

COURSES

> Enterprises <

Contents

Seminar 1

Practical NLP applications for enterprises

Seminar 2

NLP tools for successful sales

Seminar 3

Creating an Organization "Capable of Learning"

NLP practical applications for Enterprises

Constant changes within international markets force businessmen and businesswomen and modern enterprises to acquire new ways of thinking, a search for an epistemology for meeting today's challenges.

Our course focuses in how to motivate and influence staff so as to help them improve performances in an absolute way. By means of a precise handling of values, a new vision of understanding motivations is acquired.

This first seminar was designed as a practical way to apprehend those tools and strategies needed for creating novel organizations, while being able to motivate high performances in staff and co-workers, with results attaining extraordinary achievements.

NLP Tools for Successful Sales

Increasing the company's share within highly competed markets is today's chief goal of managing. This objective can be reached by means of providing your sales staff with novel tools so that they will be empowered to meet the figures your enterprise is aiming at.

NLP represents a new set of tools that make possible reaching those numbers your sales department is seeking, as your sales staff get to fully take benefit from their personal resources as well as from those of co-workers having proved to be successful.

OBJECTIVE:

This course will give participants tools designed for improving their results as salesmen and saleswomen. It focuses on increasing likeliness to attain much higher results.

CONTENTS:

- Structure of sales
- Three perspectives for analyzing the sales process
- The language of senses
- Representational systems
- Patterns of language
- Styles for asking questions
- Elements of a sale
- Approaches for selling
- Strategies for buying
- Closing a sale

- How to handle objections

METHODOLOGY:

Brief theoretical expositions

Applying revised concepts practices

INSTRUCTOR:

Gustavo Zepeda Carranza, Consultant in NLP (Certified by Robert Dilts)

DURATION:

12 hours.

Creating an Organization "Capable of Learning"

A Capable of Learning Organization creates the necessary conditions for integrants to enable them to learn from every situation being faced, in spite of highly changing today's markets. Our seminar is built on a five elements axe, which have been defined by Peter Senge:

- Team-work learning
- Thinking from a systemic point of VIEW
- Shared Vision
- The use of Mental Models
- Individual Mastery

Participants will discover Generating Knowledge and learn to use it. Subsequent evident improved results can be expected to be found regarding competitiveness, within quality for sharing experiences and reflected in a highly productive team-work.