



# LEADING EDGE CHANGE

Professional Programmes for Peak Performance

## IMPROVING SALES SUCCESS

### A Leading Edge Change in-house workshop

Give your sales people the edge with practical training in NLP techniques to increase sales success.

It has been demonstrated that NLP can improve almost everyone's sales performance. NLP brings together the power of the mind and the body, showing you how to use words, tone of voice, physical language and an understanding of the client or customer's buying strategy to build empathy and rapport and enhance your sales success dramatically.

In-house sales training is the most cost effective way of improving the performance of your sales team. We teach the practical application of NLP techniques to the sales process, simply and enjoyably in a one or two day in-house training programme, enhancing skills and increasing motivation.

**With this training your business could benefit from increased sales by:**

- ◆ Understanding of customer needs
- ◆ Improved customer relations
- ◆ More repeat business
- ◆ Happier, more motivated and confident sales people

**Key features:**

- ◆ How to increase self motivation through visualisation, modelling and clear targets
- ◆ Understanding how people buy
- ◆ How to build all important empathy and rapport
- ◆ The importance of personal integrity
- ◆ Building trust
- ◆ How to elicit your customer's values and buying motivations
- ◆ How to understand your customer's buying strategy and style preferences
- ◆ The art of persuasive language
- ◆ The importance of silence
- ◆ Turning objections into sales opportunities
- ◆ Building the relationship for closure and repeat business

*These focussed development programmes allow us to work closely with your selected employees to deliver more skill enhancements faster.*



**LEADING EDGE CHANGE** is committed to helping business achieve its potential in an ethical and sustainable way.

We all know that business outcomes are a direct result of the activities of the people working on them. To make a real difference people need three things:

1. Motivation
2. To think in ways that allow new distinctions to emerge
3. To be able to build the relationships needed to get the desired results

Combining all the proven benefits of NLP techniques with our extensive business and training experience, our performance training programmes will promote development in all three areas. Furthermore, as learning works best when all senses are engaged, our training challenges participants to engage fully. All workshops and programmes involve practical, interactive experience to make them fun and accelerate easy learning.

Our workshops, development programmes and training courses are available at a timing, length and price to suit your needs. We will run courses and programmes individually or as a package as required.

#### **Other services:**

Our **Personal Executive Coaching** provides confidential one-on-one coaching for directors and senior management, helping them find their own special talents to make the changes that take business forward.

Our **Strategic Coaching** helps a board or management team define their overall business goals and desired outcomes, development the strategy, build and test the business case and business plan and implementation planning and delivery.

---

To book this workshop or to find out more about our training, consulting and executive coaching contact Patricia Scott at:

**Leading Edge Change**  
**Rivendell, 5 The Clays, Market Lavington, Devizes, Wiltshire, SN10 4AY**

**Telephone: 01380 816077**  
**E mail: [pat.scott@leadingedgechange.com](mailto:pat.scott@leadingedgechange.com)**

or visit our website at [www.leadingedgechange.com](http://www.leadingedgechange.com)

