



# Selling Magically

## The Power of Persuasion and Influence

Selling Magically is not just about learning how to create persuasion and influence; it's about learning how to sell yourself with **passion** and **purpose**. In business terms, that means profit and money that you have generated through having alignment between your client's **values** and your **integrity**.

### Why attend?

Would you like to be able to sell your products or services as **easily** as you talk with a friend? Would it be useful to have the **confidence** of knowing exactly what questions to ask and when to close, even over the phone? If you want to learn how to **sell yourself to anyone**, from an individual to a major corporation, Selling Magically is the ultimate influencing skills training!

### What will I learn?

#### The Foundations of NLP – the key to establishing the mindset that wins sales

- Empowering beliefs about money and selling
- How to maintain personal integrity and congruency when selling magically
- A simple model of communication that will enable you to always get your message across

#### Rapport – the cornerstone of communication, persuasion and influence

- How to very quickly establish communication that builds openness and trust
- Match and mirror physiology so that people unconsciously identify with you
- Use your voice to build rapport rapidly on the telephone

#### Pre-Framing & Re-Framing – how to overcome the 4 major objections in selling!

- Use linguistic presuppositions to set the expectations of your call or meeting
- Use advanced language patterns to overcome objections elegantly
- Design effective time-release suggestions

#### Questions that Get the Sale – which questions to ask to get the information you need

- The most effective 'openers' in any sales context
- Uncover the real outcome of any meeting of sales call
- How to differentiate 'process' from 'content' questions
- Discover your clients' unique buying strategy and double your sales with just 3 questions!

#### Presenting to Have Your Clients Buy – how to structure your sales pitch

- Discover your clients' value-based hot buttons
- Establish yourself as their preferred supplier
- Know when and how to use either the carrot or the stick approach
- How to use meta-programs to subtly influence and create desire

#### Closing – how to close a sale easily and naturally

- Know when to close at the right time
- Elicit states of decisiveness
- How to subtly re-confirm your clients' needs

## How is Selling Magically structured?

Based on NLP, this 2-day seminar is an intensive, highly interactive and fast paced training. As such, it combines an exciting blend of **teaching, live demonstrations** and **exercised-based learning modules**. Look forward to not only developing your influencing skills but also to completely transform your current thinking about 'selling' and making money.

## Who is the Trainer?

All courses running in Greece are led by **John Stockdale**, Certified Trainer of NLP and Master Coach Trainer of NLP. John is also the Head of Training and Operations for The Performance Partnership in Greece. An engaging and innovative coach & trainer, he believes that learning should be as enjoyable and entertaining as it is relevant and important. As such, his energy and humor have led him to work with some of the leading professionals in business, politics and sports well as international organizations, such as; The Coca Cola Company, Kraft Foods, ING and Bristol-Myers Squibb.

## What if I attend this training?

For a moment, take out a piece of paper and write down the highest amount you have earned in a single month. Then multiply this number by 12 months (minus approximately two months for vacation and public holidays). If you learn nothing more than how to simply be consistent, then the figure in front of you is your starting point for **how much this training is worth to you!**

## Course details

- **Dates:** Dates for the next program in 2015 to be announced shortly.
- **Venue:** Semiramis Hotel, Charilaou Trikoupi 68, Kefalari
- **Investment Price:** € **880**
- **Payment Options:** We also accept payment by credit card
- **Funding:** All our courses are fully recognized by **LAEK**, under the **0.45%** Funding Program

**For more information regarding this course, please call us at: +30 210 623-6910 (920)**

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