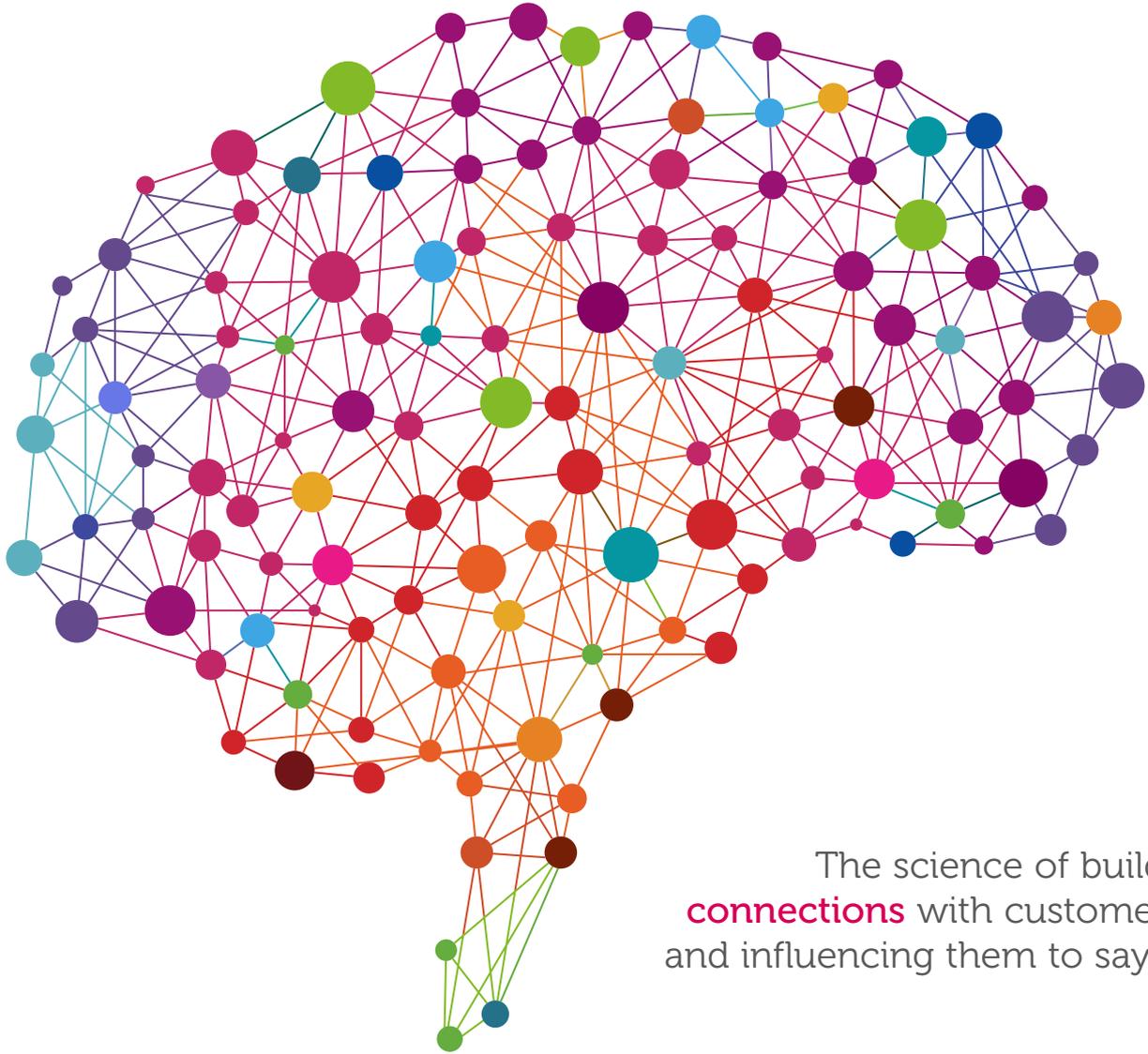


Salecology[®]

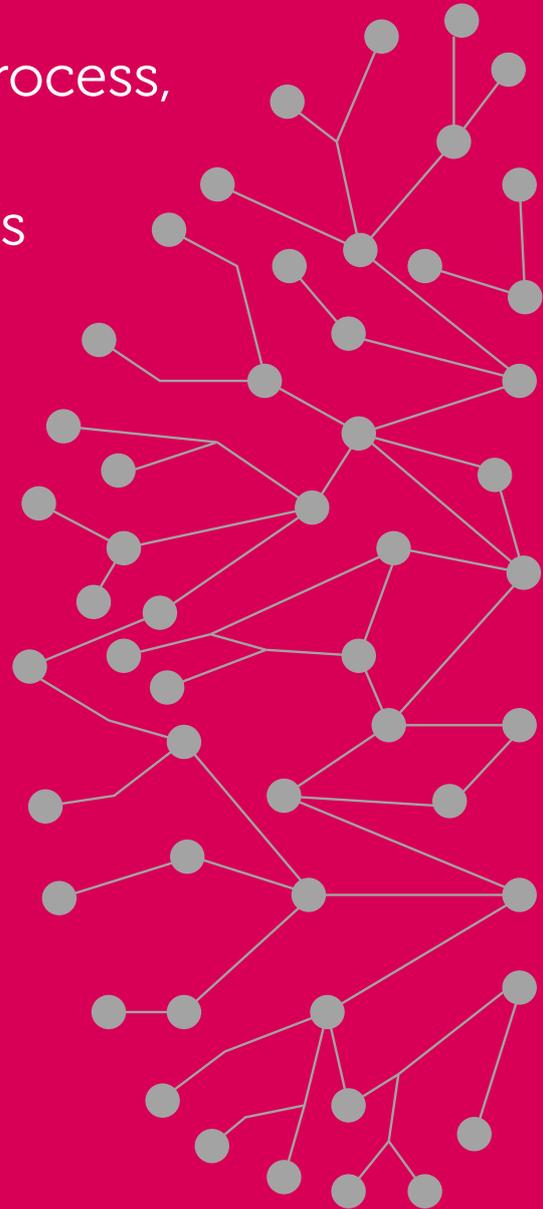


The science of building
connections with customers –
and influencing them to say **yes**

Selling is purely a brain-to-brain process, in which the salesperson's brain communicates with the customer's brain, through the way of words, actions and behaviours.

As many as 95% of our decisions are made by the subconscious mind, yet so many sales professionals and sales methodologies still focus on the conscious mind.

As a result, the world's largest and most successful companies are now starting to apply the latest advances in neuroscience, psychology and sociology to create brands, products, package designs, marketing campaigns and store environments that are designed to appeal directly to our subconscious mind.



As many as 95% of our decisions are made by the subconscious mind...

What is Salecology?

Salecology is a supercharged set of skills that enables sales, marketing and customer service teams to engage with clients on a completely new level. It is an invaluable tool for anyone seeking to improve their understanding of customer behaviour, boost their sales performance, and build stronger, more productive relationships.

Salecology draws insights from the fields of psychology, sociology, neuro-linguistic programming, neuroscience and sales to analyse how people buy and what makes a successful negotiation.

Psychology reveals how personality and intellect affect behaviour; sociology shows how people respond in group situations and to social pressure and trends; neuro-linguistic programming shows how to influence anybody anywhere through using the dynamics between mind, language and behaviour.

Neuroscience has uncovered how the brain functions, both consciously and unconsciously, and the art of selling is to present and customise your message according to how the customer needs it.

Salecology brings all of this together within a proven sales process to exert an unprecedented influence on customer decision-making.

With Salecology you will learn that most decision-making is not based on rational thought, but occurs subconsciously. We will provide you with the tools and techniques to tailor your sales approach, presentations and negotiation to connect with the customer on a subconscious level and influence them to say "Yes".

Salecology shows you how to connect with the customer's subconscious mind and influence them to say "Yes".



Salecology brings together years of extensive research in each of these fields to create a practical and very effective way of selling to others.

Using each of these in isolation (for example only using persuasion theory) will bring you some – but limited – success. It's only through the seamless integration of all five study areas that we can truly combine head

and heart together both consciously and unconsciously in the way we act and sell to all prospects. Salecology can guarantee long-term success with immediate impact on your top line.

Neuro-linguistic programming

Language is an amazing tool that determines how people interface and communicate with others. By using specific language that brings out certain feelings in people, sales professionals can develop emotional connections and trust with their customers that are necessary in sales interactions and marketing.

By understanding the dynamics between mind, language and behaviour the salesperson will be able to adapt their selling style to communicate with customers in a deeper, more meaningful way. Discovering how people receive and interpret information will enable them to ask questions and present solutions that will ignite customers' passion.

This part of Salecology also teaches how to change people's state of mind. This can be used to put the salesperson into a high performing state, or to put the customer into a receptive or buying state.

Salecology can guarantee you sustainable long-term success...

Psychology

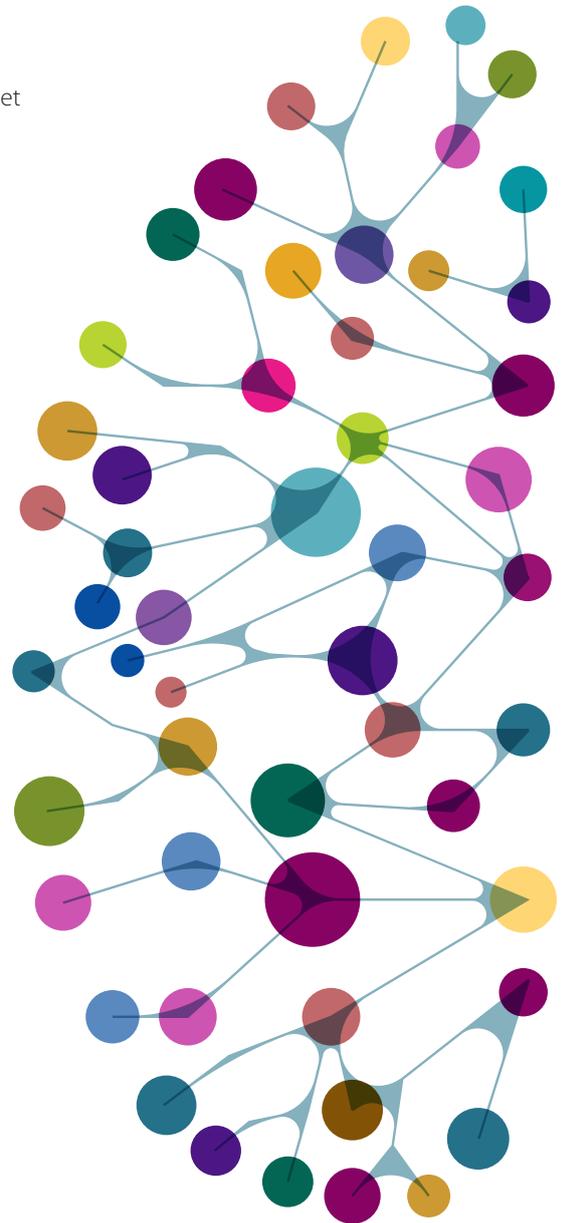
All buying situations contain both business process and personal psychology. Most sales people emphasise the former. In this part of Salecology, you will learn how to adapt your selling style to the customer's personality type and deliver a great buying experience.

By understanding personality and human behaviours you will be able to create trust instantly and influence individuals on a different level. Using psychology in sales will satisfy both the rational and emotional parts of the brain. Think in terms of buying cycle, rather than selling cycle.

All human beings have the same mental triggers that drive actions. In order to influence and understand your customers, you need to know what those triggers are and how to utilise them in your message.

Areas included:

- Creating instant rapport
- Modifying sales language
- Building a high performance mindset
- Questioning techniques
- Influence and change the buyer's mindset
- Getting customers to open up
- Body language
- Hypnotic language
- Powerful emails and communication
- Sales presentations



Areas included:

- Selling to different personality types
- Human behavioural patterns
- Buyer personas
- Using emotional intelligence
- Aptitude and intellect in complex sales
- Influence and persuasion techniques
- Overcoming price barriers
- Transactional analysis – leading the customer
- Buying triggers
- Storytelling

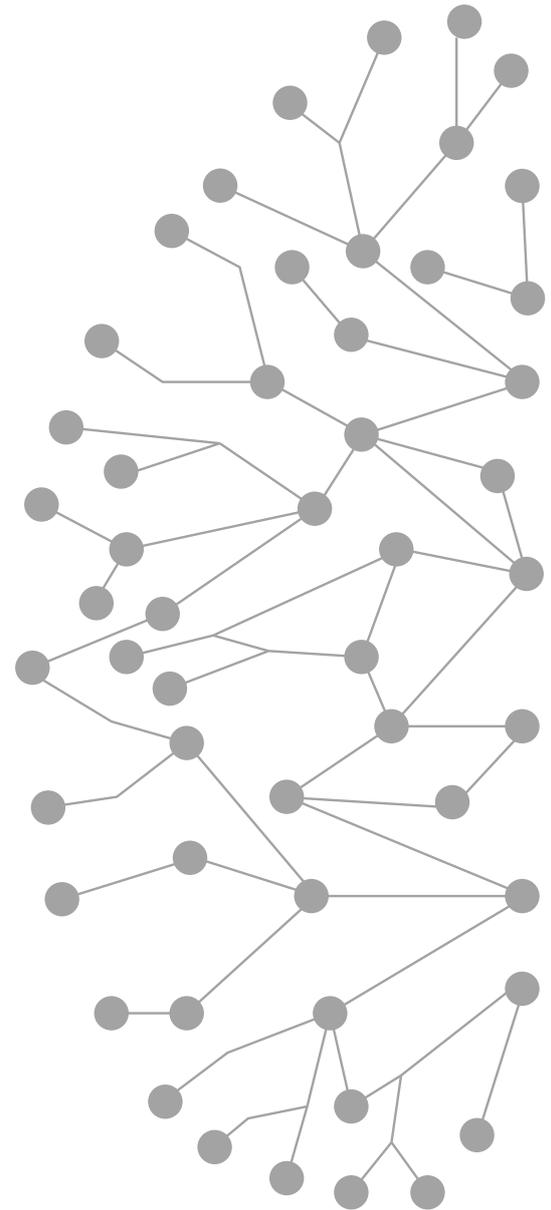
Neuroscience

Neuroscience is used to develop our ability to influence decision-making, the buying process, empathy, rapport, communication, the sales process and customer service. Salecology reviews brain functionality to understand the signals that put people into a “fight or flight” mode when prospecting, and to learn how to adapt different strategies for objection-handling or negotiating a sale.

Neuroscience offers us an unparalleled viewpoint to enhance our understanding of both sides of the sales equation – i.e. the sellers’ and the buyers’ – and therefore achieve results that are mutually satisfying.

Areas included:

- Engaging customers in a conversation
- Buying impulses
- Selling impulses
- Reasoning and decision-making process
- The human brain functions
- High performance state
- Thinking and decision patterns
- Building confidence in customers



Sociology

We like to believe that we are immune to outside influences, but studies find that our surroundings play a key role in the decisions we make. Peer pressure affects aspects of everyone’s life. Salecology utilises the study of sociology to learn how to apply sales influence through trends, cultures and social networks as well as how to create the right atmosphere that will drive the customer to buy.

Selling to one or two people requires one set of skills, however by paying consideration to group dynamics, the sales professional will also be able to sell more successfully to organisations, boards, panels or decision-making groups.

Areas included:

- Atmospheric
- Impulse buying
- Trends and social pressure
- Group dynamics
- Playing the ego
- Presence and gravitas
- Relationship-building with groups
- Building sales messages
- Standing out from the crowd

Sales

Over the last decade the way that people shop and buy has fundamentally changed. While salespeople used to be the first points of contact for prospective buyers, the internet is often the primary research tool. They gather data and information, compare and contrast products and pricing, long before speaking to a salesperson. Knowing this, the sales strategy and approach need to adapt, and the salesperson’s skills and capability must now be much more than a “walking brochure”.

Within the Salecology programmes, the areas of neuro-linguistic programming, psychology, neuroscience and sociology are combined. You will learn to use various tools, models, processes and techniques to use in the sales and marketing of your products and services.

Areas included:

- Defining the customer journey
- The customer buying cycle
- Impact sales process
- Lead generation
- Managing opportunities
- Account development
- Personal branding
- Features, advantages and benefits

How do I get Salecology?

You can harness the power of Salecology in several ways: you can select one of our public master classes that are run at regular intervals, or we can discuss your requirements in more detail and then customise or tailor a bespoke program to run for your team or organisation.

Additionally you can become accredited through our certification track and develop your own in-house programmes, or tailor your existing courses to incorporate Salecology.

To learn more about Salecology and the impact it will have on you or your business, please contact us. Alternatively, come along to one of our Introduction to Salecology Master Classes!



Your sales approach must change to reflect the fundamental shift in how customers want to buy...

Salecology® Audience

- Sales Managers
- Sales Professionals
- Sales Directors
- Sales Enablement
- Sales Trainers
- Sales Coaches
- Marketing Professionals
- Marketing Managers
- Marketing Directors
- L&D Professionals
- L&D Managers
- L&D Directors
- HR Business Partners
- Entrepreneurs
- Business Owners
- Life Coaches
- NLP Practitioners
- NLP Trainers

Also available from Impact Business Partners:

Our clients rely on IBP to keep their sales forces at the peak of their game. At IBP, we make it our business to keep up with the world's most innovative and successful approaches to selling – and to translate them into solutions that deliver direct top-line growth for the businesses that we partner with.

SALES TRANSFORMATION

Impact Business Partners specialise in transforming sales team performance and strategy. As experts in sales, strategic thinking and psychology, we have an unbeaten track record in giving companies the edge they need to succeed.

We don't just look at outcomes – anyone can do that. Our training delivery teams and psychologists understand the behaviours, skills, capabilities and motivations that drive top-performing salespeople, and how to unlock their full potential.

IBP LEARNING ZONE

Measure and sustain the impact of learning and behavioural change in and outside the classroom.

An essential tool for both teams and managers, the Impact Learning Zone includes a range of learning aids, reminders, bitesize videos and downloads that enable individuals to revisit lessons and review their progress. The Learning Zone will also give you and your sales team access to the Sales Coach App where ever you are.

COACHING

Sales Coaching is essential for creating sustainable and measurable impact on your top line revenue growth. The return on your training investment is achieved when new skills are embedded and reinforced through effective and consistent coaching. IBP offers a unique set of coaching development programmes for sales managers and leaders, as well as tools to help and support you and your sales organisation in driving successful revenue growth.

SALECOLOGY

Salecology is the science of building connections with customer – and influencing them to say "Yes".

It is a supercharged set of skills that enables sales, marketing and customer service teams to engage with clients on a completely new level. It is an invaluable tool for anyone seeking to improve their understanding of customer behaviour, boost their sales performance, and build stronger, more productive relationships.



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Follow us on:

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for regular sales tips and market updates

 **@Salecology**
for the latest inside knowledge on how to get your customers to say "Yes"