

Building Results for The Housing Industry

NLP Technology: Selling To People the Way They Want To Buy

For your sales representatives, there are two ways to look at prospects: they can choose to emphasize the differences, or they can choose to emphasize the similarities. If your sales representatives emphasize the differences, they will find it difficult to build rapport. But if they emphasize similarities, prospect resistance and fear quickly disappear, replaced by a spirit of trust and cooperation.

It is this spirit of trust and cooperation which your customers are looking for in sales representatives. Unfortunately, what the prospect gets is the same sales presentation from every sales person they meet.

This fast paced ***NLP Technology*** Workshop is designed to set your sales representatives apart by introducing them to rapport building principles. ***NLP Technologies*** bring down the walls of prospect resistance and fear and build in its place a bridge of trust and cooperation. When trust and cooperation are present, prospects are more receptive to suggestions, will give more time to your sales representatives, and schedule more return visits.

When your sales representative's attitude is to do everything to produce an outcome that is in the best interest of their prospects it will be communicated. The result of this new attitude is additional sales and profit.

Successfully completing the ***NLP Technology*** Workshop will enable your sales representatives to:

- Align with their prospect by identifying and matching communication preferences; visual, auditory , kinesthetic.
- Overcome prospect resistance and fear by establishing a relationship of trust and cooperation by utilizing the following ***NLP*** rapport building principles:
 - Pacing and leading
 - Body matching
 - Verbal matching
 - Recognizing minimal cues
 - Eye pattern processing
- Understand that all behavior has a positive intention.
- Produce an outcome that is in the best interests of both the prospect and sales representative.
- Detect when communication is getting through to the prospect and when it is not.
- Understand that resistance is a comment on the inflexibility of the communicator.
- Choose an attitude based on the spirit of trust and cooperation.

Good luck and good selling!

Robert E. Hafer & Associates • 972-795-5926