

## **To close more sales, open your mind with NLP...**

**Author: Cebotari Lilia  
Ling.cons.: Olga Zingan**

*Neuro-Linguistic Programming (NLP) is a new field, concerned with the processes of how we live our lives, our patterns of behavior and communication. Using NLP techniques and strategies, a person can become more motivated, boost sales, and dramatically improve work performance.*

In the early 1970's a 20 years old psychology student at the University of California, Santa Cruz (Richard Bandler) met and befriended an associate professor of linguistics there (John Grinder). Bandler had originally majored in mathematics and computer science but had switched when the field of behavioral sciences piqued his interest. For this reason NLP is usually said to have been created by a linguist and a computer programmer [1].

There is no one single definition of NLP broad enough to encapsulate the breadth and depth of the subject matter. NLP has as many definitions as there are people practising it.

“The name of the field refers to (Neuro) the human nervous system, including the brain and the five senses, (Linguistic) the verbal and non-verbal languages which we communicate with and (Programming) the ability to structure our neurological and linguistic systems to achieve desired results”[1].

NLP is an ATTITUDE, characterized by: the sense of curiosity, the sense of adventure, and a desire to learn how to find out what kinds of communication influences somebody, and the kind of things worth knowing...to look at life as a rare and unprecedented opportunity to learn.

NLP is a METHODOLOGY based on the overall operational presupposition that all behavior has a structure and that structure can be modeled, learned, taught and changed (re-programmed). The way to know what will be useful and effective are the perceptual skills.

NLP has evolved an innovative TECHNOLOGY enabling the practitioner to organize information and perceptions in ways that allow them to achieve results that were once inconceivable.

The study of NLP is an extremely effective methodology for self development and personal growth, but it can also be applied to other areas of life, such as psychology and counseling, education, business modeling, management development, sport performance, media and advertising, marketing, communication etc. However, the practical application that surprises people the most is in the world of business [2].

Any good NLP Practitioner course would be great for a sale professional either front line selling or a sales manager. In NLP there are techniques that are applicable in face to face or telephone sales situations and can be applied to product or service sales.

Any sales person attending an appropriate NLP practitioner course will increase their performance by at least 20% and probably much more.

NLP will enable the sales teams to:

- Compel People to buy
- Understand the factors that drive overwhelming desire
- Control their own frame of mind and ensuring results
- Improve Marketing Messages and Presentations to influence customers beliefs, values and expectations
- Understand Customers Buying Patterns
- Develop advanced media communication skills [3].

I think that NLP is the art and science of excellence that arms you with the appropriate filters for perception.

### **Bibliography:**

1. Joseph O'Connor & John Seymour" *Thorsons*", 2nd Revised edition (Jan 2003), p.9, p.23
2. Genie Z. Laborde, *Influencing with Integrity: Management Skills for Communication and Negotiation*, 2006, p.32
3. [www.nlpacademy.co](http://www.nlpacademy.co)