de-briefed to link the learning to real life situations.

Program Duration 2 days

Class size Upto 20 participants.
The class can be conducted for a minimum of 10 pax.