



Turning Selling into Buying™



Learn Business Influence That Delivers

A series of three powerful 1-day Workshops - June 2011 - Central London



Workshop 1: Determine each Customer's true Buying Drivers

ABC Analysis™ of what Motivates others to Invest in what you Offer | Wednesday 22nd June

Workshop 2: Meetings that Create a Real Desire to Buy

Elicit & Develop their business problem precisely - with a Value & a Solution | Friday 24th June

Workshop 3: Turning that Desire to Buy into a Purchase Order

Creating Commitment & Developing a Buying Plan with your Customer | Tuesday 28th June

Who will Benefit most from Attending?

These workshops are designed to improve the productivity of P&L holders and their reports who want to build revenue which is **bigger & earlier, and to do it more easily & predictably**

This includes owners, directors & managers, as well as anyone directly responsible for the performance of teams in sales, presales, channels, customer support and marketing

What you'll take away from your Investment:

- + objective understanding of what & why anyone would buy from you
- + confidence, effectiveness & accuracy in every Influence Meeting
- + a 'view from the customer' that you've never been able to use before
- + a better qualified, more objective view of your pipeline of business
- + a channel that works as a true extension to your own team

A Unique Collaboration

These very significant workshops are brought to you by Holis Associates Inc - worldwide developers of the [Fearless Selling® Certification Programme](#). Having now spent 8 years successfully transforming the Business Communication & Influence of companies in Canada, Europe and the USA, they now work in close collaboration with PPI Business NLP Ltd, one of the UK's [leading Business NLP Training Providers](#)



Holis Associates have modelled the 'best of the best' in sales, management and in channels to discover the patterns that they use to be so effective. These are now combined with the best of cognitive psychology and the disciplines & structures of business NLP. To ensure that the change you make from the workshops does 'stick', PPI Business NLP brings ten years of highly effective coaching experience



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Investment and Logistics

Each workshop starts at 10am (coffee & networking from 9:30) and ends formally at 4:30pm. All delegates are then invited to a one hour surgery to discuss & address individual issues.

The investment is **£450** +VAT for individual workshops.

A discounted price of **£1200** +VAT is made for the complete series of three.

Payment can be by company purchase order, credit card, cheque or bank transfer and must be received at least two weeks before the workshop

The Location is an easily accessible training centre in Central London, within a few tube stops of both The City and West End. Lunch and refreshments will be provided

Workshop Summary:

Day One - ABC Analysis Theory & Practice	
How Buying & Selling really works	What motivates Anyone to Buy anything
The BCI™ Framework and why it works - over & over...	The full Business Communication & Influence structure
TakeAways™ & ROI (Return on Investment) Frames	What they are ... why they'll transform your business
Precision Questioning 1 & 2 for Business Influence	Levels 1 and 2 - Theory, Demo, Practice & Discuss
A full ABC Analysis™ + Elevator Pitch Suite	Practice on dummy offerings, completed for your own
Day Two - Meetings that work For You	
Preparing yourself, your client & your case	Making every Influence Meeting effective & efficient
The GECKOS™ call framework & 'Solution Definitions'	Consistency & Objectivity - demo, learn & practice
Precision Questioning 2 & 3 that generate value	How to turn a small opportunity into a bigger one
Control, Direction & Turning Selling into Buying	Great techniques for keeping control politely...always
Convincers™ - when & how to create and use them	Making that Desire To Buy stick and stay strong
Day Three - Turn Buying into Ordering	
The Buying Plan and Precision Questioning 4	How to move 'The Close' to a minor rôle - and frequently
Creating your own Convincers and ROI Framework	Real, coached development of your own offerings
Using Precision Questioning 5 to maximise ROI	Business reframes for use in planning and negotiation
Creating and Presenting your Proposal	Fearless Presenting Introduction and Development
Making a channel or partner network really effective	Applying the full BCI to help a partner sell as well as you

How to Register

Either simply register interest or actually book now (with a **10% discount** for 'early birds')

Call Michael Beale for more details on +44 (0)1908 506563 or go to [PPI Register](#)

Call Trevor Wilkins for info on +44 (0)20-8133-3574 or go to [Holis Register](#)

Paste http://www.ppimk.com/btn_check_dates_and_offers-1.jpg into your browser if the links above don't work

Certifications & Guarantee

Successful completion of all three of these modules can count towards PPI's Business and NLP Master **Practitioner Accreditation** **and** towards Holis Associates' **Fearless Selling® Certification**

You're also fully covered by PPI Business NLP's **no quibble** guarantee