

# NEURO LINGUISTIC PROGRAMMING (NLP) FOR SELLING SKILLS ENHANCEMENT

## Objectives

- Provide understanding of sales cycle and decision making process
- Design an effective product introduction
- Handle objections and overcome sales obstacles.

## Course Outlines

- ⇒ Introduction and personal objectives
- ⇒ Selling 101 (sales cycle and ALPHA)
- ⇒ Attract (hook lines, intro with impact and pitch with ZING)
- ⇒ Leverage (gain, qualify and obtain permission)
- ⇒ Present (amazing 5-min presentation, hypnotic words)
- ⇒ Handle (preframing objections, 3F method, objection mindset)
- ⇒ Action (obtain sales, closing methods and resistance)



## Speaker's Profile

Soo Hoo Yoon Hunn is a Certified Master Practitioner of NLP and certified NLP trainer and coach.

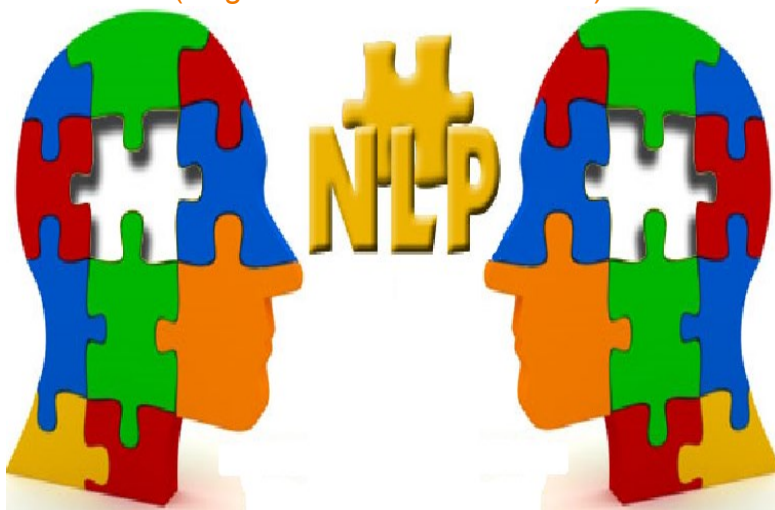
He began his career in the banking field and started own consulting business providing business training to companies

including regional offices from 23 countries. He created the Neuro Action Learning, combining neuro technologies and action learning. He has LL.B (Hons), and is a Certified PSMB Training Facilitator (PSMB).

**Date:** 26 & 27 January 2016

**Time:** 9.00am - 5.00pm

(Registration starts at 8.30am)



**Only RM120 for a two-day training**

## Who Will Benefit

Business owners, top management, strategists, sales & marketing managers and executives

## Venue

MREPC Seminar Hall  
West Wing, Level 36, Q Sentral, 2A,  
Jalan Stesen Sentral 2, 50470 KL

## GPS

3°08'11.1"N 101°41'14.3"E

For enquiries, please contact Ms Madeline (madeline@mrepc.com) at 603-2780 5888



Malaysian Rubber Export Promotion Council

Please log into our website at **www.mrepc.com** for online registration

Effective 1 April 2015, the participation fee is subject to 6% GST.