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The Performance Partnership's

NLP PERSONAL EMPOWERMENT SERIES

THE FASTEST & EASIEST WAY TO LEARN NLP

PERFORMANCE PARTNERSHIP

NEURO LINGUISTICS • HYPNOSIS • TIME LINE THERAPY® • C21st MAGIC

Selling Magically

Selling the Invisible with NLP!

This product consists of the Selling Magically curriculum on audio CD and DVD. This programme was professionally recorded and filmed before a live studio audience. This captures the energy and vitality of a live training with the quality of a studio recording.

A unique feature of this programme is that a demonstration DVD is included. The demonstrations were videoed at our training programme and appear unedited so you get to see what really happened. Each demonstration is then explained to assist your learning. The programme comes with a complete Training Manual.

Why study Selling Magically?

Have you ever attempted to sell something intangible like Consultancy, Coaching, Breakthrough Sessions or NLP training in general? How did it go? If your experience was similar to most peoples, it didn't go very well!

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

Do you want the personal security that comes from knowing you can pick up the phone at any time and make money?

Why should I study a programme like this with The Performance Partnership?

The Performance Partnership has been selling NLP, Hypnosis, Time Line Therapy[®], and *C21st Magic* for well over a decade. We sell to individuals and corporates alike. In the early days this was done exclusively by cold calling. The absolute best training organisation to do this type of programme with is a sales driven company. The number of people attending our range of trainings is testimony to the fact that we know how to sell. During this programme we will teach you to do what we do everyday.

What will I learn studying Selling Magically?

The Mind Set that Sells

- Installing powerful beliefs about money and selling
- Maintaining personal integrity and ecology when Selling Magically

Prospecting

- How to get to speak to the right person
- Cold calling scripts that get real results

Preframe to Inoculate Yourself Against the 4 Major Objections

- Using linguistic presuppositions
- Designing Time Release Suggestions

Presenting 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-programming to subtly influence and create desire

Questions to Get The Sale

- One-line openers
- Uncovering the real outcome
- Differentiating content and process questions
- Discovering your client's Unique Buying Points
- How to double your sales with just 3 questions

Closing Easily and Naturally

- When to close at precisely the right time
- Eliciting states of decisiveness

Handling Objections

- The only 4 objections you'll ever get and how to handle them
- Reframing objections elegantly with Sleight of Mouth Patterns
- Using Advanced Conversational Change Techniques

How to subtly establish the client's need and find what value they place on it.

Securing Long Term Business and disconnecting Buyer's Remorse.

Maximising In The Room Training Bookings.

Who are the trainers on Selling Magically?



David Shephard
Certified Master Trainer of NLP,
Time Line Therapy®,
Instructor of Hypnotherapy
& Teacher of 21st Magic

David Shephard is Chairman and Head of Research & Training for The Performance Partnership. More than a decade 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.



Jonathan Bowder
Certified Trainer of NLP,
Master Practitioner of
Time Line Therapy®
& Master Hypnotist

Jonathan Bowder is Business Development Manager for The Performance Partnership. He is a Certified Trainer of NLP, Master Practitioner of Time Line Therapy® and a Master Hypnotist. He has progressively integrated these techniques into a highly successful 10-year sales career which has

included commission only cold calling, corporate account management, global business development and NLP sales training.

Since Jonathan's arrival The Performance Partnership has enjoyed one of its most profitable periods, a tribute to the synergy between his sales experience and David's advanced selling model.

Are there any prerequisites to studying Selling Magically?

This programme assumes you are familiar with NLP to the level of NLP Practitioner.

What if I study Selling Magically?

What is the most you have ever earned in a single month? Allowing for 8 weeks a year holiday, multiply your most lucrative month by ten. The figure you get is your starting point for how much this training programme is worth to you. And that's if you learnt nothing more than just how to be consistent! This programme isn't just about consistency; it's about selling yourself totally passionately. In business that means money and not only money, money in alignment with your values and integrity.

Price: £249.00 incl. VAT (plus P&P)

Music written, composed and performed by Fridrik Karlsson. www.thefeelgoodcollection.com
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