



NDK Changing, Training, Speaking

ADVANCED SELLING SKILLS

This is an advanced training event that takes delegates to a higher level of selling skill. The workshop is about understanding the internal drivers that cause prospective customers to want to buy. The course helps sales professionals create dramatic increases in sales performance through effective rapport building and maintenance, gaining a true understanding of prospects, demonstrating only *suitable* solutions, and using sophisticated language patterns of indirect suggestion.

The course is a best-fit for organisations where the sales cycle is sophisticated. The content of this course presents a sales process appropriate for high value, non-frequent purchases. We use the REDS™ sales process as our preferred sales model and, at as a climax to the event, we transfer advanced techniques for influencing prospective customers based on the identification of their Emotional Driver™.

A copy of Nick Drake-Knight's book: *Sales Hypnosis: The Structure & Use of Hypnotic Phenomena & Indirect Suggestion in Sales* is included as a take away reference text.

Aims –

- To learn more sophisticated selling techniques
- To develop sales skills required for 'big ticket' selling

Objectives –

- To understand the nature of 'political selling'
- To recognise and 'kiss' the Prince in any client organisation
- To learn and apply the REDS™ sales process

Content -

- Finding the Prince amongst the frogs – powerbase selling
- Rapport building, credibility and trust, and 'case note' building
- Understanding the customer's Emotional Driver™
- Moving away/moving towards
- Constraints & must haves
- Suggesting solution benefits & how they satisfy the Emotional Driver™
- Summarising & recommending solution benefits that satisfy the Emotional Driver™
- Gaining agreement on action

Workshop format

- One day, fast paced & high impact training event
- Practical, hands-on & highly participative
- Post-training support through on-line and telephone hot-line to our training consultants

Delegate Take-Aways

- Course workbook & complimentary copy of 'Sales Hypnosis' reference text.

www.ndk-group.com