



Selling Insurance with Nlp: Advance Psychological Techniques for Creating Sales Breakthroughs

Jayden Chen

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This book will introduce you to selling techniques and rapport building skills that transcend the ordinary. You will learn a set of advance selling techniques based on the world renowned Nlp (NeuroLinguisticProgramming) technology. Whether you are a beginner in sales, a seasoned sales person, or someone whom have simply hit a plateau in your sales endeavors, what you are about to learn in this book will catapult your sales achievements to new heights. In this book, you will learn: -How to determine your prospects' preferred mode of representation: visual, auditory, kinesthetic -How to speak and present your product in their preferred representation mode -What your mode of representation is, and how you tune into your prospects -How to instantly build deep level of trust and high rapport using verbal and nonverbal techniques -The different types of listening and how to use reflective listening (Learn) to build trust - Powerful verbal skills for insurance selling: predicates, words, metaphors -How to elicit your prospects' buying strategy and leverage on it -How to motivate your prospects to buy: the move toward and move away from motivation -How to pace and lead your prospect to closing -Handle objections with pacing and reframing techniques -How to close with the three-step closing process Nlp has long been use as a pathway to excellence; and now, for the first time, it has been applied specifically to the sales of insurance. Insurance sales professionals will find the information within here highly relevant and applicable to their daily sales efforts. As Nlp is known for creating instant results, you will too see immediate results when you employ the methods here. Selling Insurance with Nlp is written specifically for insurance sales professional who wants extraordinary results and create a breakthrough in their sales career-a must-read for insurance sales superstars to be!

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