uncommon · *fortune*

PRIVATE SALES TEAM WORKSHOP

Breakthrough Day.

Get out of your own head and back into the conversation.

A private day with Steve Pastor for teams ready to hold their price, ask better questions and lead a buyer towards a clear decision.



YOUR TEAM IN THE ROOM

Start with the deal you'd like another go at.

"Can you do better on price?" A rep offers ten per cent off. Later, the buyer mentions that delivery was the real concern. That first reply cost margin and left the important question unanswered.

Bring me a moment like that from your pipeline. Through guided hypnosis, NLP and rehearsal, each person gets to slow the exchange down, recognise their own reaction and try the conversation again.



BEFORE THE DAY · FOUNDER OR SALES MANAGER BRIEFING

Give the vision a job in the room.

Bring one customer story that captures what your business stands for. If the promise is dependable delivery, what should a rep ask before quoting? We agree on a question the whole team can use, a sales goal and the number you'll measure it against. Your people hear what the vision sounds like in a real deal.

INSIDE THE WORKSHOP

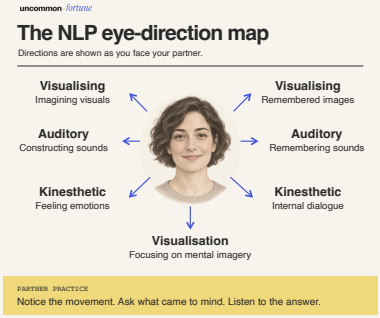
Four moments worth practising.

Each person works on their part of the conversation. A teammate plays the buyer and gives feedback they can use on the next attempt.



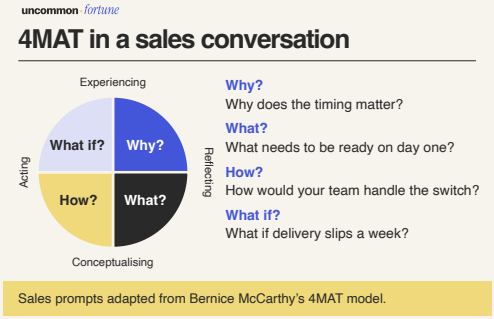
Guided hypnosis · Hold your price through the silence

Bring to mind the moment just after you name a price. Notice the breath, the pace and the urge to fill the gap. In optional guided hypnosis, rehearse staying present until the buyer answers. Then say the price aloud to a partner and wait. The skill you take into the next deal is hearing the buyer's concern before offering a concession.



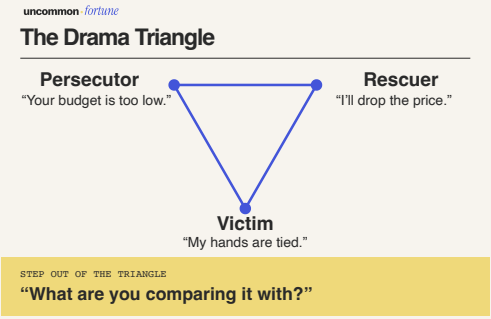
Physiology · Make room for an honest answer

Say "Take your time" while glancing at the clock. Try it again with your attention on the person opposite you. Ask which invitation felt easier to answer and why. This gives the rep feedback on signals they rarely get to see in themselves. The map gives you prompts for a practice conversation. Gaze alone cannot reliably identify a buyer's thoughts. Swap roles. When your partner looks away, pause and ask "What's on your mind at this point?" Let their answer guide your next question.



NLP language and 4MAT · Find out what matters before you quote

A buyer says the changeover needs to be "smooth". Ask "What would smooth look like on Monday morning?" Use four prompts to explore why the change matters, what they need, how it would work and what if plans change. Each rep leaves with one assumption to check on a live opportunity. The answer gives them a customer-defined requirement to build into their proposal.



Karpman Drama Triangle · Lead the next decision

A buyer challenges the fee. Try the familiar replies aloud. Offer a discount to rescue the deal, blame head office, or criticise the buyer's budget. Notice which role you step into. Replay it with "What are you comparing it with?" Listen, make a recommendation and ask "Would you like to go ahead on that basis?" Your manager now has a specific exchange to coach.

THE PERSONAL BOARD BREAK

What would you choose for yourself?

On one side of your board, write down all the limitations you recognise in your life. Turn it over and write all your personal goals. I guide you to picture an ordinary day living one of those goals. Who's there? What are you doing? Choose one step towards it and, if you wish, take part in the facilitated board break.

This gives everyone in the room time to answer a question a sales target can't answer for them. What do I want to do, have or experience? The choice to share any part of the board stays with its owner.

THE NEXT SALES MEETING AND THE 30-DAY REVIEW

Give the practice a place in the pipeline.

Each rep picks a live opportunity and a behaviour to try. At the next meeting, ask "What did you ask, what did the customer say, and what did you agree to do next?" A manager can coach that exchange even while the deal is still open.

If the ambition is to double closed sales, record the baseline before the day. After 30 days, compare wins and opportunities over equivalent periods. Look at one deal where the new behaviour made a difference and agree what the team will practise again.



BRING STEVE INTO YOUR BUSINESS

Plan your team's day.

Send your team size, location and preferred timing. I'll come back with a proposed focus, availability and a fee for your team.

Enquire about dates and fees
theuncommonfortune.com/events/team-nlp-hypnosis-workshop/