

# **Hynotic Sales Techniques**

Little Known Secrets of the World's Greatest Sales People



**Dawning Truth**  
Live A Better Life

# The Ultimate in Performance



- **Formula 1 Acceleration**
  - 0 - 100 km/h in 1.7 seconds
  - 0 to 200 km/h in 3.8 seconds
  - 0 to 300 km/h in 8.6 seconds
- **BMW 320i Acceleration**
  - 0 to 100 km/h in 8.2 seconds

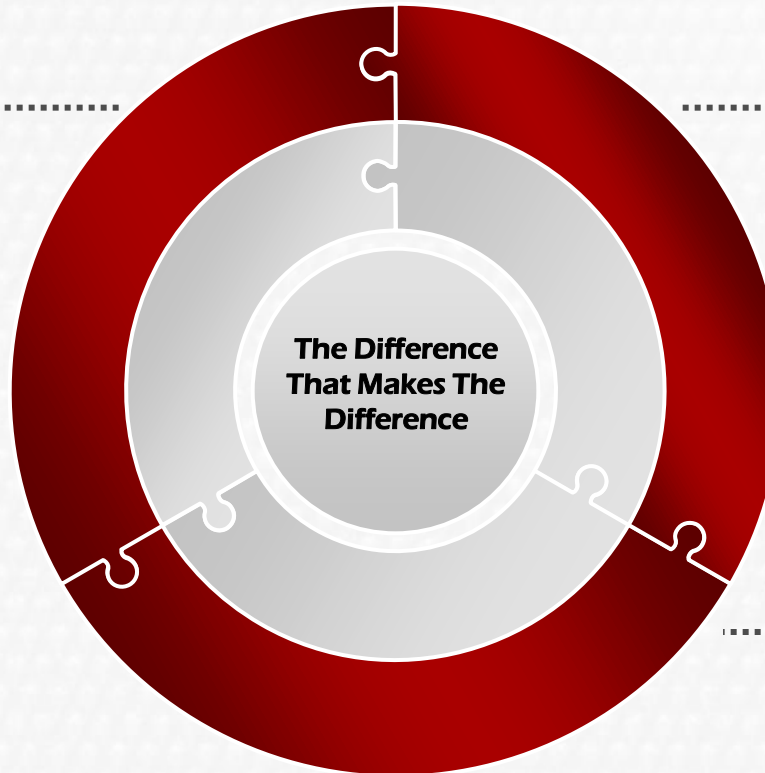
## **Performance achieved through:**

- Pushing the Envelope
- Teamwork
- Best Practices
- 1000's of micro improvements

# Why we can Assist You...

## Best Practices

- Chief Sales Officer (CSO) Insights
- IBM & Microsoft Sales Best Practices
- Sales Performance International
- Harvard Business Review Strategic Planning & Execution practices
- Greatness principles from the books: "The Inner Secrets of Greatness" and "Good to Great"
- Forrester Research



## Knowledge

David Lucas Trained in:

- IBM's Global Sales School
- IBM's Top Sales Talent
- Microsoft's MSSP Sales Process
- Microsoft's 2Win
- NLP Master Practitioner

Author of:

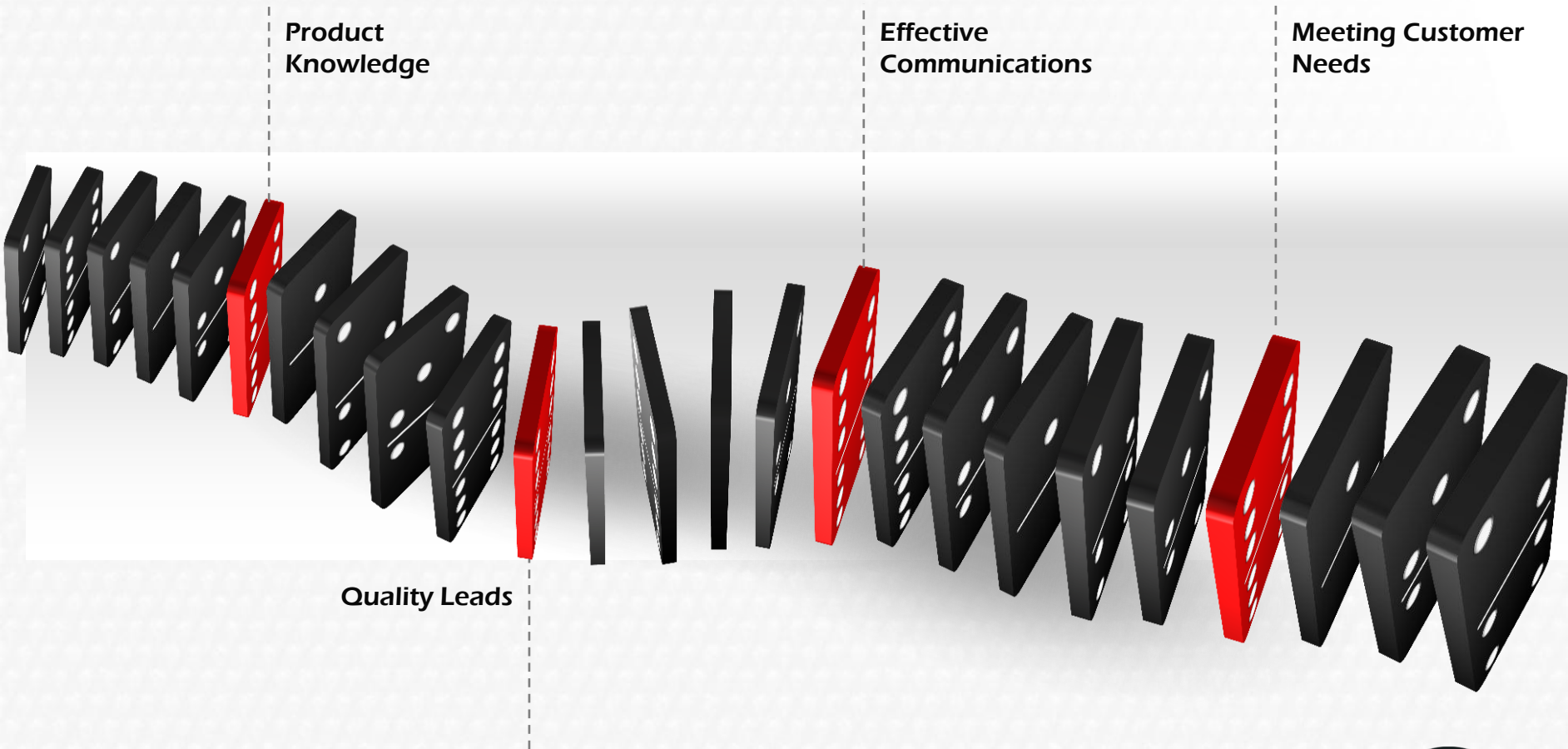
- "The Inner Secrets of Greatness"

## Impact

- Leader in Peak Performance
- Online Websites 2 Million Visitors
- International Audience

# Successful Sales is like Dominos...

**Everything needs to be in place for Consistent Performance**





# Hypnotic Sales Techniques – Are they Real?



- Dr's Donald Moine & Kenneth Lloyd 12 year Sales Achievement Study:
  - Salary Range: Broke to \$800K per annum in personal income
  - Found Top Performers extensively use conversational Hypnosis
  - The key differentiator between Poor and Top Performers

**They don't even realise they are using these techniques...**

**You might be using them yourself...**

# Embedded Commands



- Conversational Hypnosis is Ethical
- It is Driven by the Needs of the Customer
- It is respectful
- It is powerful...

**You may want to picture a  
pink elephant now...**

# Using the power of Imagination

- Can you imagine...

## A Blue Dinosaur...





# Eliciting Customer Needs...

What are you looking for in a...



## New Home

If I could give you that home now...  
would it meet your needs?



# Objections can be your friends...



- They indicate interest...
- Tell you whether or not you have met the customer's needs...
- Tell you what else you need to do to close the deal

**Innoculate your common  
Objections...**

# Sales Emotional Intelligence



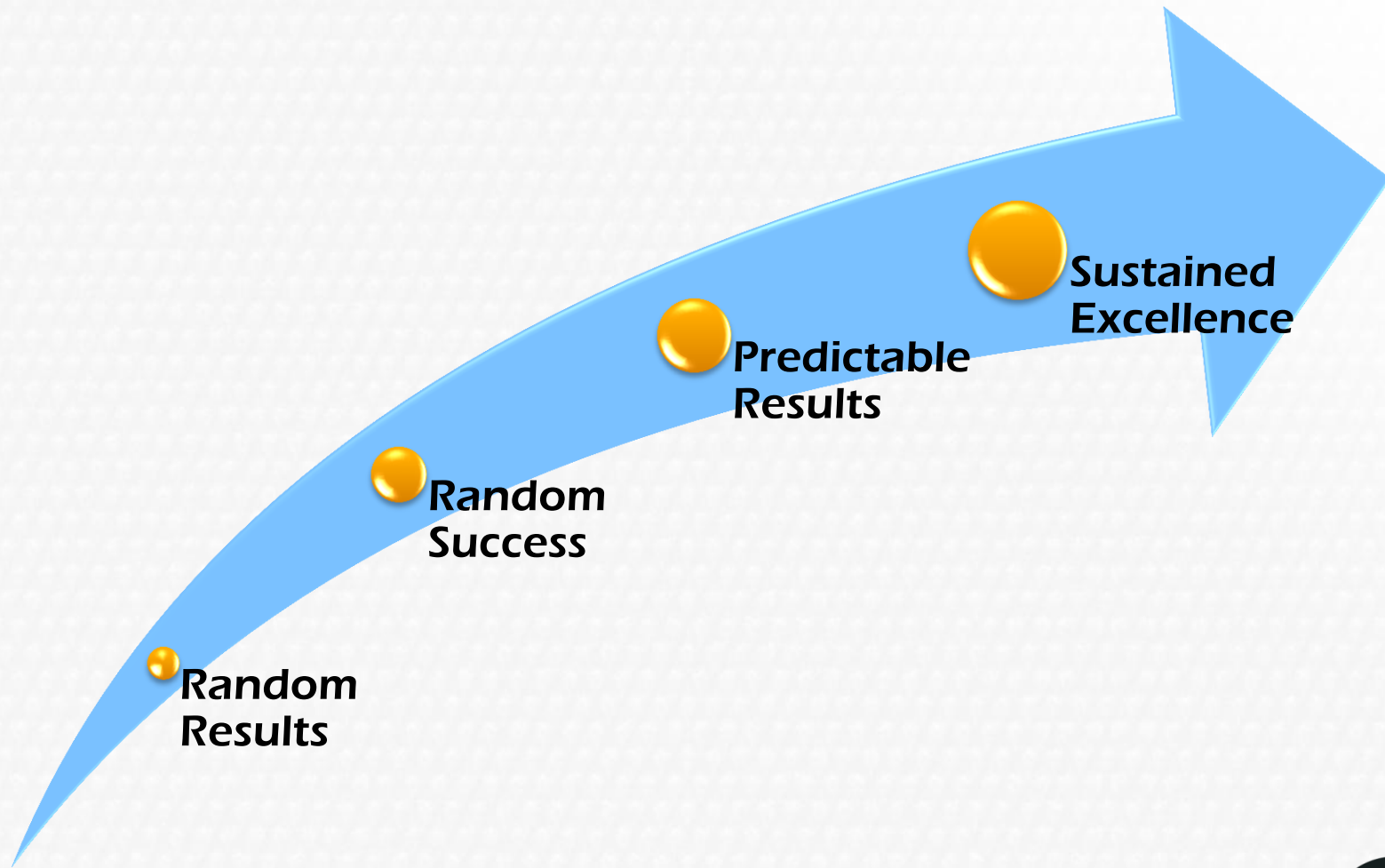
- **Reading Body Language**
  - Tone of Voice
  - Speech Tempo
  - Asking Questions
- **Matching Body Language**
  - Voice Tempo
  - Volume
- **Identifying the Customer's Emotions**
- **Managing your Own Emotions**
- **Becoming the Customer's Friend**



# **Our Sales Training Approach**

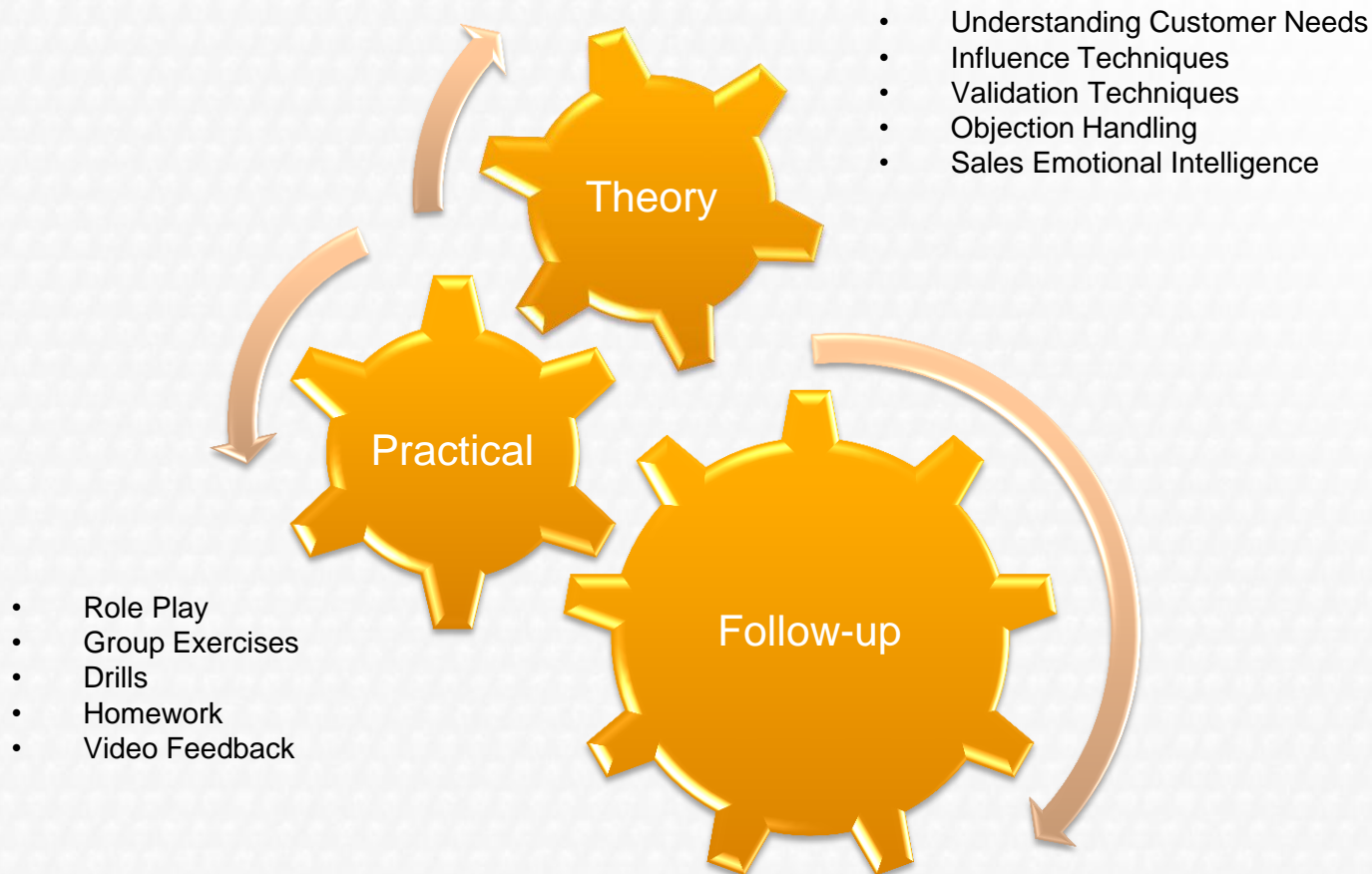


# Greatness Maturity Model





# Training Approach



- Weekly Drill Sessions for Month 1
- Objection Sharing Sessions
- Quarterly Sharpen the Saw Sessions

# Can you imagine...

