

# 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  
Uncovering 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  
Uncovering of needs  
Solution delivery

## Customer service

Servicing – delivering service excellence

## Communication

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

## General Duties

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

# OWNERS/DIRECTORS

## General

Growing your business  
Managing territory  
Revenue opportunities  
Goal Setting  
Delivering results

## Team

Recruiting/interviewing  
Meta Programs (getting the most out of your team)  
Empowering your team  
Motivation techniques  
Healthy office environment  
Value 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'

## Communication

Master of communication

## 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.)

