

# Sales Effectiveness Fundamentals (Code: SEF)

## Evolution-U Sales Effectiveness Business Suite

Full Day - Foundation



The Evolution-U Sales Effectiveness Business Suite is a focused offer of engaging soft skills trainings, providing usable tools for measurable performance gains praised by our clients

### Course Outline

This intensive one day training draws on leading NLP and sales psychology research to deliver a comprehensive framework for succeeding in sales. More Fortune 500 CEO's come from the ranks of sales than any other area, but without an understanding of the underlying psychology of sales and a well-structured approach to the sales process, many executives continue to perform below their potential when it comes to closing the deal.

### Learning Objectives

By taking this course, participants will;

- Understand the NLP Communication model, how an event 'in' translates to a behaviour 'out', and reference this flow as the theory is developed throughout the training;
- Develop a series of techniques for building rapport, the foundation of successful selling;
- Learn the underlying drivers of sales psychology and develop awareness of how to reframe the process. By reframing the process, we have a tool for reducing the anxiety and resistance commonly associated with the sale on the client side, and for removing doubts when asking for the deal on the seller side;
- Learn the five step sales process, an NLP based tool for structuring the sale;
- Analyse the difference between buyer and seller perception, and learn a detailed tool for applying such analysis;
- Understand objection types, how to deal with each and develop standardised responses for predictable objections. While specific focus is given to the most common objection type, price resistance, other common objections types are discussed.

As well as instructor led presentation, class exercises, case studies and role plays form an important part of this training. The instructor will facilitate discussion using the role plays as reference points for adding theory.

This course is available in full day modules, for up to 12 people. Additional participants quoted upon request. Level: Foundation.

### Course Content

#### Introduction to NLP & the NLP Communication Model

In this opening section we cover areas including the reasons for studying persuasion, triggers of persuasion, the ethical use of persuasion and the types of persuasion practitioners, good and not-so-good that we encounter in our business and personal dealings.

#### Rapport

Building rapport is the basis of all communication. If a person wants to successfully sell their product or service, negotiate a deal or manage a meeting, the chances of success are increased tremendously if there is rapport between the parties. The principle is simple; people like people like themselves, so in the rapport section participants are taught techniques to build rapport with anyone in any situation using both conscious and unconscious triggers. Exercises are performed in pairs and are designed to utilise what is taught in class and give the participants practical experience at using rapport building techniques.

## **Exercise: Elements of Rapport**

### **Role Play 1**

Two participants will role play a sales pitch in front of the class that will be analysed and used as a reference as the theory is developed. This role play is introduced before the core sale structure is introduced to have a base level of current sales practices to reference and build from. The two participants for this role play will be identified in advance and supplied the role play before class.

### **The Psychology of Sales Part 1**

Understanding the psychology behind the process of sales, both from a sales person's perspective and from a customer's perspective, is critical to being able to sell. Most people sell based on how they would buy a product themselves; however it is more effective to sell to a client based on what the client values, and not what we as individual's value. This section analyses the reasons why a client buys and includes a group exercise where participants identify the underlying motivators that influence their clients to buy their products and services.

### **The Five Step Sales Process**

The five step sales process is a structured approach to sales giving a series of milestones that the sales professional can refer to throughout the process of the sale. This is the corner stone of the course as all the other skills taught are used within the framework provided by the five step sales process. By having this structure in place, planning the sale is made efficient and effective, giving the sale professional more control through a greater understanding of the steps and components involved in the sale. There is a group discussion on best practices for selling within the insurance sector and how best to apply the structure taught.

### **The Structure of Buyer and Seller Mentality**

Much of a sale lies in the perception of the buyer and seller. What is expensive to one person may be cheap to another depending on the value a product or service is perceived to offer. In this section we introduce a detailed structure for analysing both buyer and seller mentality and assessing how our opposite side perceives our product or service. Using this methodology, we conduct exercises to challenge the participants perception of both their view of the client and the client's view of them with the objective of identifying whether the current product positioning strategy is appropriate or needs modification.

## **Exercise: Positioning your Product, Identifying Challenges**

### **Role Play 2**

Participants will take the positions of buyer and seller in a themed role play where they act out their roles one on one using the techniques and skills taught so far in the training. Participants are given 15 minutes to prepare before starting the role play. Outcomes are discussed and analysed, and used to continue building on the theory.

### **Dealing with Objections & Price Resistance**

In most sales the most common objection is price. By learning techniques to deal with inevitable price resistance we remove or at least manage a barrier that often derails the sale. While the role plays will be used as common reference points for application of the principles, there will be variations in both objections types and styles for dealing with them across industries. In this final section techniques for dealing with objections and inevitable price push back are proposed and group discussion is encouraged so the principles can be applied in a setting relevant to the participants.

## **Who Should Take This Course**

Business Owners, Management, Sales, PR & Marketing Executives, Human Resources Executives, any and all Customer-facing professionals, anyone dealing with Sales, Negotiation or Mediation, or needing to influence or persuade people on a regular basis will benefit for learning and mastering the techniques introduced in these courses, with immediate results.

**This training course is fully certified by Evolution-U.**

**For more information & reservations please contact Jessica  
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