



## SELLING SKILLS

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|---------------------|---|
| <b>Course:</b>      | <b><i>Selling Skills</i></b> (One Day)  |
| <b>Date:</b>        | TBA   |
| <b>Time:</b>        | 9.00am - 4.30pm   |
| <b>Location:</b>    | IBIS Hotel, Moorhead Way, Bramley, Rotherham. S66 1YY,<br>off Junction 1, M18   |
| <b>Investment:</b>  | £297.00 + vat per delegate!   |
| <b>Book NOW on:</b> | <b>01709 817150</b><br><b><a href="mailto:scott@scottwhitetraining.co.uk">scott@scottwhitetraining.co.uk</a></b><br><b><a href="http://www.scottwhitetraining.co.uk">www.scottwhitetraining.co.uk</a></b> |

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

***Napoleon Hill***

## Welcome!

I would like to remind you that you know far more about your job than I do and you are already very effective at what you do.

Our role is to offer you additional, different approaches which may help you to become even more effective in your selling skills and produce even better results, if you are willing to practise them.

I would like to make our time together as useful to you as possible and would appreciate your help in thinking about the best use that you can make of this training.

**As you are looking at this information and probably considering this course, it may be useful to think about the following questions,**

***What is your current situation and where are you now?***

***and more importantly***

***What would you want your situation to become in the future and where would you want to be?***

Remember

*"If you always do what you have always done,  
you will always get what you have always got"*

***So, what kind of skills would you need or want to help you achieve your desired outcomes in the future?***

Please now read through our "Selling Skills Menu" on page 2 and see what skills grab you!

When you identify the skills you want to achieve your future goals, imagine what you would be like when you improved them all by a minimum of only 1% in each skill area!

I think you would agree that our communication skills would play a major part in our selling skills, the ability to connect with everyone we interact with.

This ability can be learned and developed, so we can get on with a lot more people, quickly and effectively.

To help you appreciate this, please complete our communication survey on pages 3 & 4 to check how you communicate currently.

If you have a high and a low score, it would indicate that your communications could be improved and therefore also your selling skills would improve.

We look forward to hearing from you soon and seeing you getting involved in our course.

Best regards

*Scott White*

## ***“Selling Skills Menu”***

***How many of the following skill areas would improve your Selling Skills?***

### ***Selling Skills***

- Learn the three NLP languages, visual, auditory and kinesthetic
- Be able to sell to Visual clients, even more effectively
- Be able to sell to Auditory clients, even more effectively
- Be able to sell to Kinesthetic clients, even more effectively
- Be able to handle rejection positively and always ask for the order!

### ***Attitude***

- Learn how to be a much more positive person more often
- Learn how we become a negative or positive person
- Learn how to influence negative people to become even more positive
- Learn how to turn negative situations into positive situations
- Learn how to transform our everyday language to be more positive

### ***Confidence***

- Learn how to increase your self - esteem
- Learn how to increase your self - confidence
- Learn how to transfer your confidence to other people
- Learn how to sell yourself and your ideas at any level
- Learn how to be even more enthusiastic, action- oriented
- Learn how to have a “can do” attitude and belief

### ***Presentations***

- Learn the secrets of successful presenters
- Learn how to overcome nerves and stage fright
- Learn how to prepare an effective presentation
- Learn how to become even more confident and dynamic
- Learn how to connect with everyone in any audience

### ***Motivation***

- Learn how to focus on motivational pictures and images
- Learn how to focus on motivational sounds
- Learn how to focus on motivational language and voice tone
- Learn how to focus on motivational questions and answers
- Learn how to be more excited, enthusiastic, passionate, daily
- Learn how to delete, negative de-motivational, pictures and sounds
- Learn how to delete, negative de-motivational, language and questions

### ***Communication***

- Learn to listen more effectively, with my eyes and ears
- Learn the three NLP languages, visual, auditory and kinesthetic
- Be able to use Visual language effectively
- Be able to use Auditory language effectively
- Be able to use Kinesthetic language effectively

### ***People Skills***

- Be able to interpret and use body language more effectively
- Be able to interpret and use eye movements more effectively
- Be able to interpret and use tone of voice more effectively
- Be able to interpret and use words more effectively
- Be able to connect with even more people, more effectively, faster

***How would it look, sound and feel when you improved these characteristics by a minimum of 1%?***

Check out how you communicate currently and how it plays a major part in your Selling Skills.

When we can use all three languages, really effectively, we can connect, build rapport, very quickly with anyone!

Also, it may be helpful to ask other people to complete the survey and find out where you could be having challenges with each other, especially talking about the same thing, in different languages and not connecting.

### **Communications Survey**

Please complete the survey as quickly as possible.

Please select one statement from each group, which you agree with the most, A, B, or C, even if you agree with all three statements or you disagree with all three statements, please pick one.

When you have completed, please count your A's, B's and C's and ensure they total twenty-one.

- |    |   |   |
|----|---|---|
| 1  | I enjoy window-shopping                                       | A |
|    | I love to listen to music                                     | B |
|    | I feel compelled to dance to good music                       | C |
| 2  | I was good at spelling at school                              | A |
|    | I would rather take an oral test than a written one           | B |
|    | I tend to answer test questions using my "gut" feelings       | C |
| 3  | My confidence increases when I look good                      | A |
|    | I've been told I have a great speaking voice                  | B |
|    | I don't mind being touched                                    | C |
| 4  | I would rather be shown an illustration than an explanation   | A |
|    | I can resolve problems more quickly when I talk out loud      | B |
|    | I find myself holding, touching things as they are explained  | C |
| 5  | I evaluate others based on their appearance                   | A |
|    | I usually determine sincerity by the sound of a persons voice | B |
|    | A person's handshake means a lot to me                        | C |
| 6  | I like to watch television and go to the cinema               | A |
|    | I would rather listen to an mp3 than read books               | B |
|    | I like hiking and other outdoor activities                    | C |
| 7  | It's important my car is clean inside and outside             | A |
|    | I can hear the slightest noises that my car makes             | B |
|    | I like a car that feels good when I drive it                  | C |
| 8  | I enjoy "people watching"                                     | A |
|    | Others tell me that I'm easy to talk to                       | B |
|    | I tend to touch people when talking                           | C |
| 9  | I prefer to watch TV, a DVD, or go to the cinema              | A |
|    | I prefer to listen to music, the radio or read books          | B |
|    | I prefer to do something athletic, physical, or use my hands  | C |
| 10 | I notice people how they look or dress                        | A |
|    | I notice people how they sound when they speak                | B |
|    | I notice people how they move                                 | C |

- |    |   |   |
|----|---|---|
| 11 | I often remember what someone looks like, but not their name              | A |
|    | I am aware of what voices sound like on the phone as well as face to face | B |
|    | I can't remember what people looked like                                  | C |
| 12 | I enjoy photography   | A |
|    | I often find myself humming or singing to the radio                       | B |
|    | I like to make things with my hands                                       | C |
| 13 | I enjoy speakers more if they use visual aids                             | A |
|    | I would rather have an idea explained to me than read it                  | B |
|    | I like to participate in activities rather than watch                     | C |
| 14 | I evaluate others based on their appearance                               | A |
|    | I am a good listener  | B |
|    | I feel positive/negative towards others without knowing why               | C |
| 15 | I am good at finding my way using a map                                   | A |
|    | I ask for directions  | B |
|    | I trust my feelings about which way to go                                 | C |
| 16 | It's important that my house is clean and tidy                            | A |
|    | I like a house with rooms that allow for quiet areas                      | B |
|    | I like a house that feels comfortable                                     | C |
| 17 | I make a list of things I need to do each day                             | A |
|    | I like to try to imitate the way people talk                              | B |
|    | I've been told that I'm well co-ordinated                                 | C |
| 18 | I imagine myself doing things when I have many things to do               | A |
|    | I keep reminding myself when I have many things to do                     | B |
|    | I feel uncomfortable until all or most things are done                    | C |
| 19 | I solve problems, look at alternatives, until the pieces come together    | A |
|    | I talk about different approaches until something clicks                  | B |
|    | I fit possibilities together until I get a feeling of balance             | C |
| 20 | I learn most easily when I see someone demonstrate what to do             | A |
|    | I learn most easily when I get verbal instructions                        | B |
|    | I learn most easily when I get "hands on" experience                      | C |
| 21 | I like places where there are things to see and people to watch           | A |
|    | I like places where there is music, conversation or quiet                 | B |
|    | I like places where there is room to move                                 | C |

|                       |       |                      |
|-----------------------|-------|----------------------|
| Number of A responses | _____ | Visual language      |
| Number of B responses | _____ | Auditory language    |
| Number of C responses | _____ | Kinesthetic language |

So, how did you do?

Did you discover you have one language out of the three that you scored higher in?

This is where most of our challenges are in getting on with other people, if they don't prefer the same language as us, we can be talking about the same thing, but not actually connecting or understanding each other.

The great news is that once we know this, we can work at learning the other two languages and really communicate with everyone, yes, everyone!

NLP is the result of Richard Bandler and John Grinder studying the working methods of successful people.

They wanted to understand how they did what they did, that made them more successful than other people.

In their studies of these successful people, they identified, several very powerful traits.

One powerful trait was the Unique Ability to establish and build Rapport very, very, quickly with other people and Understand them.

They found that people have three basic methods of perceiving the world around them,

|              |     |      |           |                    |
|--------------|-----|------|-----------|--------------------|
| Visuals      | who | See  | the world | (their mental map) |
| Auditories   | who | Hear | the world | (their mental map) |
| Kinesthetics | who | Feel | the world | (their mental map) |

People like to deal with people most like themselves!

|              |  |              |
|--------------|--|--------------|
| VISUALS      | prefer talking, dealing with and buying from | VISUALS      |
| AUDITORIES   | prefer talking, dealing with and buying from | AUDITORIES   |
| KINESTHETICS | prefer talking, dealing with and buying from | KINESTHETICS |

**PLUS**

Lots, Lots More.....

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