



This program teaches you to use the science of persuasion, you can use these techniques right away, you do not need to be the "artist" to see fantastic results and start closing more sales. In this seminar you'll learn about the differences in thinking between women and men and how to tap into those differences to be more successful in selling. You can build trust rapport, and connections with anyone in a few simple steps.



CYNTHIA LINDNER, MS

Cynthia is an experienced Certified Hypnotherapist with over 20 years of experience working in the mental health professions, currently with a successful private practice on Long Island, NY. She is a certified Master Practitioner of NLP and is also a Certified NLP trainer. Cynthia has taught workshops at international conferences, and has written several published articles on the subject of hypnotic techniques and mind-body medicine. She is knowledgeable and respected by her peers.

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Classes held @ Holbrook Wellness Center



**THE**

**SCIENCE OF  
PERSUASION**

**Selling Seminar**



## THE PROGRAM

In this seminar topics are covered in easy to understand English. You will learn the tools of how to make this technology for rapid change a reality. You will learn, all the techniques you need to get started.

### FIRST HOUR

Eye and mind opening experiences set the stage for this information packed seminar. This is not about reinventing "how to close a sale". This is about taking what you already know about selling and getting the results you always could have, but didn't have all the tools you needed to get good results consistently.

### SECOND AND THIRD HOURS

Learn about the differences between men and women's ways of processing information and making decisions. Identify learning styles and best ways to communicate with each style.

### LUNCH ON YOUR OWN

You can visit any of the local eateries or bring your own lunch if you prefer.

### HOURL FOUR

Using listening skills and your powers of observation. Through actively listening and observing how your customer communicates you gain the keys to their unconscious desires. You learn the best ways to



deliver information to the individual in order to close the sale.

### HOURL FIVE

Learn and practice non-verbal communication and creating positive states in yourself and others! Experience how it all works together for you to confidently sell without being perceived as "pushy".



**GREAT VALUE**  
**\$147.00**

Hypnotic techniques and Neuro-Linguistic Programming recently have gotten much attention, but these concepts have been in use increasing people's success for a fair length of time. This seminar is aimed at Salespeople, Account Managers, Managers and Sales Directors. An understanding of these technologies will help you get into and maintain "the zone". You will also have a highly skilled and motivated team who will want to win more business; a team who will go the extra mile and are adept at reading people, which will clearly give you ownership of the competitive edge.

"The secret of man's success resides in his insight into the moods of people, and his tact in dealing with them." --J. G. Holland

American novelist and poet

This is more than the psychology of selling. By applying proven, successful techniques to real-life situations your prospects become customers. You close the sale with greater frequency. It is good for you, your company and your customers!

