

4 Effective NLP Sales Techniques to Skyrocket Your Sales Efforts



Many have known Neuro-linguistic programming, or NLP, as a wonderful personal development tool. However, the truth is, NLP is much more than that!

In fact, sales superstars around the world have deliberately or subconsciously used NLP sales techniques in all stages of their sales efforts - ranging from prospecting, selling and closing the deals.

Undeniably, sales people are the life blood of any company, and the one thing that every sales person needs is to master salesmanship. Although to date, much has been written about sales and sales psychology, little is talked about the power of using [NLP in sales](#).

Thus, today I'm going to briefly touch on the possibilities of using NLP selling techniques to maximize your sales potential.

But first, why use NLP in sales? And what are some of the simple NLP techniques or tools you can use to prospect, sell and eventually inked more deals for your company?

Personally, for more half a decade, I've achieved tremendous success in using orategies to increase my own sales. And not only me, my clients are also able to duplicate the successes I experienced with NLP sales techniques.

The main reasons why I think NLP always seem to be able to weave miracles into my clients' sales efforts is because it moves them away from the traditional sales approach, to a new level of sales artistry and mastery.

Through the use of NLP in their sales, many sales professionals are able to acquire their desired outcomes much faster and more easily. Some of the NLP tools that I have found especially useful in the area of sales include:

NLP Rapport Building Strategies

In our one full-day program known as "**Advanced selling techniques using NLP**", we go into great length to impart our participants the necessary NLP sales tools to building strong and instant rapport with their clients.

While this may sound impossible to you right now, but establishing rapport with anyone whom you've just can be done easily and efficiently within minutes or seconds. You just need the right tool – the NLP Matching and Mirroring technique.

Through the proper and correct use of NLP matching and mirroring, you can also make others like you since this technique works on the universal principle that people like people who are like themselves.

Using NLP Sales Tools to Elicit Buying Strategies

In the field of NLP, there are various NLP sales tools you can use to elicit a customer's buying strategies.

For example, one of the best tools I personally very much enjoy using is the NLP meta-programs. NLP meta-programs refer to a set of advanced thinking patterns that control what a person perceive.

They may also be defined as mental processes which manage, guide and direct other mental processes. Through the study of the NLP meta-programs, you will be able to find out what your prospect's "hot buttons" are and motivate them to buy your products with ease and elegance.

For instance, do you know the different sales approaches when selling to a prospect who is more 'self-oriented' than 'others-oriented'?

Do you also know that an individual who's self-oriented tend to make buying decisions based on his own judgement, while a person who is others-oriented prefer to consult others for advice before making a decision?

When you are able to elicit their buying strategies, you are thus able to better customize your sales approaches to different individuals whom you are selling to.

Improving on Your NLP Linguistic Skills

By far one of the most powerful tools you can learn in NLP.

Your mastery of NLP linguistic skills will empower you to:

- [Overcome your customers' objections](#) more effectively,
- Build influence on their decision-making process,
- Clarify the real needs and problems of your client or prospect etc...

For instance, through the use of the powerful NLP linguistic tool known as Sleight-of-Mouth, I have come across sales people who have quadrupled their sales income just because they have learned a way to handle all kinds of objection they could possibly face.

On a side note, we even have lawyers who come to us because they wish to master good argumentative skill using this NLP technique...

And Many More...

Of course, there are many other selling strategies that NLP teaches which you can apply in various situations and reap unbelievable benefits through the process.

They include techniques like:

- NLP Negotiation Model,
- NLP 5-step sales process,
- [NLP Anchoring](#) etc...

All in all, I personally believe NLP is one of the only programs out there that offers individuals with a totally-integrated approach in becoming better sales professionals.

To learn how you can better equip yourself with techniques and NLP strategies to increase your sales bottom line, contact our friendly staff now and find out more about how our full-day program on "[Advanced selling techniques using NLP](#)" can be tailored to meet your individual's or company's needs.