



# Salesforce Capability Building Program

By VATS Consulting



[www.vats.in](http://www.vats.in)

## 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

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### 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-suasion 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

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### 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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