

LIST OF TOPICS

Here is a list of the more popular topics

Getting into the right headspace

- Fundamentals of selling
- Psychology of selling
- Why people buy
- Energy and attitude
- Competition
- Success breeds success
- State – how to induce a state of excellence
- Sales Myths

Business Development

- Prospecting
- Target list
- Timing
- Reasons to get in
- Leverage opportunities
- Emailing
- Phone Calls
- Networking
- Referrals

Setting up the meeting

- Time management
- Gate keepers
- Reasons for them to see you

Prepare

- Preparation
- Structure
- Purpose
- Message
- Clarity
- Outcomes
- Planning
- Meaningful/Relevant

Pitching

- Winning pitches

Presenting

- Structures
- 4 Mat System
- Powerful presenting
- Clarity of offering
- Behavioural flexibility
- Communication flexibility
- Presenting styles
- Competing with competitors
- Confidence
- Audience needs
- Different size groups
- Reading the audience
- Up Selling
- Embedding messages

The Meeting

- Structure
- Psyche
- Openers
- Rapport
- Trust
- Presenting styles
- Observing
- Questions
- Communication Styles
- Uncovery of needs
- Delivering solutions
- Embedding key messages
- Communicating with clarity
- Listening
- Objections
- Negotiation
- The client who is now a friend- tactics
- Professional
- Being the expert
- Basics: - calls, emails, features and benefits

Following up

- Timing, how, content.

Clients

- Managing clients expectations
- Managing the territory
- Service excellence
- Management perceptions
- Up selling

Selling

- Communication types/methods
- Buying strategies
- Decision making strategy elicitation
- Motivational strategy
- Convincer strategy
- Assurance strategy
- State – yours/the clients
- Up selling
- We're all selling!

The telephone call

- Purpose/outcome
- Structure of the call
- Rapport
- Trust
- Uncovery of needs
- Solution delivery

Customer service

- Servicing- delivering service excellence

Communication

- Confident communication
- Conscious and unconscious communication
- Integrity
- Trust
- Rapport
- Observing
- Sensory acuity
- Behavioural flexibility
- Cultural differences
- Language
- Reframing
- Embedding
- Sleight of mouth
- Meta programs (knowing your clients)

General Duties

- Attitude
- Structuring day
- Time Management
- Managing Territory
- Effective & Efficient
- Prioritising

OWNERS/DIRECTORS

General

Growing Business
Managing territory
Revenue opportunity
Goal Setting
Delivering results

Team

Recruiting/interviewing
Meta Programs (getting the most out of your team)
Empowering your team
Motivation techniques
Healthy office environment
Values alignments (company)
KPI's
Team confidence
Managing change
Office conflicts
Leading
Delegating
Self-initiatives
Solution thinkers
Creative thinkers
Brain storming
State- how to create an excellent 'state'

Clients

How to change team members and keep the client's business
Feedback

Leadership

Situational Leadership/styles
Modelling

Managers

Successful manager program

Train the trainer

Understanding how to train others.
Coaching, mentoring and business techniques, which will prepare you for training others.

Hypnotherapy

Time Line Therapy™

NLP Coach

NLP Practitioner

(Beginners, practitioner and Master Level certification for Hypnotherapy, TLT, NLP Coach and Prac.)

Communication

Master of communication

