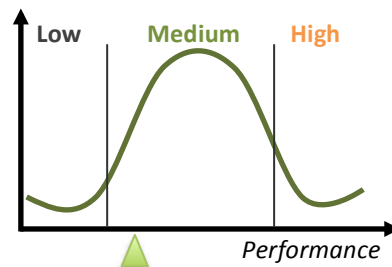
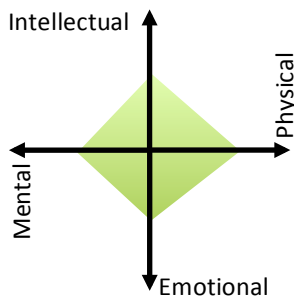


# The Psychological Edge in Selling

Developing the Mindset & Skillset to Enhance Selling & Relationship Building Effectiveness

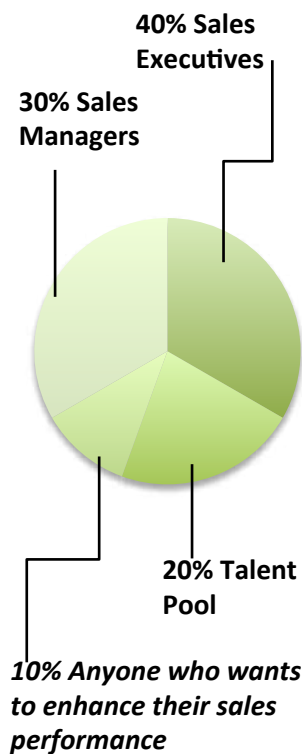


LEARNING MOOD

POTENTIAL MATCH

PARTICIPANT LEVEL

## WHO SHOULD ATTEND?



## LEARNING OUTCOMES & BENEFITS

- **Understand** the psychology of prospects and how they prefer to be sold to
- **Enhance** personal self-believe and positivity, increasing confidence and influence
- **Develop** the mindset of excellence through time tested success strategies
- **Learn** how to profile prospects and clients through observation of their choice of words and body language
- **Identify** the hidden elements in verbal and non-verbal communication
- **Master** the art of finding out prospects' needs and buying strategy
- **Discover** ways to easily build rapport with anyone, anywhere, anytime
- **Improve** confidence with objective handling skills
- **Achieve** sales targets and company goals through proper goal setting techniques

**SPECIALIST TRAINER**

**Vince Tay**, Certified Professional Trainer, Sales Psychology Expert, Certified NLP Practitioner, Executive Coach

**TRAINING HOURS: 16**  
**OPTIMUM PAX: 24**

**COURSE MATERIALS**

Participants will walk away with these resource:

- A workbook for note taking and exercises during the training
- Group photo on day 2

**EXECUTIVE SUMMARY**

The age of technology has given the average consumer the ability to access more information than before, making them savvier and sometimes more well informed than the sales person. Closing the deal is now harder as the game shifts from having knowledge to building trust. Prospects now do not want a sales professional that's just in it for the money; they want someone that has credibility, and is invested in building long-term relationships.

With the breakthrough in human psychology and social dynamics, we're now empowered with the tools to connect with another person at a much deeper, emotional and psychological level. The trick is to incorporate these powerful tools into the day-to-day selling activities of the sales person, as they meet new prospects to earn their trust and build their credibility.

In the **Psychological Edge in Selling**, sales veteran and NLP expert Vince Tay will share with participants on how on the prospect's mind really works, and how to profile them based on their psychological preferences. He will first get participants to profile themselves to identify their own personal challenges when it comes to selling, and also to understand themselves better. From rapport building skills to the sales cycle, Vince will tie each lesson back to real-world examples using a variety of experiential learning tools such as role plays, Q&As, simulations, group discussions and more.

Leveraging on his own experience in sales, he is familiar with the challenges new and even existing sales people face. Using the lingo and technical terms so participants can better link to the content, Vince also share on common ways to overcome sales objections, and to handle difficult closings. Lastly, he will equip participants with powerful goal setting tools to help them achieve the target they want, linking their personal values to the company's.

At the end of this 2 days high-impact workshop, participating sales professionals will walk out more confident, armed with the tool and success strategies to get them the psychological edge in selling!

**METHODOLOGY**

This highly interactive workshop is delivered with a combination of training techniques to ensure that the participants are always engaged and challenged to stimulate results.

Participants can expect:

- Dynamic presentations
- Video reviews
- Individual exercises
- Well-formed Feedbacks
- Trainer and peer review
- Activities to foster better understanding
- Inspirational messages that move and motivate

**LEARNING**
**SUSTAINABILITY**
**RECOMMENDATIONS**

- Optional ½ to 1 day follow-up training for Q&A, 3-8 weeks after the trainings

**THE NET EFFECTS**

*The biggest concern about sending your people, or yourself, to trainings, is that your investments are not justifiable. At Plaseed, when we brainstorm on how to enhance your training results, we have every intention to maximize your training dollars. Using the **Net-Effects** model, you will be able to notice positive changes in skills implementation, thinking process, work-related characteristics and other leading indicators that contribute to your organization's growth.*

BEFORE		AFTER
<b>Sales Slump</b> Unable to close sales after repeated meetings, sales targets not hit	TO	<b>Breakthrough Sales</b> High closing rate, leverage on company's resources to increase sales
<b>Pessimistic</b> Negative self-talk, self-sabotaging beliefs, hard to be motivated	TO	<b>Optimistic</b> Remain positive despite challenges, positive outlook to life, naturally attractive
<b>Hopeless</b> Feel lost when faced with rejection, lack motivation to perform, drag through the day	TO	<b>Empowered</b> Equipped with the right tools, skills and techniques to meet new clients and win their trust
<b>Low Self Esteem</b> Lack of confidence, insecure, cause prospects to lose trust, tremble with nervousness during Q&A	TO	<b>Confident</b> Prepares the sales pitch well, sure of own ability, handles Q&A with ease, even when don't have the answers
<b>Unimaginative</b> Don't think out of the box to discover new ways to build relationship with clients	TO	<b>Resourceful</b> Leverage on any resources at hand to wow prospects and clients, street-smart and creative
<b>Disconnected</b> Don't connect with clients, prospects become hostile, lack human connection	TO	<b>Instant Rapport</b> Make clients feel comfortable and trusting, able to talk to anyone, anywhere, anytime
<b>Lost Clients</b> Prospects go with other dealers in the market, lost trust, no confidence in the dealer	TO	<b>Loyal Clients</b> Long term clients who continue to refer new businesses to the sales person, strong supporter of the company

**COURSE CONTENT**

<b>DAY 1 AM</b>	<b>INTRODUCTION &amp; WORKSHOP OBJECTIVES</b> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Context Setting</li> <li>• Your Perception Of Selling</li> <li>• Having New Eyes</li> <li>• 6 Psychological Need Of Human</li> </ul> <b>ABC (ATTITUDE, BELIEF &amp; CHOICES) VALUES</b> <ul style="list-style-type: none"> <li>• Attitude Assessment</li> <li>• Belief - Your Self-Limiting Beliefs</li> <li>• Choices - Your Choices In Life</li> <li>• Value Elicitation</li> <li>• Synchronize Your Values In Life With Your Career</li> </ul>	<b>MINDSET OF EXCELLENCE</b> <ul style="list-style-type: none"> <li>• NLP Presuppositions</li> <li>• Mindset Of 5 Steps To Achieving Your Goals</li> <li>• POSA Framework</li> <li>• Red Dot Syndrome</li> <li>• Cause &amp; Effect</li> </ul>
<b>DAY 1 PM</b>	<b>UNDERSTAND MODALITY</b> <ul style="list-style-type: none"> <li>• Perception Model (VAK)</li> <li>• Modality-Representational System</li> <li>• Elements In Communication</li> <li>• Verbal &amp; Non Verbal Communication</li> <li>• Application-Observation Exercise</li> </ul>	<b>FUNDAMENTALS OF SALES PERSONNEL</b> <ul style="list-style-type: none"> <li>• Client/prospect Profiling tools</li> <li>• Qualities Of Successful Sales Professionals</li> <li>• First Impression</li> <li>• The Selling Process</li> <li>• The Selling Steps</li> <li>• Confidence boosters</li> </ul>
<b>DAY 2 AM</b>	<b>PROBING FOR THE CUSTOMER PURPOSE</b> <ul style="list-style-type: none"> <li>• Identify The Interest &amp; Needs</li> <li>• Language Pattern That Deliver Suggestions</li> <li>• Questions to Clarify What Client Means</li> <li>• Recognize And Speak Prospect's Language</li> <li>• Identify The Buying Signal</li> </ul>	<b>INFLUENCE THROUGH RAPPORT FOR EFFECTIVE CLOSING</b> <ul style="list-style-type: none"> <li>• Empowering way of setting outcome</li> <li>• Identifying the investing strategy</li> <li>• Understand investor's hot button &amp; buying signal</li> <li>• Attentive Listening For Rapport</li> <li>• Responding Skill For Rapport</li> <li>• Understand Rapport Elements</li> <li>• Match, Mirror, Pace &amp; Lead</li> <li>• Application- Influencing Exercise</li> </ul>
<b>DAY 2 PM</b>	<b>HANDLING OBJECTIONS/CONCERNS</b> <ul style="list-style-type: none"> <li>• The answer is in the question</li> <li>• Probing for real reasons of objections</li> <li>• Sharpening up for non-verbal cues</li> </ul> <b>DYNAMIC MIND POWER IN SETTING GOAL</b> <ul style="list-style-type: none"> <li>• Intention</li> <li>• Brain Wave</li> <li>• Goal Setting - What You Focus Will Expand</li> <li>• Visualization</li> <li>• Intention Setting Exercise</li> </ul>	<b>LEANING SUMMARY &amp; INSPIRATIONAL CLOSING</b> <p><i>* Course contents and flow are just for planning purposes only. The trainer(s) may reallocate the contents to enhance dynamism of the training, NLP interventions and on-the-spot coaching.</i></p>