

Unlimited Selling Power

Donald Moine and Kenneth Lloyd

1 The Secret Power of Sales Superstars

The "unteachable" skills of sales champions. Using Conversational Hypnosis to make your presentations mesmerizing. The foundations of mesmerizing selling. Moving beyond your misconceptions of hypnosis. The different levels of awareness. Four ways to communicate irresistible suggestions. Profiting from mesmerizing selling.

2 The Proven Tools of Mesmerizing Selling

Building trust quickly. How to increase sales with the ideosensory trance and amnesia. Influencing what your customer will remember through hypernesia. Motivating customers using Revivication. Motivating customers by putting them into desired emotional states. The future as a sales tool — age progression.

3 Lessons from the World's Greatest Salesperson

How conversational hypnosis works. Who discovered the powers of conversational hypnosis? The four essential steps to mesmerizing presentations. The "Instant Replay" technique. The five key elements of vocal flexibility. How to tell mesmerizing stories that sell. Turning customer resistance into enthusiasm.

4 The Psychology of Trust and Rapport

Trust: the cornerstone of any successful sale. Pacing what you see and hear to build customer trust. How to pace customer opinions and beliefs to build credibility. Skillfully handling differences in opinions and beliefs. How you know when your pacing is working. The secrets of turning objections into advantages. The powerful technique of pacing with action words. Pacing the future to get sales now. Leading the customer by picking up the pace. Three types of mesmerizing leading statements.

5 Creating Sales Presentations that Mesmerize

"Hot Words" that trigger emotions. Using "Hot Words" effectively. When to use emotional language. Powerful methods to direct your customer's attention. Making the sale by taking the sale away. The technique of "Missing Words:" not saying too much. Profiting from "-ly mesmerizing words." The power of "Frozen Words." Unfreezing the customer's decision not to buy. Utilizing the "Vague Verbs" technique.

6 Success with Story Selling

The communication advantage of stories and metaphors. The ten most powerful types of sales stories. Introductory stories. Attention grabbing stories. Product information stories. Stories to overcome fears. Money stories. Ego-enhancement stories. Improved-productivity stories. Family-togetherness stories. Security stories. Closing stories. A skill-building exercise in story telling. How stories can overcome objections and unfreeze resistance.

7 Mesmerizing Metaphors

People are comfortable with stories. People remember stories. The seven best metaphor techniques. How "You Metaphors" capture the customer's attention. Familiar person, place and thing metaphors. Increasing the customer's comfort zone. How to eliminate customer anxiety: the "Other-Sales Metaphor." Using competition metaphors.

8 Questioning Strategies of Sales Champions

Techniques in mesmerizing questioning. Why some customers don't say much. Getting the "Direct Hit": how to phrase direct questions. Some key direct-questioning strategies. Missed opportunities. How to phrase indirect questions. Why indirect questions work so well. Getting positive results from negative questions. Mind-reading questions: building an intuitive link with your customer.

9 A Priceless Commodity: The Sales Script Book

The powerful nature of scripts. What the sales script book is not. Why sales script books are successful. How all salespeople can profit by using script books. The proper method of using a sales script book. The importance of voice-matching techniques. How sales script books foster creativity. Building your own effective sales script book.

10 Scripting Your Word Magic

How to strengthen your sales script book. The best way to build your own sales script book. Some samples of "mastermind" sales script books. Updating for maximum impact. Ways of producing your own effective mastermind sales script book. How script books make every day a great sales day.

11 Breakthroughs in Training Technology

The advantages of using interactive video and interactive audio training systems. Role playing: the most effective interactive training technique. The unique nature of interactive training programs. The four skill-building benefits of interactive training programs. The seven major challenges of old-fashioned role playing and their high-tech solutions.

12 Unleashing the Power of Self-Hypnosis

Using repetition to trigger self-hypnosis. Visualizing your perfect performance. How to transform negative thoughts into positive action. How to use positive images. The four essential characteristics of effective self-hypnosis affirmations. How to get a running start in the morning. The classic steps of self-hypnosis. Programming your post-hypnotic suggestion. How to maintain the benefits of self-hypnosis. Ways to manage stress. The "Mental Vacation Technique." Making sales training work for you.

**Nightingale
Conant**

NIGHTINGALE-CONANT CORPORATION

7300 North Lehigh Avenue

Chicago, IL 60648

1-708-647-0300 • 1-800-323-5552