

A close-up photograph of a person in a dark blue suit jacket and tie, adjusting their cufflinks. The person is wearing a watch with a dark face and a metal link bracelet. The background is blurred, showing the person's legs and brown shoes.

# SECRETS OF SALES EXCELLENCE WITH NLP

Ranjit Singh Khuller

# Popular Reasons to Attend NLP Programs

- Design the Successful Life you want
- Be Self confident and achieve great results in life
- Effective Public Speaker
- Be your Best in most situations
- To know the purpose of life
- Develop vision for life
- Accelerate your ability to Learn rapidly
- Become more Flexible and Powerful in your communication
- Remove the Emotional Charge and Be Free from unpleasant memories
- Breakthrough Limiting Beliefs and Fears
- Create and build better relationships
- To develop selling skills
- Resolve Inner conflicts
- Master your mind to transform your thinking and improve your results
- Understand how language actually creates experience
- Deal with anything from the past that limits your success
- Make more effective decisions
- Discover how to make and maintain rapport
- Master your mind and your emotional states



## **PREFACE**

This book provides an understanding of sales beyond its processes. All things related to sales, which work at the level of behaviour and psychology, are explained here with the concepts of NLP. People who sell successfully don't just follow the sales process as a ritual but they also understand the principles behind the process intricately. The book herein covers information to develop understanding and comprehend customer's language, easily build rapport with them so that they not only buy the products but also feel happy to maintain a long-term relationship with us. Sales people work hard and have a clear vision of their work. The only difference between excellent and mediocre sales person is their 'mindset'. As we go through the chapters we will learn a number of techniques to transition from average selling to successful sales performance that we aspire to achieve.

## ACKNOWLEDGEMENT

The inception of my NLP journey was with Mr. Hitesh Rajpurohit (TATA AIA colleague and my co founder in Sprouts Change Pvt. Ltd.), He gave me a brief understanding of it after attending one workshop in Delhi. He further introduced me to his trainer, Mr. Ashok Subramanian, a pioneer of NLP in India who worked with Sue Knight introducing NLP to many more in India. My understanding and learning of NLP , taken from Mr. Ashok Subramanian and Ms. Uta Langley, helped me to explore new ways of working with the participants, giving experience and insights that helped me write this book.

In all the six days practitioner workshops I organised, I made strong connections with participants on personal and professional levels, with the help of NLP concepts. Each time one or two participants from the cohort suggested me to put my learning down in a book, so that the people who are unable to dedicate 6 days to a program, can as well benefit from the knowledge. I'd like to extend a token of thanks to Mr. Anil Bhardwaj, Mr. Kuldeep Mehra, Mr. Rajesh Raj Grover, Mr. Kuldeep Singh, Mr. Sanjeev Erry and Mr. M.K Chopra for inspiring me to write this book.

Once, while working on a Master Practitioner program in Palampur, I was deeply involved in a discussion with the participants, Abhisheq, Vikas and Manju about impact of NLP in sales. I heard few incidents where these people implemented NLP at their workplace and received

positive results. That moment again became a turning point for me. I felt more confident to write a book, with the understanding on NLP, dedicated to the sales industry. I reckon that this book could not get to its completion without the help of Ms. Kanushikha yadav who read, edited each chapter and offered suggestions for creating an impact of the book. I'd also like to thank Mr. Shantanu Pancholy and Mr. Narinder Jit Singh, my brother, for helping design and print the final product of this book.

I'm also grateful to Mrs. Anshu Harsh, editor of Simply Jaipur magazine, poet, social activist and a wonderful parent, whom I have known and admired for long as a strong lady. I never thought that she would publish my first book, making my journey from a NLP trainer to an author an easy one.

Lastly, being a family person my work could not be completed without the support of my wife (Harmanpreet Kaur), children (Chetan & Dev) & my Parents. So I'm thankful to them for giving me space and time patiently to my work on the book.



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# Chapter - 1



## INTRODUCTION

Excellence in sales is a mystery. Those who achieve it don't easily share their skills & secrets, primarily because they are doing it unconsciously without even realising it. The ones who have not, are clueless as to how others are finding solutions to the business deals? NLP, called as the science of excellence, is also known as the catalyst for fast results. So, what can be done to benefit from NLP to achieve better target and how can it be applied to sales specifically?





*"Sales excellence is to be achieved,  
nobody is born with it."*

To understand it better let's first look at the history of NLP.

NLP was co-created by Richard Bandler and John Grinder in the 1970s. Their focus was to model the successful people from different fields. Some of the prominent personalities include Friedrich Salomon Perls who is better known as Fritz Perls, a noted German psychiatrist and psychotherapist. Perls had coined the term 'Gestalt therapy' with his wife, Laura Perls, in the 1940s and 1950s. Others like Virginia Satir, an American author and therapist, known especially for her approach to family therapy, a pioneer in the field of family reconstruction therapy. She is widely respected as the "Mother of Family Therapy" and, Milton H. Erickson (known for Clinical Hypnosis), they discovered similar patterns of behaviours and beliefs in these individuals which made them extremely successful than their peers. As a result they created a modeling process and other techniques to acquire excellence from the practices of these successful people which they follow in order to achieve and sustain the desired results.

In simple terms, NLP is like programming the language of the brain to get the desired results. So yes, can be applied to sales very effectively! Sales generally involve two parties, one has the desire to sell and another is looking for a good product. Both of them strategically use language, to get a lead on another and

# NLP

## **Linguistic:**

How your Verbal & non verbal communicates. how you use words to influence your mind and body, as well as people around you. You speak what you think.

## **Neuro:**

How your mind think and process information, stores memories for interpretations and analysis. You think what you perceive from environment.

## **Programming;**

How your behaviour, idea and reactions reflects to outer world and creates a pattern. These patterns dominate life decisions. Body reacts what you say.

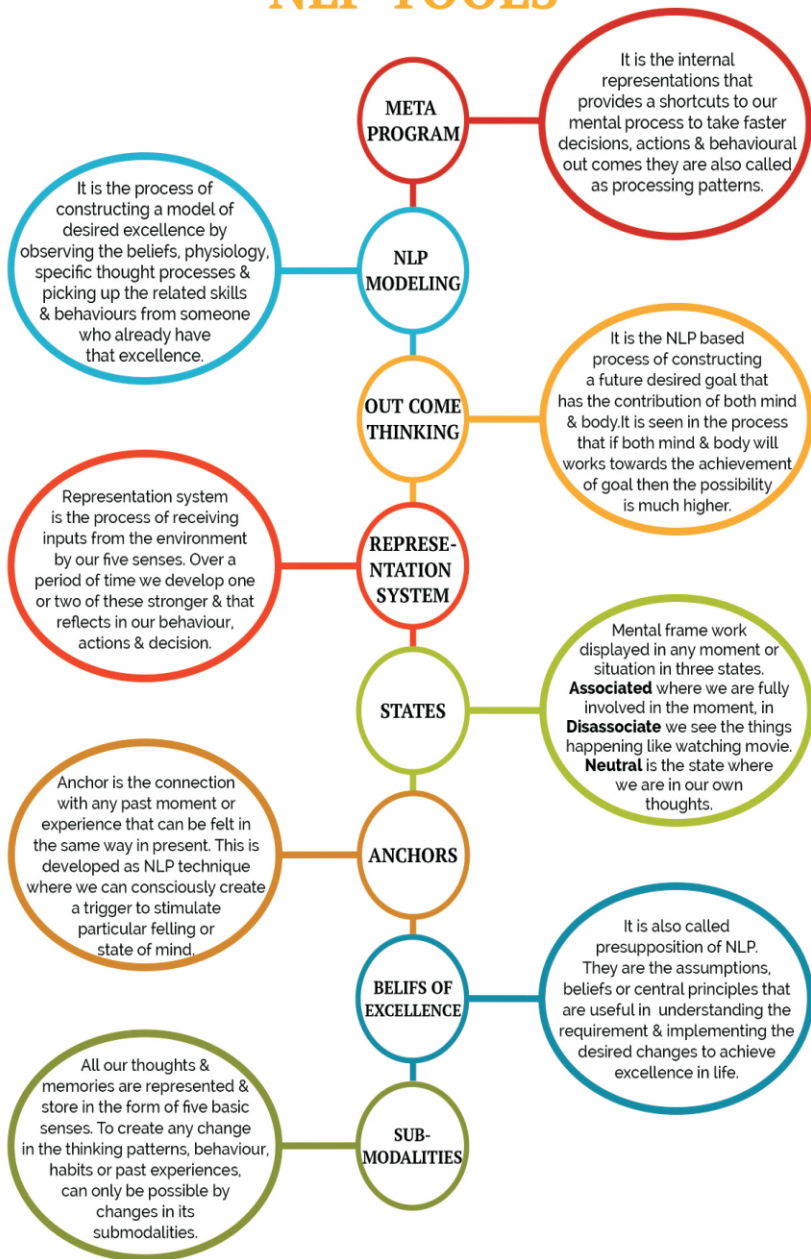
both use their minds to the fullest.

Some might think as to what good may possibly come out of this process? We may find the practical process a bit complex but it is simple indeed. The outstanding outcome that we desire can be attained by giving specific communication to our nervous system.

Our mind only executes commands which are very specific in nature. On the contrary in case of generic instructions it gets confused and denies acting accordingly. For example, a person wishes to be the best salesperson for his company but wants to deal with a particular kind of customers only. He also thinks that his competitor has better products than his company. Technically, with all these instructions, our mind gets confused and will not be able to proceed further. While we should have our competitor's information, we also need to have complete confidence in our own products. A suitable statement in this case would be, "I have complete confidence in my products and me that people will surely buy my products". Here our mind gets simple instructions to follow. It is easy for our mind to follow instructions that are brief, simple and delivered with confidence.

NLP is also a researched and accepted interpersonal communication model. It follows approaches to human psychology based on the study of language, how it's communicated (coding and decoding) to form powerful techniques that lead to lasting personal changes? So it influences our personality, the way we communicate with self while thinking and with others in various situations. Further in the book , we will learn in detail the ways to master communication for the purpose of sales.

# NLP TOOLS



In almost all companies, sales people get the same sales induction training. They also learn similar sales methods, processes and techniques. Even the products or services are same, with the same prices, for all the individuals. Moreover, they work in similar demographics and more or less similar/equal number of territories. Irrespective of these similarities, only a few are able to generate good sales and over achieve their targets to participate in the profit margins of the company. Whilst many others just fight hard as to achieve their minimum target and survive in company. Now, why is that so?

Sales involve two parties, one has the desire to sell and another is looking for a good product. Both of them strategically use language, to get a lead on another and last but not the least, both use their minds to the fullest.

Apparently, the successful sales people think and perform beyond the ideas of good products/services and the methods and techniques taught to them. What exactly do these successful sales people do? That is the key to understand and then model\* the same attributes. Sales superstars see their work distinctively; they have a different mindset to process sales outcomes.

Once we identify the NLP, the beliefs and values

\*refer NLP tools fig

behind these patterns and most importantly the way of applying those patterns. The projected behaviours to influence customers and also themselves us clarity about the success areas. Thereafter all those patterns and traits can be modeled. If we can follow those patterns, behavior, beliefs, capabilities and understand their environment then we can also get similar results. This is just one demonstration of how 'NLP' can be applied to the field of sales.

#### Identify the NLP patterns in Successful Sales Professionals

- ✍· Ways of application of tasks
- ✍· Beliefs and values
- ✍· Projected behaviours to influence customers
- ✍· Following the sales process

#### **Design your success mantras**

In order to get to the core of the analysis and conclude the use of NLP, we should understand the points mentioned below:

1. What can be done to produce best possible sales results and how?
2. How can we duplicate sales excellence effectively in a short period of time?

NLP has simple answers to these questions. It uses the technique of modeling to achieve sales

# NLP MODEL





excellence in a short period of time. Unknowingly, few industries use it in their process / sales training already. For instance, how new employees are asked to take part in joint sales calls with the experienced successful employees. Lack of a specific training to use this strategy and its execution may not give desired results. This approach can be powerful and has immense potential if realized. The very idea behind these joint calls is to identify the traits and habits of the existing successful people and create a model\* that can be duplicated to get similar results again.

In business, the successful professionals get results/ positive outcomes by identifying the success factors in one or more sales dealings or with the particular set of customers. They consciously duplicate them in other dealings as well. Thus, understanding and experiencing a proven system, their secret to success and duplicating it during similar set of situations or customers gives them an edge. With diversified experiences and due time it may be improved further. It sounds so simple and thus hard to believe, however there authentic researches that clearly show how people are getting guaranteed success using these techniques.

Shiv Khera, a motivational speaker and author

had said, "Winners don't do different things. They do things differently". NLP also has this basic belief proven manifoldly. The real thing that matters is not about the company, product, team and prices. Rather, it is what we choose to visualise and how we utilize our strengths resourcefully. The former factors give internal confidence to a person and the latter provide resourcefulness. This resourcefulness comprises insights from the positive experiences in life, when positive behaviours were directly implemented and also learning from negative experiences. This is the reason why in interviews HR and senior leaders are keen to know about the candidate's performance in the last organization. They know that it is the person that matters most in sales irrespective of the company or product. If a person has performed well with any company, he/she can duplicate the behaviour in the new company as well.

NLP is like a tool to develop understanding and create strategies for the needed changes. This may sound difficult to comprehend and implement but let's look at it in a simple way: Teaching certain habits to a dog and

The real thing that matters is not about the company, product, team or the prices. Rather, it is what we choose to visualise and how we utilize our strengths resourcefully.

making it follow some patterns, alters its behavior in the manner the master desires. It also takes into account the surrounding space (home/farm/flat, etc). From the psychological and behavioral science perspective, people can actually duplicate the same. After all, we humans are a civilized lot, are we not? Building from the successes of our family members or a figure in the society (observing what actually works) is one of the fundamental aspects of learning. As we see, in the present world money is one of the most powerful factors for sustaining, so we all work towards earning more and more money. Similar is the sphere of technology, as all the new or advance technology is generated mostly on the basis of previous discoveries.

The basic principles of NLP are about our ways of thinking, how we know what we know and what is the learning style? We consider NLP as a science, as it is 'systematically' arranged and documented than many other behavioral sciences which are vastly 'subjective' in nature. An individual can observe and clearly identify the different patterns\* in others with the help of NLP. As a scientific approach, the meta programs\*(micro level patterns/programs\* at unconscious level) provide a clear stencil to understand behaviour or responses and make strategies in a flexible way. NLP is more

approach has so much depth to it which needs to be grasped and a lot also depends on the state of mind of an individual.

NLP experts observed and further analysed some common meta programs\* & patterns\* displayed by successful sales professionals. They are mentioned below:

- They are pro-active (instead of reactive) in their approach.
- Their actions are directed by well-formed outcomes with set of positive beliefs
- They are flexible in approach; they can make changes to their thoughts and work as per the need of situation and people around.
- They are extremely observant, even of the non-verbal or micro level changes.
- They use metaphors effectively, like stories, incidences, future imagination, visualisation etc.
- They enjoy interacting with difficult (resistant) clients (who go in deep exploration before making any decision), and see them as contributors to growth and exposure.
- They respect the clients and treat them as someone who would help them achieve success.
- They are high on either intuitive or sensory skills.

- They display the common skills (that we all have like basic etiquettes, communication etc) in their work along with meticulousness and with purpose.
- They take risks frequently to learn new things and engage in new experiences.
- They work to generate a range of behaviors in themselves after the different responses that they receive.

Understanding these patterns acts as a proof that sales excellence can be modeled and worked towards. This also proves that the success of sales person goes beyond the ideas like working for a big company, or good products/services, or buying those products/services and/or just learning the sales techniques or processes. It is now evident that our behavior and actions actually are just results of our state of mind. The initiator of every action/non action is a thought (which ultimately creates our mindset). In fact it's all scripted in the teachings of Buddha, The Gita, The Qur'ân and The Guru Granth Sahib. It's the same basic principle, 'Awareness of your thoughts provides answers to all your actions'.

Our behavior and actions actually are just results of our state of mind. The initiator of every action/ non action is a thought.

Once, Lord Buddha was preaching his disciples and suddenly a fly came near his ear. He immediately used his hand to shoo it away. His action was quick and the fly, flew away. After a few seconds Lord Buddha repeated his action but this time slower. One of his disciples informed that the fly had already gone. Buddha responded, "Yes, I know." The inquisitive disciple further asked him, "Then why did you repeat the same action but slowly? To tell you the truth, it was so slow that even if the fly was there, it would not have flown away." Buddha replied "My first action was a result of an unaware state and the practice I am following now is to be in complete awareness. Hence I repeated the action with full awareness".

So the first step in order to achieve huge success in life is to change mindset/ beliefs. Only then one can get a chance to achieve great positive results. A resourceful state of mind is the most powerful asset. Our achievements are a result of the state we have been in and the behaviors we displayed, accordingly, in different situations. It has been noted that changing mindsets is what most successful salespeople were after, whenever, they sought success.

NLP gives a very clear idea that whatever our

mind encompasses eventually turns out as our reality. After knowing this, the important question worth pondering upon is that how can one make the monkey mind (who can't sit still and focus on one point at a time) sit and only meditate over the strategy to gain success in sales. The basic points and practice that can help here are:

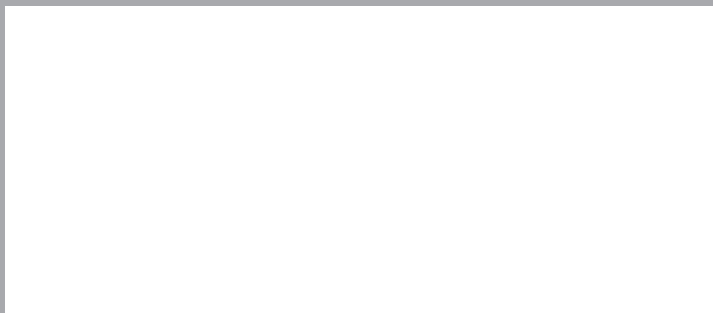
1. Construct powerful positive thoughts which become your dreams/visions/ purpose for achievements and also provide directions.
2. Well formed dreams/visions/purpose lead to actions.
3. Even a small action towards your dreams/visions/ purpose turns to become a habit.
4. Consistency in well directed habits makes you a successful salesperson and ultimately helps build your destiny.

### Activity-

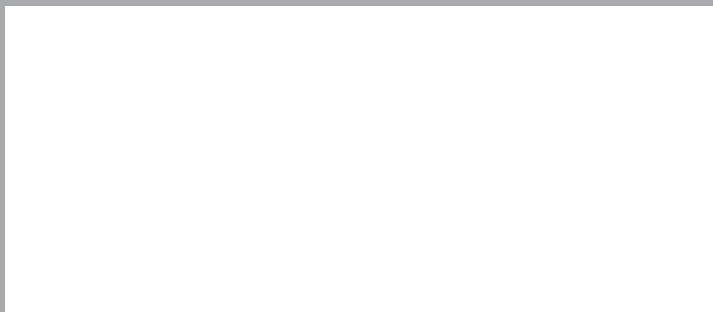
Note down the answers for the following points:

1. Recall and collect the past sales experiences of your life.

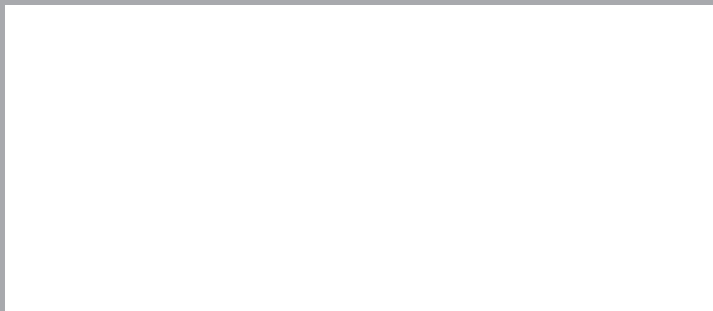
2. What beliefs and thoughts were alive in you while you performed for sales?



3. List down your learning from the results (success or failure) from those sales.



4. Who were your role models from or outside the companies?





5. What are your lessons so far from all the experiences?

# Chapter - 2



## UNDERSTAND SELF WITH LOGICAL LEVELS

Those who know NLP will probably understand the Robert Dilts's Neuro Logical Levels model well. It gives great clarity around our actions, direction of behavior and the results we receive from them. It also aids our understanding around the questions of 'what do we do?, how do we do it? and why so?, what is the actual purpose that we are serving within?' If we need to achieve powerful results and sustainable changes in life, personally or professionally, Neuro Logical Level works at a core level.

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