NEURO-LINGUISTIC PROGRAMMING (NLP) IN SALES

This programme will enable you to understand the fundamentals of NLP selling, and its required skills of needs analysis when speaking to a customer whether for the first time or not. Armed with this, participants will understand what it takes to sell, whether a product, or an idea and how to positively influence a customer with what he needs vs what he wants.

Building rapport and trust → **Effective communication** → **Uncovering customer needs** → **Overcoming Objections and Resistance** → **Influence and persuasion**

16 - 17 July 2024

9.00am – 5.00pm

MEFA Training Centre, 3A03, Block A, Phileo Damansara 2 Seksyen 16, Petaling Jaya, Selangor

RM 1800.00 Member/pax including SST

*HRDF Claimable Payable to MEF Academy Sdn Bhd

REGISTER NOW

https://forms.office.com/r/bBeKcyd4Ay

CONTACT US

+603 - 7498 7200
nazlina@mef.org.my
roszana@mef.org.my

Chong Wan Ling is a seasoned professional with 13 years of experience in higher education, specializing in academia and business development. Passionate about providing top-quality education, she holds certifications in Malaysian Sign Language and contributes to the Malaysia Deaf and Mute community. She is certified in Interior Design (Level 3) and Train the Trainer, and excels in technical and vocational training. She has a proven track record in business development, successfully identifying growth opportunities and establishing new partnerships. Her strategic planning and collaborative approach have enhanced organizational market presence. She is adept at developing and delivering impactful training programs, focusing on continuous learning and professional development, and ensuring participants gain practical, real-world skills.

OBJECTIVES

- Applying the skills of needs analysis to understand what the customer wants vs needs

- The NLP Sales Selling Cycle

- The NLP Science of Influencing Others

- Understanding and applying NLP needs based selling technique

- Learning NLP closing techniques for successful sales

- Learning NLP persuasion techniques and its uses during a selling conversation

- Understand effective NLP ways to positively influence people