

Impactful Sales and Negotiation Skills

2 Days Course

Using NLP in Sales and Negotiation

This Neuro Linguistic Programming course is focused on taking participants' existing sales and negotiation skills to the next level or as a building block in sales and negotiation expertise for new hires. Building on their

In negotiation, delegates will be able to utilize profiling tools, communication models for developing enhanced rapport for a better negotiation results and understanding the



experience as sales and knowledge of the sales process and skills, this course will help participants understand the principles of NLP and how they enhance the selling and buying, as well as customer service experience. For new hires, it gives them a base skill to polish and improve with experience.

negotiation process to ensure a Win-Win outcome.

These courses can be conducted as a 2-day course or a 1-day course separately.

Khairul Anuar Safiullah



Khairul Anuar Safiullah is an established trainer with 17 years' experience in managing high net worth clients, and frontline experience.

He is a Certified NLP Coach with certification from ABNLP and a Certified Create Your Success Coach.

Khairul believes that the right mind is the most important asset a person has.

Course Outlines

What will you learn in this fully experiential playshop?

Day 1

(9-10.30 am)

Program Overview & Mindset to Relationship and Consultative Selling

- Traditional VS Consultative and Relationship Selling Methods
- Mindset to Relationship Selling

(10.45-1.00 pm)

Speaking the Customer Language with DISC© Tool and Communication

- When Do We Communicate?
- NLP Communication Model
- DISC© Profiling and Behaviours

(2.00-3.30 pm)

The Art of Rapport Building

- Rapport is Power
- Mehrabian Model
- How to Read Non-Verbal Communication
- 6 Steps to Active Listening
- Personal Space
- Rapport Skills
- Eye Accessing Cues

(3.45-5.00 pm)

Consultative Selling with AIDA Approach

- Customer Motivation
- Attention, Interest, Desire, Action (AIDA Approach)
- 5 Buying Decision

Day 2

(9.00 to 10.30 am)

Introduction to Negotiation Skills

- You as the Negotiator
- First Impressions in Negotiating
- 6 Paradigms of Human Interaction in Negotiations
- Negotiation Mindset

(10.45-1.00 pm)

Preparing for Negotiation

- Identify fears and " hot buttons " as well as strategies to overcome them.
- Identify areas to research on your side and on your opponent's side.
- BATNA (best alternative to a negotiation agreement)
- WATNA (worst alternative to a negotiation agreement)
- WAP (walk away point)
- ZOPA (zone of possible agreement).

(2.00-3.30 pm)

Negotiation Cycle

- Prepare
- Information Exchange and Validation
- Bargain
- Conclude
- Execute

(3.45-5.00 pm)

Closing Techniques and Handling Difficult Situations

- Closing Techniques
- Managing Difficult

Objectives

By the end of the course, participants should be able to:

- Learn the distinction between traditional selling/customer service vs relationship & consultative selling/customer service.
- Build a customer focused mindset.
- Apply effective communication skills in relationship and consultative selling and negotiations.
- Gain insight and apply DISC© tool profiling tool to build relationship and consulting customers.
- Learn and apply the art of building rapport with customers.
- How to plan and prepare a strategy for successful negotiations
- Using effective negotiation skills and behaviors to gather information
- Managing conflict and deadlock
- How to influence and persuade both colleagues and clients

Methodologies

The course is delivered via lectures, videos, songs, discussions, role plays and games to ensure a fully experiential learning.

Khairul Anuar Safiullah

Trainer Profile

#drivenbypassion

It's all about human potential development.

Focusing on leadership, mindset change, communication, presentation skills, sales, customer service, teambuilding, creativity, problem solving, personal effectiveness and one on one coaching.

Khairul believes in a fully experiential learning experience. This method garners a deeper understanding and retention on knowledge and utilizes the participant's Visual, Auditory and Kinesthetic senses. It also builds muscle memory that aids practical application.

Khairul's qualifications are as follows:

1. Certified NLP™ Coach by ABNLP
2. Certified NLP™ Practitioner by ABNLP
3. Certified Create Your Success© Coach
4. Certified Language and Behavior Profile Practitioner
5. Degree in Business Administration with concentration in Management from the University of Memphis, TN, USA
6. Certified Trainer under Pembangunan Sumber Manusia Berhad
7. Certificate in Islamic Law from Universiti Islam Antarabangsa Malaysia
8. OMEGA Credit Evaluation and Assessment Skills
9. Aikido Black Belt (Shodan)
10. Triathlete

Khairul is a firm believer that we, as humans, are able to develop our potential to the maximum, given the right guidance.

Coach
Bigdaddy

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