

**NLP SELLING SKILLS**



***NLP Selling Skills - Option One  
One Day - Open Course***

**Date:** To Be Advised  
**Times:** 9.00am - 4.30pm  
**Location:** Mercure Sheffield Parkway,  
Britannia Way, Catcliffe, Rotherham, S60 5BD  
**Investment:** £197.00 + vat per delegate!  
**Book NOW on:** **01709 817150**  
***scott@scottwhitetraining.co.uk***  
***www.scottwhitetraining.co.uk***

***NLP Selling Skills - Option Two  
One Day - Client On Site Course***

**Date:** To Be Advised  
**Times:** 9.00am - 4.30pm  
**Location:** Client Site  
**Investment:** £2000.00 + vat per day  
**Delegates:** Maximum Twenty  
**Book NOW on:** **01709 817150**  
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***www.scottwhitetraining.co.uk***

## NLP Selling Skills - Overview

“The ability to influence people without irritating them is the most profitable art known to man.”

Napoleon Hill

*Are you selling as successfully as you could, to VISUAL CUSTOMERS?*

*Are you selling as successfully as you could, to AUDITORY CUSTOMERS?*

*Are you selling as successfully as you could, to KINESTHETIC CUSTOMERS?*

**Were you aware of these three different types of customers?**

**If you are not aware of them, then chances are that you are only selling to one of them and missing out selling to the other two!**

**Imagine what it would look, sound and feel like selling to all three types of customers to win even more business?**

Congratulations for choosing to look at our very successful NLP Selling Skills Course!

We feel and would say that this course has enhanced the selling skills of the many people who learned and applied these powerful techniques in their professional life.

As you will see reading on, this Selling Skills Course has been developed for Salespeople at all levels in an organisation, who have to achieve RESULTS THROUGH SELLING ACTIVITIES and impact the BOTTOM LINE for the business.

A course specifically for Salespeople who are already successful in their role and recognise the requirement for ongoing continuous personal development in the critical key areas of selling themselves, their products and services.

Successful Salespeople have been extensively studied to discover what made them different and more successful in many areas compared to unsuccessful Salespeople.

These success traits are included in this unique NLP Selling Skills Course.

When attending delegates learn these successful traits and practise them, they achieve the same results, only faster and with less effort!

Imagine what it would look like, sound like and feel like to harness these successful traits and achieve successful results in your business.

Gain a personal and professional competitive edge by investing in this course, now!

## NLP Selling Skills Course - Overview

**“Nothing happens in business until someone SELLS SOMETHING”**

On this unique One Day Course you will learn:

### **VISUAL SELLING SKILLS** (On the Telephone, Face to Face, emails, and written proposals)

- how uncover a customer's visual language preference
- how to use visual words with a visual customer and enable them to see the benefits of your product
- how to use visual tone of voice with a visual customer and build rapport, quickly and effectively
- how to use visual body language with a visual customer and influence them to buy from you
- how to uncover a visual customer's "convincer strategy" and sell to that strategy, winning more business!
- how to convert and influence a visual customer to buy from you, every time, guaranteed!

### **AUDITORY SELLING SKILLS** (On the Telephone, Face to Face, emails, and written proposals)

- how to uncover a customer's auditory language preference
- how to use auditory words with an auditory customer and enable them to hear the benefits of your product
- how to use auditory tone of voice with an auditory customer and build rapport, quickly and effectively
- how to use auditory body language with an auditory customer and influence them to buy from you
- how to uncover an auditory customer's "convincer strategy" and sell to that strategy, winning more business!
- how to convert and influence an auditory customer to buy from you, every time, guaranteed!

### **KINESTHETIC SELLING SKILLS** (On the Telephone, Face to Face, emails, and written proposals)

- how to uncover a customer's kinesthetic language preference
- how to use kinesthetic words with a kinesthetic customer and enable them to feel the benefits of your product
- how to use kinesthetic tone of voice with a kinesthetic customer and build rapport, quickly and effectively
- how to use kinesthetic body language with a kinesthetic customer and influence them to buy from you
- how to uncover a kinesthetic customer's "convincer strategy" and sell to that strategy, winning more business!
- how to convert and influence a kinesthetic customer to buy from you, every time, guaranteed!

### **CONFIDENCE SKILLS**

- how to become an even more, inner confident and outer confident salesperson, achieving outstanding sales!
- how to achieve even more self esteem, self belief and trust, able to sell yourself to even more customers
- how to control any stressful situation and stay focused on winning the sale
- how to achieve a dynamic, unstoppable, positive attitude and rubbing it off on your customers
- how to cope better with rejection and turn negatives into positives

## Client List

Scott White Training are proud to be associated with the following strong, diverse portfolio of International clients.

Abru	Kostal
Academy for Chief Executives	Leeds & Holbeck BS
Associated British Ports	Linear Recruitment
AFI-Uplift	Lombard
Avecia	Mallinkrodt Chemicals
Barnsley NHS Hospital	Manufacturing Institute
Bassetlaw NHS Hospital	Martek Marine
BBraun Medical	Millfold Insulations
Begbies Traynor	Motor Solutions
Berrybridge Housing	MTL Group Ltd
BL Gilbert (Barrow)	Nestle
Brewfitt	Omar Woodbury
Business Links	Parkgate Mobility
Campbells Foods	Partnership for Learning
Card Factory	Pentagon Chemicals
Carlisle Housing Association	Polypipe
Catalent	Purification Products
Chambers of Commerce	RBS
Chiron Vaccines	Reckitt Benckiser
Clinimed	Rieke Packaging
Communis PLC	Rosebys
Cooltherm Installation Services	Rotherham NHS Hospital
Coutts & Co	RS Clare
Cranfield University	Scientific Games
Cutting & Wear	Sellafield Sites
Cybertill	Sheffcare
Darron-SBO	Sheffield Childrens Hospital NHS
Dent Steel	Siddall & Hilton
Doncaster NHS Hospital	Sidhil
Eaga	South Yorkshire Police
Eng. Special Steels	Stanley Tools
Equifax	Superdrug
Estate Wire	Surestart
Excel Logistics	Syntor Fine Chemicals
Equifax	Tetrapak
Experian	The Money Centre
Firth Rixson UK - 4 sites	Total Petrochemicals
Firth Rixson USA - 4 sites	Tribal Education
First Direct	Trilogy Foods
First Group	Tyco Healthcare
Fresh Island FoodsI-Paye	Ultimate Bathrooms
G&P Group	Vaillant
Glaxo Smith Kline	Victrex
Great Lakes Chem	Virgin Active
Greymatter	Westfield Health
Harratts (Volvo)	
Hazlewood Foods	
Intelligent Packaging	
I-PAYE	
James Dawson	
Jersey Telecom	
Killgerm Chemicals	
Kirk Newsholme	