Neural Networks
Transform your organisation

Online Training Course Catalogue

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Contents

Critical Sales Skills

The Critical Sales Skill Program, of around 30 (and growing) self-learning modules, is based on topics from our most successful training workshops of the last decade. We've grouped courses into topic areas, but programs can be designed based on your specific needs.

Our sales training suits all levels of knowledge, from beginners to experts. Each module takes around 30 minutes to complete and includes a mix of interactive activities, case studies, video, audio and supporting tools. A downloadable Action Plan is provided for every course, to help translate learning into results.

* Indicates sales leadership version also available.– please see the 'Sales Leadership' section for further details.

Setting Yourself Up for Success

The Psychology of Buying Satisfaction*

This module provides you with the detail of the Psychology of Buying Satisfaction Model so that you can better engage your client and increase the chances of them moving forward with you.

- Demonstrate an understanding of the Psychology of Buying Satisfaction model, and how it applies to your own unique sales process.
- Identify the key behaviours required to successfully follow the Psychology of Buying Satisfaction model in a sales conversation.
- Explain some of the barriers that might arise throughout the sales process, and how to avoid and/or manage these barriers.

Managing a Non-Supportive Buy Cycle*

This module will help you identify your non-supportive buying preferences and provides strategies to minimise their impact.

- Define the term 'non-supportive buy cycle' and describe how it affects specific customer-facing behaviours.
- Design an approach to minimise the impact of having a non-supportive buy cycle.
- Develop a plan that will support you in managing clients that have a non-supportive buy cycle.

Sales Self-Image & Resilience

You'll be encouraged to reflect on your current self-image as a sales professional and identify what impact this may have.

- Demonstrate an understanding of how your self-image and desire to be liked, impact your success.
- Create an action plan that will support you in developing a stronger sales self-image.

Comfort Discussing Money*

This module will help you identify any non-supportive beliefs you hold regarding money and provides strategies to minimise their impact.

- Explain what beliefs are and how they can impact personal success.
- Define Comfort Discussing Money and how it affects specific customer-facing behaviours.
- Design an approach to minimise the impact of discomfort discussing money.

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Inspiring Personal Desire*

Explore goal setting across your life, including setting sales activity goals.

- Establish meaningful goals and create action plans to ensure they are achieved.
- Set activity goals for your sales performance and track progress to ensure success.

Activity Goal Setting*

The best sales professionals enjoy tracking their performance. This module will explore how to create a Performance Dashboard that reflects your progress over time in terms of critical numbers that you need to achieve.

- Identify the importance that goal setting plays in achieving the life you desire.
- Create a performance dashboard that measures your success on both metric and activity goals.

Becoming a Trusted Advisor

Building Instant Rapport*

Highly successful people first build a strong rapport base and then move into influencing strategies. This module will help you build rapport quickly and effectively.

- Demonstrate an understanding of the impact rapport can have in facilitating relationship-building with clients.
- Apply techniques to facilitate rapport building (and minimise differences) between yourself and buyers.
- Implement an action plan that will guide you in practising and improving your ability to deepen relationships instantly and leverage client trust.

Acknowledging & Empathising

Explore the critical role empathy plays in customer conversations, to both connect with customers and show positive inquiry.

- Identify how to use acknowledgement and empathy to help customers feel valued and understood.
- Demonstrate an understanding of matching & mirroring and parrot phrasing to build rapport and trust with customers.
- Create a plan to implement these techniques in your role.

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Conversational Rapport*

Learn about the techniques of social, business and emotional rapport and how you can leverage these to build trust.

- Demonstrate an understanding of the impact conversational rapport can have in facilitating relationship-building with clients.
- Apply conversational rapport techniques to facilitate rapport building between yourself and buyers.
- Implement an action plan that will guide you in practising and improving your ability to deepen relationships and leverage client trust

Reframing Self-Limiting Beliefs

This module helps to create awareness so you can identify if some of your beliefs are holding you back from being even more successful as a customer-facing professional.

- Outline some of the more impactful self-limiting beliefs that affect customer-facing professionals.
- Focus on the supportive beliefs you possess that support selling success.
- Identify self-limiting beliefs that may sabotage selling success.
- Create an action plan that will help you reframe or eliminate self-limiting beliefs.

The Ideal Qualifying Process*

One of the biggest problems that sales professionals face is waste. This module will help you in saving time by qualifying effectively.

- Define the process of qualifying in sales.
- Identify the impact that 'Happy Ears' (hearing what you want to hear) has on your sales success.
- Define your ideal client or customer profile.
- Establish a robust qualifying process.

Influencing Thinking

Influence – Decision Making*

In this module you will learn to discover how people work and think, giving you the unique ability to adapt any communication process that isn't working for you.

- Explain the critical differences between an internal and external decision-maker.
- Correctly identify a person's decision-making style.
- Use appropriate influencing techniques for internal and external style preferences.

Influence – Motivation

In this module, you will learn about motivational thinking styles. This will help you tap into how people become motivated to act on something and communicate with them in a way they will find motivating.

- Explain the critical differences between toward and away in terms of how people get and stay motivated.
- Correctly identify a person's motivation style.
- Use appropriate influencing techniques for toward and away style preferences.

Linking Statements

In this module, you'll learn how to effectively guide customers through the conversation, using Linking Statements to provide the maximum value possible.

- Introduce ideas and concepts to customers in a seamless way that demonstrates listening and increases engagement.
- Create an action plan to improve your proficiency in utilising Linking Statements in conversations.

Thinking on Your Feet*

Discover how to build an extraordinary level of flexibility and self-awareness when meeting with clients, by exploring the behavioural science model of Perceptual Positions.

- Clearly define the three Perceptual Positions and outline the advantages and disadvantages when applied in selling situations.
- Create an action plan which will develop your ability to use the Perceptual Positions model to build self-awareness and be more effective with your clients.

Gain Commitment & Advancing Opportunities*

Learn how to build commitment throughout the conversation, so clients feel a sense of ownership and desire to act.

- Proactively progress the sale in a way that's comfortable for both you and the client.
- Explain the importance of mindset on closing.
- Identify the appropriate time to implement closing techniques.
- Create a plan to implement the four closing techniques in your role.

Engaging Customers to Make Decisions

Discovery Questions*

Learn how to ask questions to encourage the customer to consider things about their situation and needs they previously hadn't thought of.

- Demonstrate an understanding of the importance of asking Discovery Questions to tap into customer needs.
- Construct Discovery Questions that expose needs and wants in a compelling way.
- Create a plan to improve your use of Discovery Questions in your customer conversations.

Tension Building Questions*

Learn how to ask questions to create an 'emotional shift' in clients that will inspire them to action.

- Demonstrate an understanding of the importance of asking Tension Building Questions to tap into the emotional and logical needs of customers.
- Construct Tension Building Questions that expose needs and wants in a compelling way.
- Create a plan to improve your use of Tension Building Questions in your role.

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Criteria Questions*

This module will discuss how to understand a customer's buying criteria, which is the first vital step in the process of becoming a trusted advisor.

- Demonstrate an understanding of the importance of eliciting your customer's buying criteria.
- Follow the criteria questions approach to identify a customer's emotional criteria.
- Create a practice plan to improve your use ability to identify and leverage criteria with your customers.

The Art of Chunking*

What customers say may not always be what they mean. To ensure we are responsive to them and gain a stronger understanding of their needs and challenges, we must first make sure we are clear on what they are saying. Chunking will support you to gain clarity regarding customers' deeper-level thinking.

- Explain the concept of chunking.
- Communicate more effectively by knowing how to identify and adapt your communication style to a 'Global' or 'Specific' thinker.
- Use chunking to get a better understanding of what customers are really thinking or trying to communicate.

Influential Questioning with the Meta Model*

This course will explore the Meta Model. This powerful language technique helps unpack what customers are telling you to create clarity. By using the Meta Model to direct your questioning, you can unpack what customers are telling you and resolve issues much faster.

- Recognise 'filtered language' ('Deletions', 'Distortions' and 'Generalisations').
- Apply the Meta Model to sharpen your ability to ask the right questions at the right time to gain clarity.

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Insight Stories

Stories have a profound effect on our brains and our behaviour. Your customers are more likely to remember a good story and the information you provided as part of the story; it will stick with them as you work your way through the conversation and, when done right, can create insight and motivate action.

- • Use Insight stories to connect, guide and influence customers' thinking.
- • Use storytelling to help customers recognise the value of making changes or taking action.

Outbound Conversations

Prospecting – Mindset and Lead Generation*

Develop the right mindset and conversational approach to succeed in securing meetings from prospecting. You will also create a compelling prospecting plan.

- • Define what prospecting is and why it's important to keep a continuous focus on it.
- • Identify some of the mindset challenges associated with prospecting and create an action plan to help you overcome these.
- • Create a lead generation plan to help you drive and track your prospecting activity.

Prospecting – Elevator Pitch*

Understand how to use an elevator pitch to increase the chances your prospect will want to engage in a sensible and mutually beneficial conversation.

- • Define and explain the 'elevator pitch' and what it's designed to achieve.
- • Create an effective elevator pitch of your own.
- • Create an action plan that will support you in creating niche elevator pitches on the fly.

Prospecting – Call Planning*

Explore how to plan for and conduct cold or warm lead calls to secure a meeting. Define the objective and purpose of your prospecting calls.

- • Identify the impact of 'call reluctance', what causes it and how you can begin to resolve it.
- • Apply a process to secure meetings from a compelling introductory call.

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Turning Objections into 'Yes'

Tackling Common Objections*

Objections are inevitable. The key is to understand why the customer is objecting – you must take the time to uncover this if you hope to move forward in a mutually beneficial way. While customers may object for many reasons, in this module we'll look at some common causes and when they are most likely to occur.

- Explain what objections are and why they occur.
- Identify customer objections you commonly face.

Neutralising Objections*

In this module we look at how to immunise against common objections, to make a significant difference to your approach.

- Identify and address the (often) hidden real objection.
- Create an action plan to better immunise against your most common objections before they occur.

Reframing Objections*

In this module, we will tackle how to work with objections that weren't immunised against, what mindset you'll need to have in order to manage them effectively and a simple and robust process for working with objections.

- Discuss how to negotiate around objections using 'chunking'.
- Identify any mindset issues you have regarding the tackling of objections.
- Create an action plan that will support you in applying an effective model for successfully reframing objections.

Replacing an Incumbent Vendor*

Explore how to manage and approach the conversation when your prospect has an incumbent vendor or supplier.

- Identify what it really means when a prospect uses an incumbent provider.
- Approach the incumbent vendor conversation with the right attitude and approach.
- Create an action plan that will assist you in moving from Solution to Insight Selling.

Sales Leadership

Our Sales Leadership Program provides experienced and emerging sales leaders with access to a range of courses, covering the core principles, skills, tools, templates, processes and models needed to lead dynamic and highly productive sales teams.

We've grouped courses into topic areas, but programs can be designed based on your specific needs. Each module takes around 30 minutes to complete and includes a mix of interactive activities, case studies, video, audio and supporting tools.

A downloadable Action Plan is provided for every course, which includes tips on how to embed key concepts with your team to help translate learning into results.

Setting Yourself Up for Leadership Success

The Psychology of Buying Satisfaction

This module provides you with the detail of the Psychology of Buying Satisfaction Model so that you can better engage your client and increase the chances of them moving forward with you.

- Demonstrate an understanding of the Psychology of Buying Satisfaction model, and how it applies to your unique conversational process.
- Identify the key behaviours required to successfully follow the Psychology of Buying Satisfaction model in a conversation.
- Explain some of the barriers which might arise throughout the conversation and how to avoid and/or manage these barriers.

Managing a Non-Supportive Buy Cycle

Identify non-supportive buying preferences you or your team members may have and learn strategies to minimise the impact.

- Define the term 'non-supportive buy cycle' and describe how it affects specific customer-facing behaviours.
- Design an approach to minimise the impact of having a non-supportive buy cycle, for yourself and your team.
- Develop a plan that will support you and your team in managing clients that have a non-supportive buy cycle.

Comfort Discussing Money

This module will help you identify any non-supportive beliefs you or your team members hold regarding money and provides strategies to minimise their impact.

- Explain what beliefs are and how they can impact personal success.
- Define Comfort Discussing Money and how it affects specific behaviours.
- Design an approach to minimise the impact of discomfort discussing money.

Leader Self Image & Resilience

Reflect on your current self-image as a leader and identify what impact this may have.

- Critically review your self-image in relation to Leadership.
- Understand the implications of having a negative self-image on your ability to hold your team accountable.
- Work through your sales self-image and determine how to work with your team on theirs to resolve any negative perception they have on selling.

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Reframing Self-Limiting Beliefs

Often, we are not even aware of how the beliefs we have impact on our behaviour. This module helps to create awareness so you can identify if some of your beliefs are holding you back from being even more successful as a leader.

- Outline some of the more impactful self-limiting beliefs that affect leaders.
- Focus on the supportive beliefs you possess that support your success.
- Identify self-limiting beliefs that may sabotage your success.
- Create an action plan that will help you re-frame or eliminate self-limiting beliefs.

Being the Coach

Coaching for Sales Success

This module will equip you with the skills and awareness to have effective coaching conversations, enabling you to build the capability of your team to deliver results.

- Define the components of the High-Performance Equation.
- Deliver supportive coaching conversations with team members that are either meeting or not meeting, their goals.

Reframing Sales Consultants' Self-Limiting Beliefs

This module will help you to identify when limiting beliefs are present and tackle them in a way that encourages your people to feel comfortable rethinking their (often tightly held) perspective on the world.

- Identify some of the more impactful self-limiting beliefs that affect customer-facing professionals.
- Use a language approach (called the Meta Model) to help you challenge beliefs.
- Apply a conversational framework that will enable you to help people reframe their self-limiting beliefs.

Tackling Common Objections

While customers may object for many reasons, in this module we'll look at some common causes and when they are most likely to occur.

- Explain what objections are and why they occur.
- Identify customer objections you commonly face.

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Neutralising Objections

In this module we look at how to immunise against common objections, to make a significant difference to your conversational approach.

- Identify and address the (often) hidden real objection.
- Support your salespeople to create an action plan to better immunise against the most common objections before they occur.

Reframing Objections

Learn how to work with objections that weren't immunised against, what mindset is required to manage them effectively and a simple and robust process for working with objections.

- Discuss how to negotiate around objections using 'chunking'.
- Identify any mindset issues your salespeople have regarding the tackling of objections.
- Support your salespeople to apply an effective model for successfully reframing objections.

Discovery Questions

In this module, you will learn how to ask questions to encourage the customer to consider things about their situation and needs they previously hadn't thought of.

- Demonstrate an understanding of the importance of asking Discovery Questions to tap into customer needs.
- Construct Discovery Questions that expose needs and wants in a compelling way.
- Create a plan to improve your use of Discovery Questions in your customer conversations.

Tension Building Questions

Learn how to ask questions to create an 'emotional shift' in clients that will inspire them to action.

- Demonstrate an understanding of the importance of asking Situation and Tension Building Questions to tap into the emotional and logical needs of customers.
- Construct Situation and Tension Building Questions that expose needs and wants in a compelling way.
- Create a plan to improve your use of Situation and Tension Building Questions in your role.

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Criteria Questions

This module will discuss how to understand a customer's buying criteria, which is the first vital step to becoming a trusted advisor.

- Demonstrate an understanding of the importance of eliciting your customer's buying criteria.
- Follow the criteria questions approach to identify a customer's emotional criteria.
- Create a practice plan to improve your use ability to identify and leverage criteria with your customers.

Gaining Commitment & Advancing Opportunities

Learn how to build commitment throughout the conversation, so clients feel a sense of ownership and desire to act.

- Proactively progress the sale in a way that's comfortable for both you and your client.
- Explain the importance of mindset on closing.
- Identify the appropriate time to implement closing techniques.
- Create a plan to implement the four closing techniques with your team.

Differentiating Value

Learn how to identify your particular value differentiation, how it benefits your client and how to discuss it with them in such a way that they feel it.

- Explain the term 'Value Proposition' and how to integrate emotional buying reasons into the way you build value.
- Identify the best time during a conversation to position your solution and value proposition.
- Demonstrate an understanding of how customer-facing professionals can easily 'decline to a commodity' when selling to their clients.
- Identify what your value proposition is (from a client's perspective) and position value so they can feel it.

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Replacing an Incumbent Vendor

Many customer-facing professionals find competing against an incumbent vendor daunting and difficult to deal with. This module will explore how to manage and approach the conversation when the prospect has an incumbent vendor or supplier.

- Identify what it really means when a prospect uses an incumbent provider.
- Support your salespeople to approach the incumbent vendor conversation with the right attitude and approach, moving from Solution to Insight Selling.

Linking Statements

Learn how to effectively guide customers through the conversation, using Linking Statements to provide the maximum value possible.

- Introduce ideas and concepts to customers in a seamless way that demonstrates listening and increases engagement.
- Support your sales team to improve their proficiency in utilising Linking Statements in conversations.

Building Instant Rapport

Highly successful people first build a strong rapport base and then move into influencing strategies. This module will help you build rapport quickly and effectively.

- Demonstrate an understanding of the impact rapport can have in facilitating relationship-building with clients.
- Apply techniques to facilitate rapport building (and minimize differences) between yourself and buyers.
- Support your sales team in practising and improving their ability to deepen relationships instantly and leverage client trust.

Conversational Rapport

Explore the techniques of social, business and emotional rapport and learn how your team can leverage these to build trust.

- Demonstrate an understanding of the impact conversational rapport can have in facilitating relationship-building with clients.
- Apply conversational rapport techniques to facilitate rapport building between your team members and buyers.
- Implement an action plan that will guide your team in practising and improving their ability to deepen relationships and leverage client trust.

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The Art of Chunking*

What customers say may not always be what they mean. To ensure we are responsive to them and gain a stronger understanding of their needs and challenges, we must first make sure we are clear on what they are saying. Chunking will support you to gain clarity regarding customers' deeper-level thinking.

- Explain the concept of chunking.
- Communicate more effectively by knowing how to identify and adapt your communication style to a 'Global' or 'Specific' thinker.
- Use chunking to get a better understanding of what customers are really thinking or trying to communicate.

Influential Questioning with the Meta Model*

This course will explore the Meta Model. This powerful language technique helps unpack what customers are telling you to create clarity. By using the Meta Model to direct your questioning, you can unpack what customers are telling you and resolve issues much faster.

- Recognise 'filtered language' ('Deletions', 'Distortions' and 'Generalisations').
- Apply the Meta Model to sharpen your ability to ask the right questions at the right time to gain clarity.

Holding Others Accountable

Running Effective Team Sales Meetings

This module will help you utilise meetings effectively, providing you with a specific flow to follow and tips for understanding the attitudes of the people attending the meeting.

- Plan for and structure effective performance team meetings to increase productivity and overall results.

Delivering Performance Conversations

Develop a culture of accountability where individuals are motivated to provide you with the outcome of their work and accept responsibility for the results they achieve.

- Recognise how your mindset can affect your ability to apply Accountability.
- Follow a process for performance conversations.
- Recognise the importance of praising good performance.
- Utilise a structure for low-performance conversations.

Exerting Influence – Decision Making

Improve your ability to understand, connect and influence people by developing your ability to adapt any communication process that isn't working for you.

- Explain the critical differences between an internal and external decision-maker.
- Correctly identify a person's decision-making style.
- Use appropriate influencing techniques for internal and external style preferences.

Tracking Sales Activity

As a leader, your key responsibility is to ensure that your people accomplish the goals set by your organisation. This module will help you measure your salespeople's results, so you can manage them effectively.

- Explain the difference between Leading (activity-based measures) and Lagging indicators (outcome or result measures).
- Work out the relevant leading indicators for your team.
- Create a performance dashboard that measures success.

Building & Managing the Qualifying Process

One of the biggest problems that sales professionals face is waste. This module will help you support your team to save time by qualifying effectively.

- Define the process of Qualifying and its importance in sales management.
- Define your ideal client or customer profile with your sales team.
- Establish a robust Qualifying Process for your team to follow.
- Explore the impact that 'Happy Ears' and other mindset issues have on sales success.
- Develop a conversational approach for having pipeline conversations with your salespeople.

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Motivating People

Establishing Meaningful Goals

People can achieve almost anything in life provided they have enough reasons to do it. What are the 'big enough reasons' for your people to shape themselves into the ultimate Sales Professionals that they want to be? In this module, we will look at a step-by-step process for setting meaningful goals.

- Establish meaningful goals and create action plans to ensure they are achieved.
- Have meaningful conversations with your team regarding their personal goals and align this with their activity.

Thinking on Your Feet

This module will help you build an extraordinary level of flexibility and self-awareness. We will explore the behavioural science model of Perceptual Positions as a mindset and planning technique that will help you truly be client focused. In your role as a leader, this tool is effective to use when having performance conversations and to coach others to use in their meetings.

- Outline the value of being able to view situations from different perspectives.
- Describe the Perceptual Positions model of viewing different perspectives and how it can be used by customer-facing professionals.
- Clearly define the three Perceptual Positions and outline the advantages and disadvantages when applied in selling situations.
- Create an action plan which will develop your ability to use the Perceptual Positions model to build self-awareness and be more effective with your team.

Understanding Core Motivational Drives

A critical component of leadership is being able to motivate your team, so you need to understand how people are motivated generally, not just in the workplace. This module provides theory, as well as techniques, for motivating people with their performance in mind.

- Explain the critical differences between 'Toward' and 'Away', in terms of how people get and stay motivated.
- Correctly identify a person's motivation style and use appropriate influencing techniques for their style preferences.

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Outbound Conversations

Prospecting – Mindset and Lead Generation

Develop the right mindset and conversational approach to succeed in securing meetings from prospecting. You will also create a compelling prospecting plan.

- Define what prospecting is and why it's important to keep a continuous focus on it.
- Identify some of the mindset challenges associated with prospecting and create an action plan to help you overcome these.
- Create a lead generation plan to help you drive and track your prospecting activity.

Prospecting – Elevator Pitch

Learn how to deliver an elevator pitch to increase the chances your prospect will want to engage in a sensible and mutually beneficial conversation.

- Define and explain the 'elevator pitch' and what it's designed to achieve.
- Create an effective elevator pitch of your own.
- Create an action plan that will support you in creating niche elevator pitches on the fly.

Prospecting – Call Planning

This module will expand on the concept of Prospecting by looking at Call Planning. This will involve exploring how to plan for and conduct cold or warm lead calls to secure a meeting.

- Define the objective and purpose of your prospecting calls.
- Identify the impact of 'call reluctance', what causes it and how you can begin to resolve it.
- Apply a process to secure meetings from a compelling introductory call.

Customer Service

Customer service training is crucial to any organisation that works with people. Our online customer service courses provide skills that create positive first impressions, manage customer expectations, and build customer loyalty.

Each course takes around 30 minutes to complete and includes a mix of interactive activities, case studies, video, audio and supporting tools. A downloadable Action Plan is provided for every course, to help translate learning into results.

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Customer Service

The Psychology of Customer Satisfaction

This module provides you with the detail of the Psychology of Customer Satisfaction Model so that you can better engage your customers and increase the chances of them moving forward with you.

- Demonstrate an understanding of the Psychology of Customer Satisfaction model, and how it applies to customer conversations.
- Identify the key behaviours required to successfully follow The Psychology of Customer Satisfaction process in a customer conversation.
- Explain some of the challenges which may arise throughout the conversation and how to avoid and/or manage these.

Building Instant Rapport with Customers

Rapport involves creating a relationship of trust and believability. This helps you earn the right to ask deeper and more meaningful questions and establish trust. This module will help you build rapport quickly and effectively.

- Demonstrate an understanding of the impact rapport can have in facilitating relationship-building with customers.
- Apply techniques to facilitate rapport building (and minimise differences) between yourself and customers.
- Implement an action plan that will guide you in practising and improving your ability to deepen relationships instantly and leverage trust.

Exploring Different Perspectives (Perceptual Positions)

This module will help you build an extraordinary level of self-awareness and flexibility, both personally and professionally. It will explore the behavioural science model of Perceptual Positions as a mindset tool that will help you adapt, connect with customers, better influence outcomes and apply emotional intelligence to customer conversations.

- Outline the value of being able to view situations from different perspectives.
- Describe the Perceptual Positions model of viewing different perspectives and how it can be used by customer-facing professionals.
- Clearly define the three Perceptual Positions and outline the advantages and disadvantages when applied in customer conversations.
- Begin to explore how to use your self-awareness to navigate between the three Perceptual Positions.

Discovery Questions (Facts & Background)

Learn how to ask questions to encourage the customer to consider things about their situation and needs they previously hadn't thought of.

- Understand the importance of asking Discovery Questions to tap into customer needs.
- Construct Discovery Questions that expose needs and wants in a compelling way.
- Create a plan to improve your use of Discovery Questions in your customer conversations.

Insight Questions

Learn how to ask questions to create an 'emotional shift' in customers that will inspire them to action.

- Outline the importance of asking Insight Questions to tap into customers' emotional and logical needs.
- Construct Insight Questions that expose needs and wants in a compelling way.
- Create a plan to improve your use of Insight Questions in your customer conversations.

The Criteria Conversation

This module will discuss how to understand a customer's criteria, which is the first vital step to becoming a trusted advisor and is critical to understanding how they will decide if what you propose is of value to them.

- Explain the importance of discovering your customer's criteria.
- Follow the criteria questions approach to identify a customer's emotional and logical criteria.
- Create an action plan to improve your ability to identify and leverage criteria with your customers.

Chunking

What customers say may not always be what they mean. To ensure we are responsive to them and gain a stronger understanding of their needs and challenges, we must first make sure we are clear on what they are saying. Chunking will support you to gain clarity regarding customers' deeper-level thinking.

- Explain the concept of chunking.
- Communicate more effectively by knowing how to identify and adapt your communication style to a 'Global' or 'Specific' thinker.
- Use chunking to get a better understanding of what customers are really thinking or trying to communicate.

Questioning With the Meta Model

This course will explore the Meta Model. This powerful language technique helps unpack what customers are telling you to create clarity. By using the Meta Model to direct your questioning, you can unpack what customers are telling you and resolve issues much faster.

- Recognise 'filtered language' ('Deletions', 'Distortions' and 'Generalisations').
- Apply the Meta Model to sharpen your ability to ask the right questions at the right time to gain clarity.

Establishing Agreement Frames (Linking Statements)

Being able to guide customers effectively through the conversations you have with them is vital if you want to provide the maximum value possible. If you ever feel that a part of a conversation feels slightly awkward or 'clunky' and you're not sure how to move seamlessly from one idea to another, then you'll find the technique in this module invaluable.

- Introduce ideas and concepts to customers in a seamless way that demonstrates listening and increases engagement.
- Create an action plan to improve your proficiency in establishing agreement frames by utilising Linking Statements in conversations.

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Gaining Consent

The most effective service professionals help customers feel ownership of the decision process throughout a conversation and thus support their ability to take (and decide upon) positive action.

- Proactively progress the conversation in a way that's comfortable for both you and the customer.
- Know the important role mindset plays in gaining consent.
- Identify the appropriate time to confirm consent.
- Create a plan to improve your use of conversational tactics to gain consent in customer conversations.

Reframing Customer Objections

Objections are an inevitable hurdle that all service professionals must deal with at some point. Having the right tools is key to your success. In this module, we will tackle the mindset you'll need in order to manage objections effectively and will provide a simple process for working with them.

- Use an approach to resolve customer objections in a way that still enables high customer satisfaction.
- Confidently guide the customer toward a solution or outcome.
- Create an action plan that will support you in applying an effective model for successfully reframing objections.

Acknowledging and Empathising

Explore the critical role empathy plays in customer conversations, to both connect with customers and show positive inquiry.

- Identify how to use acknowledgement and empathy to help customers feel valued and understood.
- Demonstrate an understanding of matching & mirroring and parrot phrasing to build rapport and trust with customers.
- Create a plan to implement these techniques in your role.

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Motivation Styles

In this module, you will learn about motivational thinking styles. This will help you tap into how people become motivated to act on something and communicate with them in a way they will find motivating.

- Explain the critical differences between toward and away in terms of how people get and stay motivated.
- Correctly identify a person's motivation style.
- Use appropriate influencing techniques for toward and away style preferences.

Decision-Making Styles

Discover how people work and think, giving you the unique ability to adapt any communication process that isn't working for you.

- Explain the critical differences between an internal and external decision-maker.
- Correctly identify a person's decision-making style.
- Use appropriate influencing techniques for internal and external style preferences.

Emotional Intelligence

Emotional Intelligence training improves interpersonal skills, motivation, communication and performance. In these courses, you'll learn practical skills and techniques to increase self-awareness, regulate emotions, build stronger relationships, communicate more effectively and increase happiness.

Each course takes around 30 minutes to complete and includes a mix of interactive activities, case studies, video, audio and supporting tools. A downloadable Course Journal and Quick Reference Guide is provided for every course, to help translate learning into results.

These courses are suitable for anyone interested in building their emotional intelligence.

* Indicates leadership version also available. Please see the 'Leadership Development' section for further details.

Online Course Catalogue

Emotional Intelligence

Foundations of Emotional Wellbeing*

In this course, you will learn about the practices that contribute to resilience. This will enable you to build your resilience, so you're ready to meet challenges at work, home and in other areas of your life.

- Explain what it means to be resilient and how this can impact the way you respond to events and situations.
- Recognise how your perception of what is within your control can impact your resilience.
- Distinguish the styles of thinking that can contribute to having a resilient mindset.

Emotional State Management for Wellbeing*

This module will focus on the neuroscience of resilience, and you will explore an advanced technique for emotional state management.

- Build an understanding of how thinking drives your behaviour and outcomes.
- Recognise your early warning signals of stress overload and apply techniques to build resilience.
- Apply a mental agility technique (Association/ Dissociation) to help you change the way you perceive events and thus support your ability to be more resilient.
- Increase your ability to build and maintain positive, healthy and stress-free workplace relationships.

Authentic Happiness

In this course, we'll look at why happiness is such a big deal and review what recent science is telling us about the key factors that affect happiness.

- Explore the beliefs you hold and unconscious thinking patterns that may be contributing to or getting in the way of your happiness.
- Consider the implications of recent studies on personal happiness.
- Implement a range of practical, research-backed strategies for tapping into and nurturing your happiness.

Online Course Catalogue

Cohesive Teams*

In this module, we'll explore the benefits of having a cohesive, high-functioning team and how you can go about enhancing your team's dynamics to create a team environment in which all members work together to successfully achieve unified goals.

- Explain how cohesion contributes to team performance.
- Reflect on recent research regarding what makes a cohesive team.
- Evaluate your team in terms of cohesion, trust and psychological safety.

Critical Self-Awareness*

While a multitude of factors can go into the making of a successful person, nearly all individuals who achieve high levels of personal and professional success have a keen sense of self-awareness. In this course, you will learn how to use a variety of strategies to develop your self-awareness, so that you can understand how others see you, and better align your actions with your intentions.

- Recognise how your feelings affect your performance and what you think, say and do.
- Build your mind-body connection by better identifying which emotions you are feeling, your emotional triggers and your body's signals.
- Use a variety of strategies to recognise and then change your emotions and behaviours, in the moment.

Applying Self-Awareness*

This module will help you build an extraordinary level of self-awareness and flexibility, both personally and professionally. It will explore the behavioural science model of Perceptual Positions as a mindset tool that will help you adapt, connect with people, better influence outcomes and apply emotional intelligence to relationships and interactions.

- Outline the value of being able to view situations from different perspectives.
- Describe the Perceptual Positions model of viewing different perspectives and the key ways in which it can be used.
- Clearly define the three Perceptual Positions and outline the advantages and disadvantages of each.
- Begin to explore how to use your self-awareness to navigate between the three Perceptual Positions.

Transformational Leadership Skills

Our online leadership courses develop critical skills that advance individuals, teams, and organisations and are suitable for all leadership levels. Learn practical skills that will support your ability to lead with confidence.

We've grouped courses into topic areas, but programs can be designed based on your specific needs.

Each course takes around 30 minutes to complete and includes a mix of interactive activities, case studies, video, audio and supporting tools. A downloadable Course Journal is provided for every course to help translate learning into results.

Emotional Intelligence for Leaders

The Emotionally Intelligent Leader

In this course you'll learn why emotional intelligence is so vital for leadership effectiveness, the link between EI and Transformational Leadership and how you can build your skills.

- Define Emotional Intelligence as underpinned by the most prominent EI assessment in the world.
- Identify combinations of EI competencies that support/derail leadership behaviours and how these competencies play out in terms of observable signs and symptoms.
- Explain how emotional intelligence underpins your ability to be a Transformational Leader.
- Identify which EI competencies you need to excel.

The Importance of Resilience for Leaders

This course will enable you to build your resilience as a leader, so you're ready to meet challenges, navigate obstacles and lead your team to bigger and better results.

- Explain what it means to be resilient and how this can impact your leadership approach and the way you respond to challenging situations.
- Recognise how your perception of what is within your control can impact your resilience as a leader.
- Distinguish the styles of thinking that can contribute to having a resilient mindset.

Managing Your Emotional State

Emotion regulation is a key competence demonstrated by successful leaders. In this course, you will explore an advanced technique for managing your emotional state.

- Build an understanding of how thinking drives your leadership behaviour and recognise your early warning signals of stress overload.
- Apply a mental agility technique (Association/ Dissociation) to help you change the way you perceive events and thus support your ability to be more resilient.
- Increase your ability to build and maintain positive, healthy and stress-free workplace relationships.

Neural Networks
Transform your organisation

The Power of Self-Awareness for Leaders

This course will help you understand how to develop your self-awareness so you can recognise how others see you, and better align your actions with your intentions.

- Recognise how your feelings affect what you think, say and do.
- Strengthen your mind-body connection by noticing the emotions you're feeling, how they show up and what triggers them.
- Notice and then change your emotions and behaviours, in the moment, to get better results.

Taking Different Perspectives to Increase Self-Awareness

In this course we'll explore the concept of Perceptual Positions, which help us to view situations from different perspectives, increasing self-awareness and objectivity.

- Describe the Perceptual Positions model and how it can be used.
- Clearly define the three Perceptual Positions and outline the advantages and disadvantages of each.
- Begin to explore how to use your self-awareness to navigate between the three Perceptual Positions.

Cohesive Teams

The Critical Components Needed to Build a Cohesive Team

While many teams work well together, true success comes from being a cohesive team. In this course, we'll explore why team cohesion is so important, its role in team and organisational effectiveness and the key components needed.

- Explain how cohesion contributes to team performance.
- Reflect on recent research regarding what makes a cohesive team.
- Evaluate your team's cohesiveness.
- Determine how to cultivate the right narrative for your team.

Online Course Catalogue

Building a Culture of Psychological Safety

This course is designed for leaders to take actionable steps to increase Psychological Safety in their teams. It provides the tools to build a culture where team members respect, accept and encourage each other, fostering productivity and innovation.

- Explore the key aspects of psychological safety at work and benefits for leaders, employees and the organisation.
- Identify the current balance of psychological safety and accountability in your teams and your contribution to this.
- Use tools and strategies to encourage a culture of open communication, curiosity and innovation.

Motivation Styles

In this course, we'll explore how to identify Motivation Styles and adapt your communication to capture attention, build trust and gain commitment by targeting and meeting people's motivation preferences.

- Explain the distinction between 'Toward' and 'Away' in terms of how people are motivated to act.
- Correctly identify people's motivation preferences.
- Tailor your communication and use appropriate influencing techniques for their style preferences.

Coaching for Successful Transformation

The Fundamentals of Successful Coaching

This course looks at coaching your team to learn, so you improve your employees' skills and increase their work efficiency. You'll learn how to adopt a coaching approach that brings out the best in your people.

- Define the purpose and benefits of coaching.
- Identify situations where coaching will make a difference to business goals.
- Develop a mindful coaching presence to support coaching outcomes.
- Develop deeper listening skills to build trust and facilitate self-discovery.
- Energise, motivate and mobilise team members toward positive behaviour change by taking a curious approach with Appreciative Inquiry.

Online Course Catalogue

Instant Rapport for Effective Coaching Conversations

Rapport is fundamental in building an effective coaching relationship between leader and team member as it promotes trust and honesty, creating space for growth. This course will provide proven techniques for building rapport instantly for more effective coaching conversations.

- Explain what rapport is and why it is so important.
- Apply powerful, practical techniques to build rapport quickly at the start of a conversation.
- Maintain rapport throughout the conversation to increase trust and influence.
- Avoid unconscious behaviours that damage rapport.

Communication Styles and Chunking

If you want to be an effective leader, you need to excel in communication. In this course, we'll explore communication styles and how to use the language technique of Chunking to create clarity, improve motivation and find common ground.

- Explain the distinction between 'Global' and 'Specific' thinking in terms of how people communicate.
- Use Chunking to get a better understanding of what people are really thinking or trying to communicate.

The Art of Questioning

This course will explore questioning using the Meta Model to create transparency and remove unhelpful 'noise' in communication.

- Learn how to recognise 'filtered language' ('Deletions', 'Distortions' and 'Generalisations').
- Apply the Meta Model (behavioural science language model) to sharpen your ability to interrogate reality and ask the right questions at the right time to ensure your coaching is targeted and relevant.

Online Course Catalogue

Transformational Coaching Framework

In this course, we'll focus on using the transformational Skills Coaching Framework to facilitate growth and long-lasting, sustainable change. You'll learn how to unlock the potential in each team member using the framework to generate self-awareness, alignment and implementation strategies.

- Utilise the transformational coaching model to promote self-evaluation and self-motivation in your coaching conversations.
- Identify coaching behaviours that support effective coaching to achieve successful transformation.
- Recognise when mindset and beliefs create a barrier to effective coaching.

Well-Formed Outcomes

In this course, we explore the concept of Well-Formed Outcomes, its origins, applications and a step-by-step approach to help you create high-quality, motivating goals that move you forward.

- Gain an overview of Well-Formed Outcomes through the lens of NLP (Neuro-Linguistic Programming).
- Outline the specific steps involved in creating a well-formed outcome.
- Learn the tools to construct your well-formed outcomes.

Reframing Employee Limiting Beliefs

How can you help your people to be more successful and break past any beliefs they have about themselves, the organisation, or customers? As a leader, you need to know when limiting beliefs are present, i.e. what to listen for, and how to tackle them in a way that encourages your people to feel comfortable re-thinking their (often tightly held) perspective on the world.

- Identify some of the more impactful self-limiting beliefs that affect people.
- Apply a conversational framework to help people reframe their self-limiting beliefs.

Contact Us

Neural Networks is a globally recognised culture transformation, leadership training and sales training development company that specialises in people and organisational growth.

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in	Neural Networks Concepts

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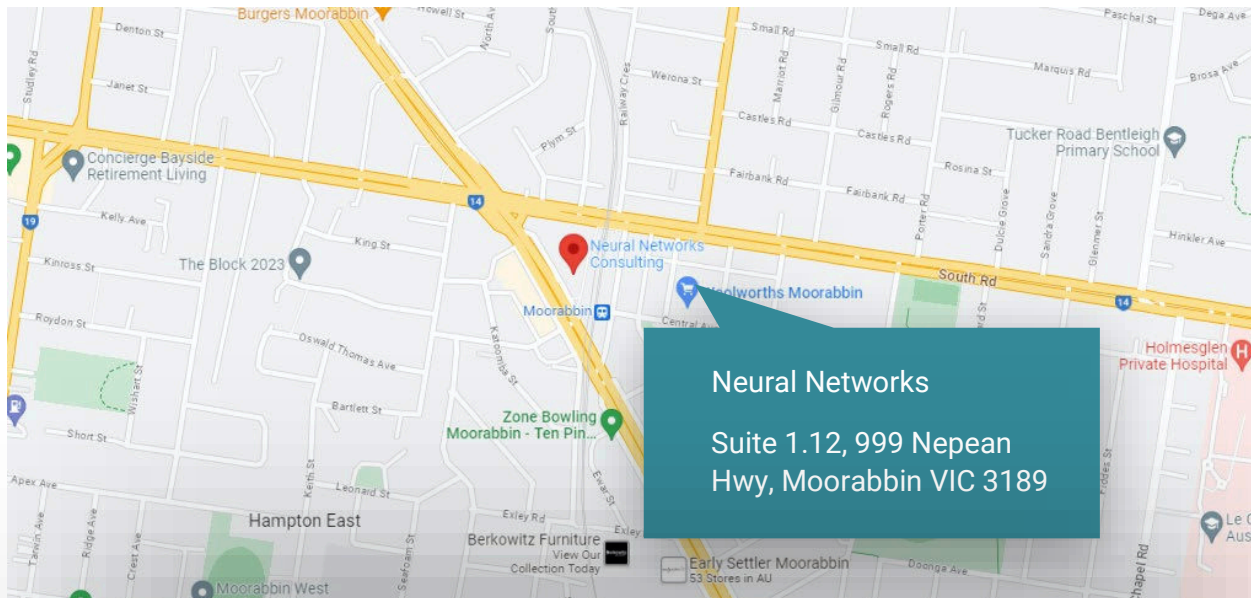
Get in Touch

We look forward to working in partnership with you on this project. If you have any

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