

## THE SECRETS OF BUSINESS COMMUNICATION AND SALES

Learn the advanced communication skills you need to succeed!

If you want to be more effective as an executive, manager, salesperson, or team leader...

**This training is for you!**

**3 Contact Hours**

**Realtor Association of the Sioux Empire**

Contact <https://rase-inc.org> for information

Ever wonder what people like Tony Robbins, Oprah Winfrey, Steve Jobs, Barack Obama, and Steven Spielberg would say if you asked them what helped make them excellent at what they do? Ever wonder what they would say if you asked them how they improved their ability to influence, persuade, motivate, and sell to others? For them, and many more the answer is Neuro-Linguistic Programming or NLP.

NLP is a set of skills that you can use to help people learn, change, and make decisions. When you learn the skills of NLP, you learn to establish useful rapport with people quickly and easily. You learn to rapidly understand what they believe and value. You learn to see what they need, and what motivates them to make choices. You learn all this, as well as the skills you need to help them learn, change, and make decisions about their future. NLP is a way of communicating that allows you to direct, manage, sell, influence, and persuade with integrity. If you are ready to learn the skills that will allow you to reach your goals, help your business succeed, boost your career, or create fantastic long-term relationships with your customers, NLP is for you.

### Are you ready to learn how to:

Really connect with people in a useful way?

See your client's non-verbal communication?

Utilize a person's neurophysiology, mood and unconscious needs to help them learn and change?

Communicate in a way that makes the decision process easier and more effective?

Integrate all this into your personal approach, and skill set?

If you are looking for ways to excel at work, or you simply want to become a more effective communicator, it's time you had the same training that executives at Coca-Cola, Chase Manhattan, American Express, IBM, and multiple government agencies have had.

## Workshop Outline

1. Well Formed Outcomes (60 min)
  - A. You don't sell things... you sell a feeling... a mood
  - B. Five basic needs: Security, Belonging, Competence, Freedom, Self-Expression
  - C. Decisions are ALWAYS based on emotion: emotional leveling and the four ways we avoid it
  - D. Outcomes as sensory experience: What will you see, hear and feel when you have your outcome
  - E. Dovetailing their outcome and yours
  - F. Time for practice in pairs
2. Constructing Rapport (1 hour 30min)
  - A. Focus on nonverbal communication
  - B. What do you see, hear and feel
  - C. What is their map... see a decision strategy as a sensory map
  - D. Time for practice in pairs
3. Building Sensory Acuity (1 hour 30 min)
  - A. Don't just look... learn to see. Listening is optional.
  - B. 5 basic facial expressions
  - C. Nonverbal information: eye movement, breath, posture, position, gesture, tension,
  - D. Time for practice in pairs
4. Representational Systems (1 hour 30 min)
  - A. We don't look, we see. We don't listen, we hear.
  - B. Satir model of self esteem
  - C. Meta programs and understanding how decisions are made and changed
  - D. Patterns and strategies of function
5. Constructing Learning, Change and Decision (1 hour 30 min)
  - A. A useful model of learning, change and decision
  - B. How to see objections...before they happen
  - C. The sale always happens before the close
  - D. Putting it all together...time for practice in pairs
6. Questions and Debrief

## Learning Format

This training will be classroom based, and a combination of lecture, demonstration, and practice. Participants will have the opportunity to see advanced communication skills demonstrated, they will discuss important elements, and then practice these skills with their peers. The primary goal will be the development of effective communication skills.

## Learning Objectives

1. Participants will understand the idea that influence and sales are not about facts and information. They will understand the role of emotion, mood, and need in the decision process and how to best support the people they are working with as they move toward a positive outcome.
2. Participants will learn outcome based verbal and nonverbal communication skills, practice these skills, and demonstrate competence. They will focus on how to use these skills to support others as they move through the decision process to achieve a useful outcome.
3. Participants will be able to see and understand how other people make decisions, and how they can support this process, and help others move toward a useful outcome.
4. Participants will display the ability to effectively apply the skills of NLP to their work setting.

## Trainer

Daniel Burow is a psychologist, entrepreneur, and past C-suite executive for healthcare and mental health operations across the United States. He started his career as a Professor of Psychiatry at the University of South Dakota School of Medicine. He left this position to be a founding partner and the Vice President of Operations at Curaquick, one of the nation's first retail health care chains. The Curaquick team opened clinics in seven states working with both Walmart and HyVee stores. Daniel sold his interests in Curaquick and went on to become the Chief Clinical Officer at Deer Oaks Mental Health. He was part of the management team that took Deer Oaks from 180 clinicians in 9 states to 360 clinicians in 19 states. During his time at Deer Oaks, the company went from 13 million to almost 30 million a year in revenue. Daniel left Deer Oaks to become the Vice President of Operations with Medoptions, at the time, the nation's largest provider of behavioral health services in rehabilitation and long-term care. At Medoptions he worked with a staff of more than 800 Social Workers, Psychologists and Psychiatrists providing care in 21 states, including psychotherapy and psychiatry services. While at Medoptions, Daniel managed the integration of one of the largest mental health acquisitions ever completed in the United States, and when he left Medoptions the company generated over 90 million a year in revenue.

Daniel currently works as a consultant for corporations and private equity groups across the United States who have an interest in the mental health space. He specializes in working with mental health businesses, managers and clinicians with a focus on increasing revenue through program development, operational improvement, business development, and staff training. He also owns, and maintains his private practice at Sioux Falls Hypnosis, and has an ownership role in multiple mental health operations nationally.

Daniel is the author of *Rebels Poets and Mystics* which came out in 2008 as well as his latest book, *The Bigger Picture*, which was released in 2021 and available on Amazon.