

The Power of Sales Linguistics

Overview

Having the best content is not good enough any more. We are bombarded by thousands of marketing messages daily. Which ones do we listen to, which ones do we relate to and which ones are the messages that are more pleasing to us. The bottom line is that we have to think more about structure and the power of using words to evoke feelings, feelings maybe of desire, feeling that we belong and feeling that the sales messaging is right for us. Fortunately there are many legitimate ways of getting noticed for the right reasons using powerful word structures. We can also ask people to become action oriented or command them. We can also learn to appeal to the conscious and unconscious mind. Using NLP (Neuro Linguistic Programming) we can leverage the effectiveness of what we do and achieve the outcomes that we want if we follow some basic rules and learn to understand why linguistics is so powerful.

Who Should Attend

Everyone who is involved in sales will benefit regardless of whether they are telephone or field based. Sales & marketing management will also have a powerful toolset that they can use to help advance sales cycles.

What's In It For You!

By understanding the 'Power of Linguistics' you will be able to progress sales cycles and build trust with prospects and clients. You will also be able to skillfully embed commands for the conscious and subconscious mind to act upon. You will be able to create and maintain a competitive advantage because you will be able to analyse and understand the preferences of your prospects and clients and match to them. You will also be able to take advantage of any written communication whether they are reports, letters or memos. Imagine how good you will feel when you know that once a prospect has read your communication, they feel compelled to act upon it.

Topics Covered

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| <ul style="list-style-type: none">• Word power• Getting through to the mind• Representational systems• Getting people to take action• Questioning techniques using transderivational search | <ul style="list-style-type: none">• Embedded commands• Language• Pacing to build rapport• Digital Language• Linguistic presuppositions• Keeping the advantage• Submodalities |
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Training Course Includes

Initially we discuss the awesome power of linguistics. We look at word power and the impact that certain words have. We discuss how to get through to different individuals and also what is important to them.

Once we have peoples attention we learn how to encourage people to take action. The impact of what we say can have many meanings and we look at some of these meanings using advanced questioning techniques. Learning how best to embed command is powerful and we help you understand when and how to use embedded commands.

Building rapport and trust is a must for any successful interaction. Initially we introduce strategies for building rapport. We also take time to understand the descriptive power of words and phrases, how you can keep advantage once you have gained it and how submodalities help us live in our world.

Trainer

Mike Palman spent many years working in sales & marketing initially as a salesperson and then building successful sales divisions. He has always been interested in the power of linguistics and influence. Initially just with a keen interest in NLP Mike soon discovered the tremendous power that NLP can have in every interaction both business and social. Mike is a qualified NLP practitioner and has created a truly amazing course that you will want to attend.

Course Details

Duration:	One / Two Day
Presented:	In House
Fee / Cost:	Two Day Silver Course £1995 Three Day Gold Course £3495

Need more information now?

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