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2.2 Program Objectives

- Understand Buying as a Psychological and Emotional Phenomenon.
- Learn How a Buying Decision is made?
- > Learn to influence Buyer thinking and decision.
- > Learn to present yourself, products and the organization in professional and impressive way.
- Learn to use ultra smart Sales Techniques to go get desired results.
- Develop best practices as Habits.
- Adopt best Pre-sales, Sales-meet & Post Meet Strategies.
- > Start using communication as a potent tool to present, discuss, negotiate and close.
- > Learn mind hacking techniques to install thoughts and decisions in others minds.



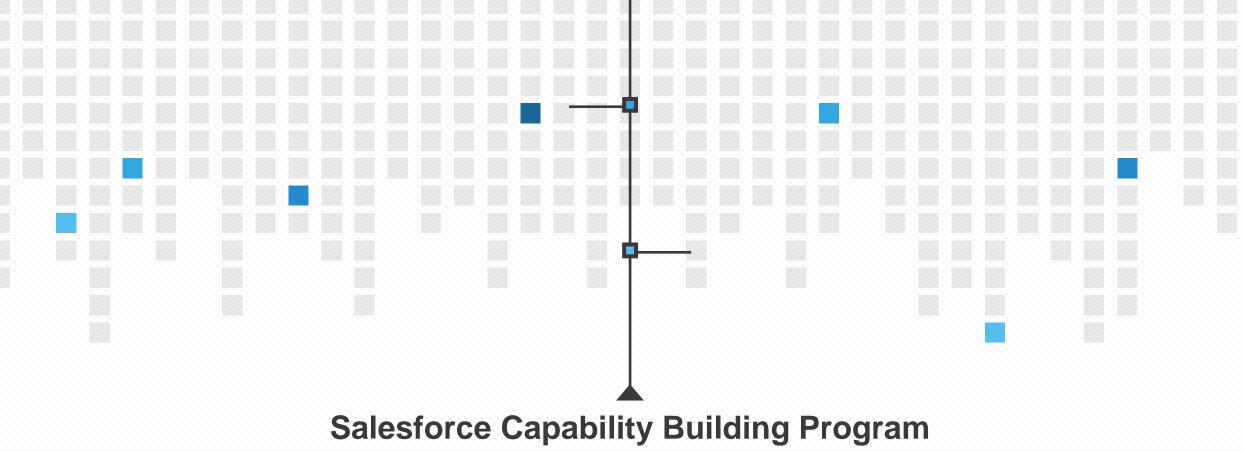
2.3 Broad Design of the 2 Days Sessions

Basic & Advanced Sales Training

- 1. Understand Buying as a Psychological and Emotional Phenomenon.
- 2. Learn How a Buying Decision is made?
- 3. Building a brand of Self, Product & Organization
- 5. Developing Sales closing as a Habit
- 4. Influencing the Subconscious Mind of the Customer
- 5. Pre-suation as a potent Sales Tool
- 6. Pre Sales Meet Preparations
- 7. Sales Meet Preparations
- 8. Creating your best First Impression
- 9. Body Language Mastery by anchoring for Successful Sales.
- 10. Burgeoning Customer Delight for Re-sales
- 11. Negotiating to Win

Expert Level sales Training

- 1. Priming the Buyer to Buy
- 2 Communication Skills for Sales Professionals
- 3. Future Pacing to trigger Buying Behavior
- 4. Using Swish Patterns to position your product as better than others.
- 5.Installing Anchors in Customers Mind to get desired results.
- 6 Using VAK to enter the world of your Customer
- 7.Unleashing the Power of Neuro Language & Vocabulary to make the Sales happen.
- 8. Changing the limiting MindSet
- 9 Reaching Peak Performance State using NLP.





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