



NEURO- LINGUISTIC PROGRAMMING (NLP) IN SALES

This programme will enable you to understand the fundamentals of NLP selling, and its required skills of needs analysis when speaking to a customer whether for the first time or not. Armed with this, participants will understand what it takes to sell, whether a product, or an idea and how to positively influence a customer with what he needs vs what he wants.



12 June 2025

9.00am – 5.00pm

MEFA Training Centre,
3A03, Block A, Phileo Damansara 2 Seksyen 16,
Petaling Jaya, Selangor

RM 1000.00 pax including SST

*HRDF Claimable Payable to MEF Academy Sdn Bhd

**REGISTER
NOW**



<https://forms.office.com/r/xLS9yt8RS>

CONTACT US

adminmefa@mef.org.my
603 - 7498 7242
+6016 - 254 1844



Chong Wan Ling is a seasoned professional with more than 13 years of experience in higher education, specializing in academia and business development. She has a proven track record in business development, successfully identifying growth opportunities and establishing new partnerships. Her strategic planning and collaborative approach have enhanced organizational market presence. She is adept at developing and delivering impactful training programs, focusing on continuous learning and professional development, and ensuring participants gain practical, real-world skills.

TIME	AGENDA
9.00 – 9.30am	Welcome & Ice Breaker
9.30– 10.30am	Neuro Linguistic Programming Performance vs Reward
10.30 – 10.50am	Coffee Break
11.00– 12.00pm	Strategy Sales Techniques
12.00 – 1.00pm	Lunch Break
1.00 – 2.30pm	Influencing People
2.30 – 2.45pm	Tea Break
2.45– 5.00pm	Sales Interaction

- Applying the skills of needs analysis to understand what the customer wants vs needs
- The NLP Sales Selling Cycle
- The NLP Science of Influencing Others
- Understanding and applying NLP needs based selling technique
- Learning NLP closing techniques for successful sales
- Learning NLP persuasion techniques and its uses during a selling conversation
- Understand effective NLP ways to positively influence people

OBJECTIVES

