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### Sales Professionals Value NLP Training

by Linda Ferguson and Chris Keeler

Great sales professionals know that the key to their success is their ability to form great relationships on a regular basis. They love training in NLP because it gives them a way to replicate what they are doing well, to develop the personal qualities that lead to sales success, and to use their language and behaviours to build long-term client relationships. Through NLP, they are able to achieve enjoyable, sustainable success.

The first requirement for sales success is to be able to stay in the business long enough to develop great tools, great skills and great relationships. In the real world, this is not always easy. Markets and customers change; requirements change. It's hard to stay on top and harder to like the process that keeps you there.

It is always tempting for sales professionals and their managers to take the shortcut of motivation through scarcity. They reason that hungry sales people are driven to make sales. That's only partly true. A better answer is to find the resources internally and externally that support the sales process. The sales professionals who last are the ones who are motivated by the love of what they do. They wake up in the morning looking forward to meeting customers.

NLP is the practice of combining sensory experience, behaviour and language to produce specific, replicable effects. It begins with being able to isolate the personal resources that support achievement.

Sales professionals who practice NLP become familiar with what they are like and what they do when they are selling. They learn to pay attention to the thinking and behaviour that makes them successful and to replicate those patterns of thinking and behaviour more consistently.

In other words, NLP gives sales professionals a reliable process for accessing their best stuff and verifying that they are behaving in ways that will lead to success. This is not the same as controlling themselves: it is more like relaxing into peak performance. They achieve this by learning very specific ways of perceiving and processing information and of using that information to make effective decisions and take action.

Many of those decisions are about the behaviours that support the sales process. These include the skills to make calls, follow up effectively, and to work effectively with other people in the organization. They are the skills that are used "off the ball" to move the game forward. NLP makes sales professionals better at using the time "off the ball" to improve their records once the ball is in their court.

NLP also provides detailed, practical and proven support for the sales process. As a model of systemic thinking, NLP highlights the patterns of decisions and actions that lead reliably to sales. It does not prescribe patterns: it gives individuals the ability to notice and replicate their own unique patterns for success. It confirms that each individual can build a model of success on the foundation of their own values, beliefs and strengths. It supports their ability to be successful while being themselves.

All of this is largely made possible

because NLP provides techniques for noticing the interplay of nonverbal communication, language patterns, and other language choices. It is a model of communication that fills in the gaps left by most training and it allows sales professionals to both learn and communicate more effectively.

Why is learning important? Sales relationships involve the ability to quickly and seamlessly notice how individual clients perceive the world and assign value. In order to do this, sales professionals need to be quick studies not only in how clients think, but in how the world is likely to respond to that thinking. Knowing when markets and models are changing is the key to staying ahead of the game. All of this means that sales professionals have to be able to assimilate new information rapidly and through multiple channels.

NLP makes that seem easy: it even makes it seem natural and fun. Training in NLP allows sales professionals to pay attention to themselves and their work at their very best. That in itself motivates and enhances sales performance. Beyond that, it develops the strength, flexibility and vision necessary to long-term sustainable success in developing great sales relationships.

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