NLP Sales Course Workbook

Presented by

Dynamic Breakthroughs

Need ✡ Connection ✡ Value

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Introduction

Welcome to your workbook for the NLP Sales Course. This workbook is specifically designed to help enhance your learning of the NLP Sales Course material. When learning a new system it is vital to your success to involve as many sensory modalities as possible. This entire course is designed to layer the information into your conscious and unconscious mind. Whenever learning a new skill a person goes through four distinct steps. The first step is unconscious incompetence, otherwise known as ignorance. A person then moves to conscious incompetence, as state whereby the persons realizes they don’t know how to perform the new skill. The third stage is conscious competence. This conscious competence is the state where a person knows how perform a skill but has to think about it. The fourth stage is known as unconscious competence. This the magic state where the skill has become a program within the unconscious mind. The skill becomes hardwired, if you will and no longer requires the input of the conscious mind.

Recall now learning to drive. At one point in your life you did not know that you couldn’t drive. You were probably a little kid and couldn’t even comprehend what driving was. At some point you realized that you couldn’t drive. Probably one of your parents informed you of your ignorance. Then it was time to learn to drive, and did it ever take some attention and focus. You had to think about every little thing that you did. At this point you probably drive every day and hardly think about it at all. You’ve reached the state of unconscious competence.

Studies have shown that the quickest way to get to unconscious competence is to involve as many learning modalities as possible.
This course includes the Master Manual which you can read. Reading is a visual and auditory digital endeavor. Then you can listen to the audios which are obviously an auditory modality. Finally you can complete this workbook. I recommend filling it out by hand. When you write something you are involving the kinesthetic learning modality. By using all three modalities, the mind is quickly able to reach that state of unconscious competence. This is due to the layering effect which I wrote about earlier. You expose your mind to the material from many different approaches allowing links between the neurons. This will enable your mind to see, hear, feel and get a sense of the material. Giving you a much richer experience and understanding. Think of the difference between reading about and experiencing an elephant ride. Much different experiences because of the amount of sensory information.

Good Luck and Happy Selling,

Ryan Camana MNLP, MHt, MTT, B.A.
Step 1: Instantly Get In Rapport With Your Prospect

DEVELOPING RAPPORT

According to Webster’s dictionary, rapport is

Based on that definition, what type of relationship should you strive to develop with your prospect?

What do most books, courses and friendly advisors tell you to do to build rapport with a prospect?
What are some of the problems with this approach?
____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________

How do you define the “unconscious mind?”
____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________

What is Milton Erickson’s famous technique for developing rapport?
____________________________________________________________________________
____________________________________________________________________________

Give an example of “matching”
____________________________________________________________________________
____________________________________________________________________________
Give an example of “mirroring”

What should you do to keep this technique from appearing to prospects that you are making fun of them or mimicking them?

This technique is done automatically during intimate conversations because our unconscious mind does this naturally to help us

and

The “matching and mirroring” technique is one way to use the process called

Making a gesture or movement and looking for the other person to make the same move shortly after you is called
Give one example of “leading”
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________

What is the exact order of steps you should take when building rapport with a prospect?
1.__________________________________________________________________________
2.__________________________________________________________________________
3.__________________________________________________________________________

How will you know if you are in rapport with your prospect?
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________

What should you do if you realize you are not in rapport with your prospect?
__________________________________________________________________________
Although rapport is a natural human reaction, what are you really doing when you use “pacing?”

__________________________________________________________________

__________________________________________________________________

When you use the same gestures as your prospect, there is a risk he will think you are doing what?

__________________________________________________________________

__________________________________________________________________

Why? ___________________________________________________________________

__________________________________________________________________

What are 5 specific things you should try to notice when you are face to face with someone?

1) _____________________________________________________________________

2) _____________________________________________________________________

3) _____________________________________________________________________

4) _____________________________________________________________________

5) _____________________________________________________________________
According to experts, body language can account for up to _______% of
__________________________________________________________________

According to studies, to build rapport with a prospect, you should probably tilt your head to the ____________ because it will make you appear more
__________________________________________________________________

The second most important form of communication is the
_______________
of your voice.

When speaking to someone who has a very deep voice, you should always
____________________ your voice slightly to match theirs.

**True or False:** If you are interacting with someone who speaks very slowly, it is extremely important for you to speak very quickly, so they will stay interested in what you have to say.
Why or why not?
___________________________________________________
__________________________________________________________________

Timbre is defined as:
________________________________________________
__________________________________________________________________

You should adjust your voice when communicating with prospects by speaking in a __________ voice to someone who has a raspy voice and in a __________ to someone who has a clear voice.

True or False: It is important to always use a somewhat loud voice to every prospect you meet because it convinces them you really know how to sell your product. T F (circle one)

Why or why not?
___________________________________________________
__________________________________________________________________
What is “reflective listening?”

Why is this not always a good technique to use?

What is “matching words?”

Words can be matched in the following categories
1) 
2) 
3) 
4) 
What is every prospect’s most favored sensory system?
__________________________________________________________________

Words such as “see, make clear, visualize, imagine and picture this” are examples of ________________ terms.

Words such as “feel, get a grasp of, concrete, hard, soft and get in touch” are examples of ________________ terms.

Words such as “hear, sounds good, rings a bell, listen and harmonize” are examples of ________________ terms.

Words such as “sense, experience, understand, think and learn” are examples of ________________ terms.

What are some ways you can use these techniques with prospects in your business?
__________________________________________________________________
__________________________________________________________________
__________________________________________________________________
__________________________________________________________________
__________________________________________________________________
__________________________________________________________________
__________________________________________________________________

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Representational System Preferences

For each of the following statements, please place a number next to every phrase. Use the following system to indicate your preferences:

4 = Closest to describing you
3 = Next best description
2 = Next best
1 = Least descriptive of you

1. I make important decisions based on:
   _____ gut level feelings
   _____ which way sounds the best
   _____ what looks best to me
   _____ precise review and study of the issues

2. During an argument, I am most likely to be influenced by:
   _____ the other person’s tone of voice
   _____ whether or not I can see the other person’s point of view
   _____ the logic of the other person’s argument
   _____ whether or not I am in touch with the other person’s true feelings

3. I most easily communicate what is going on with me by:
   _____ the way I dress and look
   _____ the feelings I share
   _____ the words I choose
   _____ my tone of voice
4. **It is easiest for me to:**
   - _____ find the ideal volume and tuning on a stereo system
   - _____ select the most intellectually relevant point in an interesting subject
   - _____ find the most comfortable furniture
   - _____ select rich, attractive color combinations

5. **I am very:**
   - _____ attuned to the sounds of my surroundings
   - _____ adept at making sense of new facts and data
   - _____ sensitive to the way clothing feels on my body
   - _____ responsive to colors and to the way a room looks

---

**Scoring the Preference Test**

**Step One:** Copy your answers from the previous page to here:

1.  _____ K  
   - _____ A  
   - _____ V
   
2.  _____ A  
   - _____ V  
   - _____ K
   
3.  _____ V  
   - _____ Ad  
   - _____ Ad
   
4.  _____ Ad  
   - _____ Ad
   
5.  _____ K  
   - _____ K
   
   _____ V  
   - _____ V
Step Two: Add the numbers from each letter, above. There are five entries for each letter.

<table>
<thead>
<tr>
<th></th>
<th>V</th>
<th>A</th>
<th>K</th>
<th>Ad</th>
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<tbody>
<tr>
<td>1</td>
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<td>Totals:</td>
<td></td>
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</tbody>
</table>

Step Three: The scores in each column will show your preferences for using each of the four major Representational Systems.

The Representational System you prefer most is:
How might this style of communication affect you:

If a prospect has a different style of communication than you?
__________________________________________________________________
__________________________________________________________________
__________________________________________________________________
__________________________________________________________________

In building relationships?
__________________________________________________________________
__________________________________________________________________
__________________________________________________________________
__________________________________________________________________

When you are selling your service or product?
__________________________________________________________________
__________________________________________________________________
__________________________________________________________________
__________________________________________________________________
Keywords are defined as
__________________________________________________________________

They are important because
__________________________________________________________________

**True or False:** Keywords should not be used to an extreme; use them subtly.  T   F  (circle one)

Content chunks refers to
__________________________________________________________________

**True or False:** The number of words in your sentences should match the number of content chunks your prospect uses.

T   F  (circle one)

Cross over mirroring is similar to another technique called ____________________________________________________________
__________________________________________________________________
Match breathing when you speak will cause your prospect to feel like his words are__________________________________________________________

If you match a prospect’s blinking rate, he will unconsciously have the desire to___________________________________________________________

Think about how you can use these techniques in your own business:

____________________________________________________________________
____________________________________________________________________
____________________________________________________________________
____________________________________________________________________
____________________________________________________________________
____________________________________________________________________
Step 2: Ask Questions

The next step after building rapport with your prospect is to ________________________________________________________________________________________________
______________________________________________________________________________________________

The purpose of doing this is to get as much __________________________ as possible about your prospect.

A good way to start this process is to ask the prospect questions about ______________________________ and ________________________________________________________________________________________________

This elicits the prospect’s _________________________________________________________________________________
True or False: Getting this information from your prospect will help you make correct assumptions about his motives and interest in your product. T F (circle one)

Noticing what predicates your prospect uses will help you identify his ____________________________________________________________________________________________

Describing an automobile's supple leather, the purr of its engine and the feel of its acceleration will help you sell a car to a highly ________________ prospect.

A good way to practice this skill is to ________________ yourself talking about your product by framing your words in ________________, ________________, _______________, _______________ and _______________
______________ ways.

An easy way to use this strategy with a prospect is to simply ________________ the predicates he uses.
Read the following questions then decide if the sentence is framed in visual, auditory, kinesthetic or auditory digital:

“What does a good training seminar look like to you?”

“How do you know when training feels just right? What is it about good training that just feels right?”

“What did you really resonate with at the last training you attended?”

“What specifically gave you that good sense from the training?”

“What great understanding do you hope to get from this training?”

Now circle the specific words in each sentence above that helped you decide what type of framing was used.
Determining what buying steps your prospect used when buying another product or service is helpful to you because
__________________________________________________________________
__________________________________________________________________
__________________________________________________________________
__________________________________________________________________

In addition to a buying strategy, prospects also have a reassurance strategy. This means
__________________________________________________________________
__________________________________________________________________
__________________________________________________________________

After you close a deal, you’ll want to feed this reassurance strategy back to the prospect to make sure that
__________________________________________________________________
__________________________________________________________________
__________________________________________________________________

If a prospect depends upon outside validation from friends to convince himself he got a good deal, you might say
__________________________________________________________________
__________________________________________________________________
__________________________________________________________________
__________________________________________________________________
If a prospect tells you he knows when he gets a good deal because it just “looks right” to him, you might say______________________________________________________________

__________________________________________________________________
__________________________________________________________________
__________________________________________________________________
__________________________________________________________________
__________________________________________________________________

You’ll know you are in rapport with your prospect when ________________________________________ is part of your natural conversation.

How long should Step 2 take?
__________________________________________________________________
If you expect to keep a prospect in the long term, you should always ____________________________ so that you can refer back to them during future conversations.

You can eliminate a prospect’s fear of ____________________________ by finding out exactly what your prospect’s reassurance strategy is and by making purchasing from you easier.
Review what you’ve learned!

Think about how you can use the techniques you’ve learned so far with the prospects in your own business:

__________________________________________________________________
__________________________________________________________________
__________________________________________________________________
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__________________________________________________________________
__________________________________________________________________
Step 3: Find a Need

The objective of Step 3 is to
__________________________________________________________

While this may be obvious, it is especially important because
__________________________________________________________

__________________________________________________________

In terms of a prospect’s answer, a _____________ is infinitely better than a ________________.

Frank Bettger is quoted as saying that ________% of his sales were closed on the first attempt, ________% on the second and only ________% on the third.

Why does Bettger recommend spending more time talking to new prospects, as opposed to long-time prospects?
__________________________________________________________

__________________________________________________________

__________________________________________________________
To determine if your prospect has a need for your product or service, you can use a simple technique called

Other names for this technique include

The reason for this technique is to find out what?

Most people spend ________% of their time on people who aren’t going to buy.

Devoting your time to _________ will increase your

and make it easier for you to sell.
Step 4: Link the Prospect’s Need to Your Product or Service

The purpose of this step is to:

__________________________________________________________________
__________________________________________________________________

Prospects want to hear more about the
__________________________________________________________________

of a product or service than the
__________________________________________________________________

**True or False:** Establish the “how” by giving prospects as many details as possible about the product or service.

T   F (circle one)

The more _____________ you give, the more _____________ you will receive.
A powerfully persuasive technique to use in this step is

_______________________________________________________________

One example of a frame is the _______________________________ scenario.

This technique will help you close the sale easier because it allows your prospect to

_______________________________________________________________

How can you use these techniques in your own business to link your product or service to your prospect’s need?

_______________________________________________________________

_______________________________________________________________

_______________________________________________________________

_______________________________________________________________

_______________________________________________________________
Which of the following words best describes each of the following statements?

**contrast, negative, positive, agreement.**

Asking your prospect to imagine himself making the purchase.

Asking your prospect to imagine himself not making the purchase.

Asking your prospect to compare your product with another.

Agreeing with a prospect’s “I like” statement and linking it to a need they told you they have.
A comparison frame allows you to limit the prospect's

When using the agreement frame, always use __________ but
never use words like __________, ___________ or

_________________________________________________________
One example of how to take a prospect through all the steps just discussed is:

“Mr. Prospect, now that you’ve gotten all sorts of information from me about the car, you read some of the customer reviews I showed you, and you’ve taken a good look at the car. You can definitely see that this is the car you want, can’t you?” (while nodding your head).

Now it’s your turn. Write down a dialogue you can use with your own business prospects. Be sure to use all the steps discussed so far.
Step 5: Close That Sale

Studies show that about _________% of sales are lost by not doing what?

_________________________________________________________________

What one line should you use with your prospect that will greatly increase your success in closing the sale?

_________________________________________________________________

_________________________________________________________________

Your prospect will tell you how to close by saying what?

_________________________________________________________________

_________________________________________________________________

What are some ways a prospect will tell you the words that are important to him?

_________________________________________________________________

_________________________________________________________________

_________________________________________________________________

_________________________________________________________________
When speaking to your prospect over the phone, you will notice which words are important to them when

__________________________________________________________________

__________________________________________________________________

__________________________________________________________________

__________________________________________________________________

__________________________________________________________________

__________________________________________________________________

Is it important to use the EXACT word your prospect uses?

Yes  or  No

Why or why not?

__________________________________________________________________

__________________________________________________________________

__________________________________________________________________

__________________________________________________________________

__________________________________________________________________

__________________________________________________________________

What must you do to close a Perceiver?

__________________________________________________________________

__________________________________________________________________

__________________________________________________________________
True or False: The Perceiver tends to be very orderly in his thinking and will always make outlined, planned decisions.

T   F   (circle one)

What must you do to close a Judger?

__________________________________________________________________
__________________________________________________________________
__________________________________________________________________
__________________________________________________________________

True or False: Judgers may take their time but have a compelling need for closure.

Think about some of your own prospects. Can you decide which category they fall into?

__________________________________________________________________
__________________________________________________________________
__________________________________________________________________
__________________________________________________________________
__________________________________________________________________
Evaluate the following statements. Write a D if it is Dissociated Speech or an A if it is Associated Speech:

______“First, one searches for NLP training companies that are reputable.”

______“Next, one gets in contact with the company and talks with the trainer.”

______“Finally, you sign up and feel great about your future.”

______“So, let’s look at where we are in the process right now. You’ve found our company and discovered it’s reputable.”

______“You’ve gotten in touch with me, the lead trainer.”

______“And you’ve discovered that we share the same philosophy on NLP.”

______“Now, let’s take that final step and get you signed up.”
Now circle the word(s) that helped you decide if the statement was Disassociated or Associated Speech.

Handling Objections

What are three techniques for handling an objection?

1) ________________________________________________________________
2) ________________________________________________________________
3) ________________________________________________________________

If you choose to ignore the objection, you must return to Step 3 because you did not
__________________________________________________________________

Another name for “handling an objection” is a
__________________________________________________________________
Most objections will come down to lack of ______________________ or lack of ______________________________________________________________

When handling objections related to price, it is best to come up with a solution for the ________________ number, and then get the prospect to focus on the ________________ number.

Smaller numbers will look like ________________________________________________________________

to a prospect.

A “final objection close” is basically just a ________________________________________________________________

What are the four major objections people have?

1) ________________________________________________________________

2) ________________________________________________________________

3) ________________________________________________________________

4) ________________________________________________________________
What is a good response for objections related to lack of time or money?

__________________________________________________________________
__________________________________________________________________

What is a good response for objections related to a prospect’s skepticism that your product or service will not work for them?
__________________________________________________________________
__________________________________________________________________
__________________________________________________________________

**True or False:** If you encounter a prospect that seems and looks interested but keeps having objections to everything you say, you could say something like, “we’re just not the right company for you.”  T  F  (circle one)

What this prospect really wants is ____________________ and will test it by keeping you at arms length.
Which closing techniques do you think will be most effective with the prospects of business?
PERSONAL NOTES:

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________