

# Influence and Persuasion

At Train to Win.tv we are very excited to be in partnership with Salesology and Gary May. Gary is an elite Telecoms Sales trainer and master of Influence & Persuasion. Whether you are looking to get 2-3% extra from an already performing team or are looking to kick start a telemarketing teams figures with instant and measurable returns, then this is the course for you. We know are 100% confident we'll increase conversion rates and speed up the buying cycle.

...by giving sales people an understanding of persuasion, non-verbal communication and buying psychology we always: generate leads, speed up your sales cycle, raise order values and build sustainable business...  
Gary May

## Proposed content

- The 10 BluPrints of Persuasion
- Reducing Buying Resistance
- The Psychology of
- The Ordering Principle
- Non Verbal
- Framing
- Ingenious Questioning
- Securing the Sale
- Selling vs Seducing
- Persuasive Presenting
- Role Projection
- The Re-construction

## Expected results from “The Persuasion Blueprint” Programme

1. Increased understanding of how prospects make their buying decision
2. Huge decrease in prospects making decisions purely on price
3. Your team will be able to replicate their winning performances and understand why they were successful
4. Massive increase in referral business [+50% upon current figures - See Below]
5. An expected 60% reduction in cancellations
6. Monumental increases in team motivation and understanding of Elite Sales and sustained performances

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**You  
cannot  
not  
communicate.**”

