Neuro Linguistic Programming

How we’ll make you more Proactively Persuasive and successful.
Neuro Linguistic Programming
By Stephen C Young FIRP

NLP is the practice of understanding how people organise their language, thinking, feeling, and behaviour to produce positive, proactive results.

How to begin

Whilst the work continues, in the mid-70s, John Grinder and Richard Bandler carried out research on modelling the skills of some of the masters of persuasive communication. They called what they were doing neuro linguistic programming.

“Neuro” refers to the neurological process of seeing, hearing, feeling, and smelling and tasting, which form the basic building blocks of our experiences.

“Linguistic” refers to the ways we use language to represent our experience and communicate with others.

“Programming” refers to the strategies we use to organise our own inner thoughts and processes in order to produce results. (What we do)

How does it work?

NLP identifies and defines how our minds work, by developing a practical understanding of these processes we can learn how to achieve the results we seek. The theory says that we all see, or perceive the world differently. Each of us constructs a model of the world in our heads, and this affects the way we behave. Most of our biggest challenges arise from our perception of a situation rather than the reality.

In the context of proactive persuasion and sales if, for example, we have a problem with the price of our products and services or our even our abilities and talents or lack of because of a historic negative experience. If we convince ourselves that the perception is correct it will inevitably become our reality. This is how we use limiting language.
Over time limiting language influences the everyday words we use, our tone of voice, our body language and crucially the powerful subliminal messages we radiate when meeting prospects.

Often this works in reverse, if there isn’t a real problem yet we persistently use limiting language when describing ourselves to others or talking with the little voice in your heads, we limit our potential and shouldn’t be surprised to find we’re unable to undertake certain tasks. We’ve programmed ourselves to believe that perception is reality.

Prospects instinctively pick up the subliminal messages we radiate and make conscious and unconscious judgements and decisions about the sales consultants they meet based on those messages or “gut feelings”.

We mentioned this as an example because essentially our life experiences mould the way we present ourselves the words we use and how we use them to promote the products and services we offer.

When we chose to make our perception our reality by constant limiting language the problem becomes worse. The good news is that we can change some of these negative perceptions, and then change the language we use in order to be more persuasive, reduce resistance and raise responsiveness to ourselves and the messages we deliver to our prospects.

NLP helps us to understand how people do what they do well, for example, someone who are skilled in persuasion and influence will usually do some of the following things:

- Develop a positive mental attitude. They expect to do well and have high levels of self-confidence
- Interprets, or reads the body language of the person with whom they are communicating
- listens effectively and asks relevant powerful questions
- Matches or mirrors the body language of the other person
- Matches the tone of voice used by the other person
- Makes positive eye contact.
- Listens to and copy the words of others, when presenting
Successful people who have this natural talent do these things subconsciously.

As the language patterns of the world’s most successful business developers have been modelled. The Proactive Persuasion Seminar teaches delegates how to incorporate 16 of the most powerful into their sales presentations and everyday conversations.

In addition, you’ll learn the most persuasive technique ever discovered. When it was first created, it was thought too dangerous for public release.

**How can sales people and sales managers use NLP?**

Some of the most popular applications of proactive persuasion and NLP in selling and management are to:

- Learn how to develop high levels of rapport in order to build and enhance relationships with new and existing contacts.
- Smoothly and effectively control and direct conversations towards your goal.
- Be able to redefine any negative statement or objection into a positive outcome.
- Install agreement.
- Identify what really motivates a prospect then tailor a presentation to fit their motivational influences.
- Learn your prospects preferred communication style then converse in that style.
- Remove resistance - Raise responsiveness.

Many more topics are covered in this jargon free seminar, call or email us for more information.

We look forward to seeing you soon.

Click [HERE](#) to return to the page you have recently left.