

David Okerlund

Selling with the Hidden Advantage

We all agree that the art of selling today is based on building great relationships. Establishing trust and rapport with the client to the point where there is unquestioned credibility and acceptance.

If you agree with that premise, then "*Selling with the Hidden Advantage*" is a sales training program you must experience! Attendees of the Missouri Independent Insurers Association referred to it as "*One of the most powerful programs ever presented.*"

In this program your people will learn the basic techniques of neuro-linguistic programming – which will show them how to establish trust and rapport within three minutes of conversation. They will learn the art of mirroring and matching, how to determine which brain channel each customer prefers to receive information, how to read eye movement to validate the customer's reception to information, and how to bridge them out of potential negative moods into warm, receptive anticipation. They will know when and how to sell using auditory, visual, or kinesthetic techniques. And they will be empowered to resolve differences and bond with a client like never before.

David has over twenty years of sales experience and training as his background and believes of all the empowering skills he has gained and nurtured over the years, selling through syntonetic communications skills is by far the most powerful and productive.