



# NEURO-LINGUISTIC PROGRAMMING (NLP) IN SALES

29<sup>th</sup> JULY 2025 | 9.00AM – 5.00PM | MEF SABAH

*Neuro-Linguistic Programming (NLP) in Sales is a transformative program that empowers sales professionals to tap into the psychology of communication and influence. In a world where customers are more informed and discerning than ever, the ability to connect authentically, understand unspoken needs, and build trust quickly is a competitive advantage. This program introduces participants to powerful NLP tools that allows them to engage with clients more effectively and close sales more confidently.*

*Through real-world applications and practical exercises, participants will learn how to identify a buyer's decision-making style, overcome objections through framing, and anchor positive emotional states during the sales process.*

## Who Should Attend

- Sales Executives and Sales Managers
- Business Development Professionals
- Entrepreneurs and Business Owners
- Customer Service Representatives
- Anyone involved in influencing, persuading, or negotiating

## Learning Outcomes

By the end of the program, participants will be able to:

- Understand the core principles of NLP and their application in sales
- Use language patterns to influence customer behavior and decisions
- Build instant rapport and trust with clients
- Identify buying signals and preferred communication styles
- Apply NLP techniques to handle objections and close sales effectively
- Develop a confident and winning sales mindset

**RM 1,000.00\***

Inclusive of SST per participant  
HRDF Claimable  
Payable to MEF Academy Sdn. Bhd.

Scan to Register



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## Course Structure

<b>Module 1</b> Introduction to NLP in Sales	9.00 – 9.30	<ul style="list-style-type: none"> <li>What is NLP and why it matters in sales</li> <li>Shifting from transactional to transformational selling</li> <li>The role of mindset, beliefs, and language in influencing others</li> </ul>
<b>Module 2</b> Building Instant Rapport	9.30 – 10.45	<ul style="list-style-type: none"> <li>The power of mirroring and matching body language and tone</li> <li>Using sensory language (VAK – Visual, Auditory, Kinesthetic)</li> <li>Developing sensory acuity: reading cues and adjusting approach</li> </ul>
Tea Break (10.45 – 11.00)		
<b>Module 3</b> Language Patterns That Influence	11.00 – 12.30	<ul style="list-style-type: none"> <li>How words shape perception and decisions</li> <li>Using embedded commands and persuasive phrasing</li> <li>Reframing techniques to handle resistance and change perspective</li> </ul>
Lunch Break (12.30 – 13.30)		
<b>Module 4</b> Understanding Buyer Motivation	13.30 – 15.00	<ul style="list-style-type: none"> <li>Identifying meta -programs (how people sort and decide)</li> <li>Eliciting customer values and priorities through questioning</li> <li>Adapting sales strategy to match buyer's internal motivation</li> </ul>
Tea Break (15.00 – 15.15)		
<b>Module 5</b> Handling Objections with NLP Tools	15.15 – 16.30	<ul style="list-style-type: none"> <li>Anchoring positive states during tough conversations</li> <li>The “Agreement Frame” for diffusing objections</li> <li>Turning “no” into “not yet” through mindset and language</li> </ul>
<b>Module 6</b> Practical Application & Integration	15.15 – 16.30	<ul style="list-style-type: none"> <li>Roleplay practice: Applying NLP in mock sales calls</li> <li>Group feedback and fine -tuning approach</li> </ul>

## Trainer Profile



Ms. Chong Wan Ling is a highly experienced professional with a rich background spanning more than 13 years in the higher education industry. Passionate in both academia and business development, she is dedicated to leveraging her expertise to make a positive impact on society by providing top-quality education and fostering opportunities to all learners.

Her expertise extends to business development, where she has successfully identified and pursued opportunities for growth and expansion. Her strategic planning and collaborative approach have resulted in the establishment of new partnerships and initiative to enhance the organization's market presence. Her extensive experience also encompasses training, where she has excelled in developing and delivering impactful training programmes tailored to the unique needs of diverse audiences.

With a keen understanding of the importance of continuous learning and professional development, Ms. Chong has played a pivotal role in designing and implementing training initiatives aimed at enhancing the skills and capabilities of staff and leaders alike. Her innovative approach to training delivery ensures that participants are actively engaged and equipped with practical skills that can be applied in real-world scenarios.

