



This “sales” presentation describes why, what, when and how people really want to buy. Rather than hunting your prospects, we demonstrate some basic PRO-Active Communication techniques to convince the audience with a vivid on the spot example. Fishing rather than hunting means being proactive rather than being reactive and is explained using the hierarchy of values and subconscious emotional influence. Using easy to understand and proven techniques in your communication you are bound to increase your sales dramatically. Even more, the rethinking and activating of your role as a salesperson in the sales process will have a dramatic impact on several other aspects of your life as well.

This presentation is offered as an introductory one-hour presentation or as a short 4-hour workshop. Parts of this presentation are included in the organisational communication training (45 h business training),