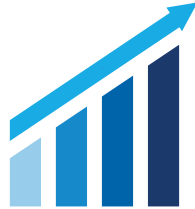


# THE NEUROSCIENCE OF SELLING AND NEGOTIATING

Dates: 28-29 November 2017  
Venue: Hyatt Regency  
191 Oxford Road  
Rosebank  
JHB



## MARKITECTS

Professional Persuasion Training

Put yourself and  
your team a decade  
ahead of the pack

Facilitated by:  
**IAN RHEEDER** | *Markitects: Owner* 

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The elegant CUSP® Persuasion System is founded on brain-based research. Put yourself a decade ahead of the pack by practising the crucial skills of selling and negotiating.

Extensive new research has made the art of selling simpler and more powerful. Advances in neuroscience now allow us to focus on the basics and, as a result, produce a sales system that is intuitive. This is the reason why delegates find CUSP® so easy to grasp and implement. Thanks to neuroscience, CUSP® has transformed the way selling should be viewed: as high-trust processes that are enjoyable for both the salesperson and the customer.

Studies show that people have an unconscious repulsion to being persuaded - nobody likes a hard, impersonal sale. Overuse of this selling technique shuts down the cognitive and creative reasoning of our rational brain, the prefrontal cortex. Successful sales require adapting our style and techniques to accommodate these primal idiosyncrasies. Fortunately, neuroscience has also revealed that people are strongly motivated by the emotional engagement evident in trust-based relationships. How then do we persuade, and illicit cooperation, without forcing someone to comply?

### INVESTMENT FEE: R5,700 incl. VAT

Fee includes tuition, instructional material and CUSP® tools, morning and afternoon tea as well as lunch.



**DAY 1:**  
Sales Skills  
**DAY 2:**  
Negotiating Skills

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**“CUSP® is easy to Learn,  
Recall & Implement.”**

### The venue

#### HYATT REGENCY ROSEBANK • JOHANNESBURG

191 Oxford Road, Rosebank, JHB Tel: +27 11 280 1234  
GPS : South 26° 08' 36,6 • East 028° 02' 35,3

**FIVE STAR VENUE** • This five star Hotels captivating African-inspired décor draws you into a vibrant celebration of local culture and heritage. Conveniently situated – avoid the traffic and take the Gautrain! The station is situated 100m from the hotel entrance.

THE NEUROSCIENCE  
OF SELLING AND NEGOTIATING



## SALES TRAINING SELDOM WORKS FOR 2 REASONS:

- Few people have considered the brain's neurological changes when immersed in the persuasion process.
- Secondly, many sales training systems are far too complicated to learn, remember and implement. During the interaction process our ability to access such complicated training may fail. Why this tends to happen will be carefully explained during the two-day seminar.

# SIMPLIFY, SIMPLIFY, SIMPLIFY



Interactions with a sales company's representatives are often frustrating – and ultimately unsuccessful. Research shows that after such interactions, customers have a 400% greater disloyalty toward the company (Harvard, 2017). For this reason the high-trust, low-tension CUSP® System was developed. CUSP® allows you to:

- Hit quota without using hard-selling tactics
- Enjoy selling and negotiating
- Learn how to build trust fast based on preparation and body language
- Learn just two high-trust closing lines that work
- Learn how to handle objections with empathy and assertiveness
- Learn the top 10 golden rules of negotiating



Neuroscience and psychology are at the heart of selling. Neuropsychology is the study of the interactions between our brain function and our thoughts, feelings and behaviour. It is this fusion of neuroscience and psychology that makes the CUSP® System refreshingly new and impossible to ignore.

Sales and negotiating skills – persuasion science – are so closely intertwined that they ought to be learnt as one concept. The basics of selling are vital to the art of negotiating and, uniquely, these two skills are thus taught as one during Ian Rheeder's two-day seminar. Using a triangulation of neuroscience, psychology and selling skills, Ian reveals how selling and negotiation overlap.

In this two-day seminar, you will learn how to build trust fast whilst presenting your solutions a little slower. You will also learn to manage emotions and interpret body language. Without these EQ skills, it is difficult to think clearly – let alone handle objections without a fight-flight-freeze response. CUSP® training prepares the negotiator to anticipate any scenario, while remaining calm, assertive and creative.

## WHO SHOULD ATTEND?

The training material is appropriate to anyone who wants to learn to persuade, inspire, influence, negotiate and/or sell. Persuasion is a life skill – not just a business skill.





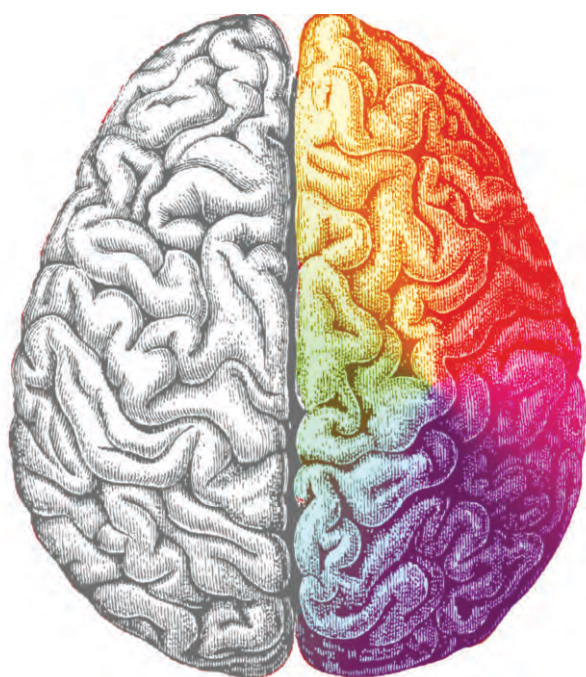
## IAN RHEEDER

**Your Expert Sales and Negotiation Trainer**

To answer the central theme – what makes a salesperson successful? – Ian draws on 30 years of practical sales experience and his love of studying neuroscience. With the aim of simplifying sales, Ian developed the CUSP® Sales and Negotiation System.

Over the past decade, Ian has successfully trained thousands of salespeople. Each delegate strongly agreed that CUSP® is a simple, yet powerful persuasion system. Previously, Ian held the position of Marketing and Sales Director at the global zipper giant, YKK.

Ian is a chartered marketer and holds an MSc in Persuasion Science (cum laude) and regularly facilitates CUSP® at GIBS.



**FOR MORE INFORMATION OR  
A QUOTE CONTACT**

[www.markitects.co.za](http://www.markitects.co.za)

Ian's high-trust CUSP® Sales and Negotiating System is heavily supported by the latest neuroscience discoveries. He has worked as a consultant in several different industries and is currently completing his PhD in the Neuroscience of Persuasion. In 2010, Ian was nominated as the Johannesburg Chapter President of the Professional Speakers Association. In addition, he was voted as the best speaker at international marketing conferences in 2009 and 2012. He is the founding member of The Marketing Association of South Africa and has published dozens of articles on sales, marketing and management.

## TESTIMONIALS

**"CUSP was the best sales course in my  
20 years of sales."**

Sales Manager, Leading Hotel Group

**"Ian Rheeder is so good at teaching sales that he  
received a standing ovation from sixty  
@SABKickStart entrepreneurs after his training."**

SAB

**"Brilliant sales system, truly insightful.  
Every delegate (x18) scored Ian 100%!"**

Sales Manager, Sun International

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## DAY 1: CUSP® SALES SKILLS

### HIGH-TRUST SELLING USING NEUROSCIENCE

Day one is designated to teaching proven and effective selling and persuasion skills. Using the simple, yet powerful, CUSP® Selling System, you will learn to guide your customers through a high-trust, low-tension experience: a win-win system of selling that puts your customer before the sale. This is a step-by-step guide to securing deals. To keep it simple, four A4 colour tools will be used throughout both days of training.

**TUESDAY 28 NOVEMBER 2017**

08:00 – 08:30 Tea / coffee upon arrival

#### Session 1: 08:30 – 10:30

- Why people generally do not choose sales as their first career choice
- Why a career in sales has the lowest suicide and divorce statistics
- The most important thing you will ever do on this planet as a salesperson
- The basic needs of the customer (SCARF model)
- Why sales has changed to management consulting
- Kick-ass customer service: Be an empathetic controller/challenger
- Stop trying to delight – and get the basics right
- Energy or focus – which is more important?
- B2B vs B2C sales
- What are your two points of difference?
- The background to how neuroscience developed and the basics of the brain
- Four major positive neurotransmitters that get your customer on a high

10:15 – 10:45 Tea / coffee

#### Session 2: 10:45 – 12:30

- Our top 8 emotions – including the opposite of trust
- Why we can't remember names – and the solution
- Top 6 characteristics of the best consultants
- How to reach busy, key decision makers (17 ideas)
- Understanding the 7 roles of key decision makers
- Body language: Top 10 ways to build trust fast
- Two top characteristics of top sales people
- Selling with the brain in mind (CUSP®)

12:30 – 13:30 Lunch

#### Session 3: 13:30 – 15:00

- How to sell vs how to negotiate
- The CUSP® Sales System in depth
- Small talk questions
- Trust-building questions
- Questions that reveal a customer's needs

15:00 – 15:30 Tea / coffee

#### Session 4: 15:30 – 16:30

- Customer contact forms
- Handling objections the high-trust way
- Q&A

## DAY 2: CUSP® NEGOTIATING SKILLS

### ADAPTING THE NEUROSCIENCE OF SELLING TO NEGOTIATION

Day 2 builds on the CUSP® Sales Skills covered the previous day and applies it, step by step, to negotiation.

Whilst always maintaining a win-win mindset, this module will teach you that negotiations are a means of resolving potential conflict (e.g. price or delivery) with the intention of reaching agreement. Through explicit tactics, this module will enable you to achieve a business or private outcome faster than previously anticipated.

**WEDNESDAY 29 NOVEMBER 2017**

08:00 – 08:30 Tea / coffee upon arrival

#### Session 1: 08:30 – 10:15

- The 7 levers of persuasion
- Top 10 golden rules of negotiation
- Case study 1: Teaches the basics (easy)

10:15 – 10:45 Tea / coffee

#### Session 2: 10:45 – 12:30

- Planning your PAR variables
- Planning your contender's PAR variables
- Top 10 ways to build trust
- Case study 2: Prepare a case (difficult, 60 mins)

12:30 – 13:30 Lunch

#### Session 3: 13:30 – 15:00

- Conduct one-on-one case study (30 mins)
- Discussion of the case study and delegates' approaches (10 mins)

15:00 – 15:30 Tea / coffee

#### Session 4

- Case study 3: Prepare your PARs and contender's PARs (work-based specific, 30 mins)
- Discuss differing team members' priorities
- Personality profiles and negotiating styles
- Top 6 customer concerns – and your solutions
- Handling customer concerns in 4 stages (SCARF model)
- How to successfully close
- Discussion of objections and plan preparation
- How to present in 4 simple parts
  - Introduction – 30 second pitch
  - Describe problem – tell a story
  - Solution – pay-back story or benefits
  - Proceeding to the next step

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