



Selling Magically

Be Free To Profit With Passion

Can you afford not to reach your sales target for another year?

Can you afford to continue to buy your clients' excuses?

Can you afford to continue not to close the deal?



Selling Magically

Selling Magically is the ultimate influencing skill. There are only two ways of increasing profitability within a business – sell more or decrease costs. This programme looks at the former. The words recession and credit crunch are being talked about daily in the business world – the question is, what are you going to do to ensure that your clients purchase your products and services?

So why attend Selling Magically?

Would you like to be able to sell your products or services as easily as you talk with a friend?

Do you want the personal security that comes from knowing that you can pick up the phone and make prospecting or sales calls anytime?

Do you want to learn how to sell your skills to anyone, from an individual to a major corporate household name?

Would you benefit from being able to sell something intangible such as coaching, breakthrough sessions, consultancy or NLP training easily?

During Selling Magically you will learn how to:

Use the mindset that wins sales:

- Develop powerful beliefs about money and selling
- Maintain personal integrity and ecology when Selling Magically

Develop the art of prospecting:

- Getting through to the right person
- Cold calling scripts that get real results

Utilise pre-frames to inoculate yourself against the 4 major objections:

- Linguistic presuppositions
- Designing time release suggestions

Ask questions that get the sale:

- One line openers
- Uncovering the real outcome
- Differentiating content and process questions
- Discovering your clients' unique buying points
- How to double your sales with just 3 questions

Present to have your clients buy:

- Hitting values-based hot buttons
- Establishing yourself as their preferred supplier
- When and how to use the carrot or the stick
- Using meta-programmes to subtly influence and create desire

Close easily and naturally:

- How to close at precisely the right time
- Elicit states of decisiveness

Handle Objections:

- The only 4 objections you'll ever get – and how to handle them
- Reframe objections elegantly with Sleight of Mouth Patterns
- Use advanced conversational change techniques

How to subtly establish the clients' needs and find what value they place on it.

Securing long term business and disconnecting buyer's remorse.

How is Selling Magically structured?

The prerequisite for attending Selling Magically is that you are a Certified NLP Practitioner. The two-day live programme builds upon your NLP Practitioner skills and is fast-paced, with an exciting blend of classroom teaching, live demonstrations, and exercise-based learning. Expect not only to develop new sales skills but also to completely transform your thinking and ideas about selling and making money.

The programme comes with pre-study in the form of the Selling Magically audio programme, which consists of 6 Audio CDs, 1 DVD and course manual. We recommend you allow 20 hours to fully study this material.

Who will be training me?

The programme is led by David Shephard, Certified Master Trainer of NLP. David is Chairman and Head of Research & Training for The Performance Partnership. Almost 20 years ago, David left his career in Electronics and Information Technology to begin his quest to discover how to enable people to create the life of their dreams. Through painful experience he discovered that he would have to sell to make his dreams come true. Although in no way a natural, he found himself cold calling and face to face selling to make the company a success. He still proudly considers himself a salesman.

What if I attend Selling Magically?

For a moment, take out a piece of paper and write on it the highest amount you have earned in a single month. Multiply this by 10 (as eight weeks' holiday a year has been deducted). If you learnt nothing more than how to be consistent, the figure in front of you is your starting point for how much this programme is worth to you. This programme isn't just about consistency, it's about selling yourself congruently, with passion and purpose. In business terms that means profit, money you have generated through having alignment between your values and your integrity.

Dates: **6th & 7th September 2008**

Call **Sally Davies** today on **0208 992 9523** to reserve your place and take advantage of our investment offer.

The fastest and easiest way to learn NLP,
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The Performance Partnership

The Barley Mow Business Centre, 10 Barley Mow Passage, Chiswick, London, W4 4PH

T: 0208 992 9523 **F:** 0208 993 1406 **W:** www.performancepartnership.com