

**IN-HOUSE  
TRAINING**  
CALL US TODAY!

# SELL MORE BY USING LANGUAGE PATTERNS



## DID YOU KNOW?



That language patterns are easy to understand, recognize and use – and too useful to leave out of a sales-oriented training.

## BENEFITS



This training covers five of the most useful patterns for business. It includes tips on how to identify them, which questions to use for each pattern, and practical advice on how to influence your customers once you recognize the pattern they use.

## RESULT



Understand how customers function in any given context, and sell to them in the way they want to be sold to.

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This workshop is not about the law of large numbers, useless one liners, or outdated closing tricks. This workshop is hands-on, real-time and interactive.



### YOUR TEAM WILL LEARN:

- How to recognize 5 different sets of language patterns your customers use
- How to determine a customer's level of motivation quickly and cut to the chase
- How to identify sameness/difference patterns and which words to use to influence each group of customers
- How to use patterns to sell to customers in the way they want to be sold to
- Which words to use with external and internal frames of reference or sources of motivation



 **3 EASY WAYS TO REGISTER TODAY!**