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Increase Sales by Understanding Buyer Psychology

By Koh Thong Joo

BACKGROUND

What do high performance sales professionals do differently to win more sales? By understanding human psychology and Neuro-Linguistic Programming (NLP), sales professionals will be able to gain customer's trust and propose a differentiated solution to win the sale. The objective of the workshop is to equip every participant with effective sales framework and NLP techniques to win more sales.

COURSE OUTLINE

Avoid Mindset that Sabotage Success
- Does your subconscious mind prevent you from achieving greater success?
- Increase your sales using MIDAS sales framework

Proven Strategies to Differentiate Your Products/Services
- Insights to human psychology and buyer's fear and resistance
- Create substantiated offer to win customer's heart

Determine Customer's Needs
- Gain good rapport and trust using NLP techniques
- Understand buyer psychology and probe for customer's hot buttons

Answer Customer's Objections
- Use iceberg concept to understand customer's real incomes
- Apply practical techniques to turn objections into sales opportunities

Summarize & Close
- Sizzle up your solution by using multi-sensory approach
- Apply effective techniques for immediate closure

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LEARNING METHODOLOGY

A combination of short lectures, hands-on activities, group discussions to equip participants with effective sales framework and NLP techniques.

TARGET AUDIENCE

All sales professionals and managers who want to improve their sales by understanding buyer psychology.

COURSE DETAILS

Course Fees : S$599.00 (no GST)
Course Duration : 1 day

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Any further enquiries, please contact us at
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