

SALES PSYCHOLOGY WORKSHOP

APPLIED NEUROSCIENCE TO ENHANCE SALES EFFECTIVENESS & IMPROVE PERFORMANCE

6 & 7 AUGUST
CLIFTONS SYDNEY

14 & 15 AUGUST
CLIFTONS MELBOURNE

EXPLORE

- ▶ Explore the relationship between neuroscience & effective sales techniques
- ▶ Key skills & techniques to build rapport & high-value relationships
- ▶ Understanding the psychology around decision-making
- ▶ Communication strategies to achieve influence - Language choice, mirroring
- ▶ Neuroscience behind trust & building relationships
- ▶ Purchasing drivers & motivators

EXPERT FACILITATOR

Sydney



Vanessa McCamley
Organisation Learning & Development Consultant
EnHansen Performance

Melbourne



Tanya Camilleri
Coach & Neuro Sales Trainer
EnHansen Performance

START YOUR LEADERSHIP JOURNEY!

Call +61 2 8239 9711 Priority Code - 1



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ABOUT THE EVENT

Around 95% of a customer's purchasing decisions are made at an unconscious level. No matter how good your sales process is, teams must truly understand the brain of the buyer to gain an edge in today's competitive market.

Neuroscience explores how the brains of the buyer and seller are acting and reacting. By applying this powerful knowledge, you will develop a deeper understanding of how your customers think and unlock smarter, more effective sales for your business.

The value of applied neuroscience for a high-performing sales agent, team or manager should not be undermined. You will develop a sharper understanding of the psychology behind every sale and be better equipped to thrive in a high stress environment. You'll also maximise your cognitive and creative problem solving capabilities and take your business's performance to the next level.

This specially designed two-day course will explore the powerful relationship between neuroscience and sales. You will walk away with a practical understanding of the psychology around decision-making, the science behind trust and clear communication strategies to achieve influence.

WHO WILL ATTEND?

Aspiring, emerging and existing sales professionals across industry, including:

- ▶ Sales Manager / Director
- ▶ National Sales Manager / GM Sales
- ▶ Sales Executive
- ▶ Account Manager / Account Executive
- ▶ Key Account Manager
- ▶ Inside Sales Manager
- ▶ Channel Manager / Director
- ▶ Business Development Manager / Executive
- ▶ Territory / Regional Sales Manager

INTRODUCING YOUR FACILITATOR

SYDNEY

Vannessa utilises Neuroscience evidence-rich, brain-based strategies to increase performance, productivity and revenue, with a reputation for excellence both in Australia and internationally. Along with an Advanced Diploma in Neuroscience of Leadership, she has over 20 years of business experience across a wide range of industries that helps relate and engage participants. Prior to running her own consulting business, Vannessa was the head of Sales Productivity and Enablement for global IT Security Organisation Trend Micro and contributed to over 30% increase in sales revenue.



Vannessa McCamley
Organisation Learning &
Development Consultant
EnHansen Performance

MELBOURNE

Tanya Camilleri is an experienced coach, facilitator and change practitioner with a clear passion for personal development. She is a professional with a warm personality and a positive outlook on life.

Tanya is a trained Neuroscience Coach and has her Associate Certified Coach accreditation through the International Coach Federation. She has current coaching clients at a senior executive, middle management and workforce level. Her business offers experienced neuro-leadership coaching, facilitation of programs and customised team development workshops.



Tanya Camilleri
Coach & Neuro Sales Trainer
EnHansen Performance

DAY ONE

Neuroscience and the psychology of sales

- ▶ Explore the relationship between neuroscience and effective sales techniques
- ▶ Unveil the true decision factors in your customer's brains
- ▶ Understand the reptilian brain and its role in decision-making

Communication strategies to achieve influence

- ▶ The importance of language choice and mirroring
- ▶ Improve messaging to include emotion, visuals and storytelling
- ▶ The power of simplicity to achieve impact and influence

Purchasing drivers and motivators

- ▶ Understanding the psychology around decision-making
- ▶ Social motivators influencing whether someone will buy from you
- ▶ How to influence more effectively

Questioning and listening skills

- ▶ Master the art of questioning
- ▶ Utilise empathetic listening
- ▶ Trigger desire and intent leading to engagement

DAY TWO

Neuroscience behind trust and building trusted relationships

- ▶ Key skills and techniques to build rapport and high-value relationships
- ▶ Understanding and developing empathy to foster rapport
- ▶ Mirror neurons, emotion contagion and their role in building trusted relationships

Personal improvement and goal achievement

- ▶ Use your brain more effectively to achieve stretch goals
- ▶ Reframing your mindset for success
- ▶ Improve your resilience and bounce back to remain positive
- ▶ Ensure you are using techniques to maximise your cognitive and creative problem solving capabilities
- ▶ Neuroscience behind a positive sales team culture

Embedding neuro sales strategies in your sales process

- ▶ What is your sales process? How can you improve it?
- ▶ What neuro sales strategies would enhance your sales process?

Action plan

- ▶ Review the neuroscience of sales training programme
- ▶ What strategies and actions can you put in place to improve your sales techniques?
- ▶ Discuss strategies with your buddy to help put into action

Registration Information

Organisation Name

Address Suburb State Postcode

Booking Contact Information

Title Full Name Position Email Phone

Delegate Information

| # | Title | Full Name or TBA | Position | Email | Attendance Date/s |
|----|-------|------------------|----------|-------|--|
| 1 | | | | | <input type="checkbox"/> Sydney <input type="checkbox"/> Melbourne |
| 2 | | | | | <input type="checkbox"/> Sydney <input type="checkbox"/> Melbourne |
| 3 | | | | | <input type="checkbox"/> Sydney <input type="checkbox"/> Melbourne |
| 4 | | | | | <input type="checkbox"/> Sydney <input type="checkbox"/> Melbourne |
| 5 | | | | | <input type="checkbox"/> Sydney <input type="checkbox"/> Melbourne |
| 6 | | | | | <input type="checkbox"/> Sydney <input type="checkbox"/> Melbourne |
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| 9 | | | | | <input type="checkbox"/> Sydney <input type="checkbox"/> Melbourne |
| 10 | | | | | <input type="checkbox"/> Sydney <input type="checkbox"/> Melbourne |

Your Investment

Options (per person)

| Options (per person) | Value Plus Rate Register and pay by 17 May | Super Saver Rate Register and pay by 14 June | Early Bird Rate Register and pay by 12 July | Standard Rate |
|---------------------------------|---|---|--|---|
| Qty Workshop | \$2295 + GST = (\$2524.50) | \$2595 + GST = (\$2854.50) | \$2795 + GST = (\$3074.50) | \$2995 + GST = (\$3294.50) |
| Discounted off standard rates : | Save up to \$700 | Save up to \$400 | Save up to \$200 | All Prices listed in Australian Dollars |

| Group Discounts Available: | 15% off Standard Rate Team of 3 - 4 | 20% off Standard Rate Team of 5 - 9 | 25% off Standard Rate Team of 10 - 14 | 30% off Standard Rate Team of 15 + | TOTAL incl GST |
|----------------------------|--|--|--|---------------------------------------|----------------|
| | | | | | |

Conditions: Group Discounts apply for bookings made simultaneously. Only one discount applies. Group discounts apply to standard rates only. Group discounts are not applicable to Value Plus, Super Saver and Early Bird rates. Discounts cannot be applied retrospectively and must be claimed at the time of booking. Liquid Learning Group reserves the right to have sole discretion on an organisation's eligibility for discounts.
Note: Course materials, refreshments & lunches are included. Travel and accommodation are NOT included. Registration Options are per person only.

Payment Details

Payment is required prior to attending this event

Credit Card

Cheque (payable to Liquid Learning Group Pty Ltd)

Electronic Funds Transfer

Please invoice me:

Purchase Order No. #

Credit Card Details - Please charge my credit card for this registration:

Card Type Visa MasterCard American Express

Note: 2% surcharge applies to American Express payments

Card Number Expiry /

CVV Full Name as on card

Cardholder's Contact Number

Signature

X

Electronic Funds Transfer (EFT)

Please transfer funds directly to:
Westpac Account Name: Liquid Learning Group Pty Ltd
BSB: 032 002
Account No: 407 273
SWIFT Code: WPACAU2S

Amount

Please quote ref NST0819A and registrant name

Authority

Authorising Manager's Details: This registration is invalid without a signature

| Name | Position | Phone | Signature | Date |
|------|----------|-------|-----------|------|
| | | | X | |

Email this form to: registration@liquidlearning.com.au or Call us on: +61 2 8239 9711

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