



## The Edge You've Been Looking For...

### A New Approach To Selling - Guaranteed!

Motivating your sales team to consistently sell more and at a higher level can be a challenging task. To achieve this they must possess the necessary product knowledge and sales skills. However, you must also ensure they have the determination and confidence needed to approach every sales opportunity with a high degree of positive expectancy and a success-orientated state of mind.

At Mancroft we understand the challenges you face and that's why we've created the Sales Cybernetics Programme; to help give your team the positive mental attitude necessary to meet the stretching targets you know they can achieve.

Since 1997 Sales Cybernetics has been developed and enhanced with the latest brain research and extensive studies of human nature and psychology. We have combined these

to create a programme that will enable your team to develop the winning attitudes so vital to success in today's ever increasingly competitive marketplace.

Essential research shows the top performers in any field have higher than average emotional intelligence, which means that they are harder working, more focused, better negotiators, more goal-orientated, persistent and resilient. No doubt your own experience will tell you that these characteristics are always found in highly successful sales people.

This Sales Cybernetics Programme will take your sales team to a new level. State-of-the-art research, coupled with the wisdom of the ages, creates a potent combination; ready to unlock the full potential in your team.

## Who is Sales Cybernetics for?

As this Programme is about achieving even more, it can significantly lift the performance of sales people at all levels of experience and skill, from rookies to seasoned campaigners honest enough to know that we can all do better.

Even your peak performers will know that they need to keep abreast of any research or developments that can help propel them more quickly towards their targets.

*"While you think you're green you're still growing, when you think you are ripe you start to rot!"*

Sales Cybernetics will show your team exactly how they can achieve more and excel in their performance, consistently and with apparent ease.

**"At last, a solid, science-based sales programme"**

## What Sales Cybernetics Will Give Your Team

You want your sales team to sell to their full potential, which means that their use of 'traditional methods' must be underpinned by a solid understanding of the psychology of selling and an unshakeable success-orientated attitude.

Here are just fifteen of the powerful and innovative concepts and techniques that will **RADICALLY** improve your team's approach to selling:

- How to develop a Winner's Mind-Set
- How to raise your Mental Thermostat
- Understanding Brain-to-Brain Selling, sales and the subconscious mind
- Understanding the vital role of Psycho-Linguistics in selling
- Why a strong 'Sense of Purpose' fuels the 'Fire of Achievement'
- How high Emotional Intelligence improves your objection handling capability
- A deeper understanding of the 'Customer's Universe'
- How to make it easy for customers to say 'yes' – neural networks and influencing
- Practical ways to achieve Low-Stress Selling
- How the Goodwill Account affects sales performance
- 'Me PLC' – taking control of your sales career development
- How to continuously benefit from your Victory Log
- How to take the Winner's Mind-Set into the marketplace
- The powerful relationship between Thinking and Results

This powerful, hard-hitting, science-based programme will ignite your team's desire to succeed as all the top performers do; set their own goals higher than those set for them – just imagine the power of a team where every member does that!

It's essential your team can internalise the concepts of Sales Cybernetics. At strategic points throughout the programme each team member will receive training notes, a performance-enhancing audio CD and a One-Minute Mentor to help them stay on track long after the event.



## How Will You and Your Team Benefit?

Being in peak mental condition is crucial in today's fast-pace, high-pressure sales environment. During your Sales Cybernetics Programme your team will learn how to manage their thinking and attitude in ways that develop their desire to sell to their full potential.

This ground-breaking programme has been developed using latest knowledge of how our brains really work. It will therefore give your people all the mental tools necessary to help make selling a spontaneous, natural process.

Instead of being consciously aware of things such as body language and the sequence of the sale (following traditional sales methods), your sales team will learn how to pre-programme these into their thinking so that selling becomes one seamless, subconscious whole. Peak performers have always sold this way and now your whole sales team can enjoy the mastery of the mind necessary to reach those stretching targets.

**"You get solid, commercial benefits on a Sales Cybernetics programme"**

## Making It All Stick

You've probably witnessed the initial euphoria felt after conventional training courses, only to see your staff's enthusiasm dissipate all too quickly. Many training courses lose their effect after only a short while, leaving people floundering, returning to old habits and often low performance.

Sales Cybernetics is dynamically different. We include in our Programmes essential Booster Sessions where your team will be able to provide feedback on their successful application of the principles and methodologies learned during the Programme. We include more tools and techniques to help

them consolidate and extend their learning and application of Sales Cybernetics.

They will also have their understanding and actions fine-tuned and reinforced, which means that they will have the solid foundation necessary to get them through the knock-backs all sales people have from time to time.

**"I felt stirred to aim for greater things."**

– Barclays

## Sales Manager's Post-Course Strategy

It is essential for your team to get the ongoing support from you necessary to consolidate and maintain the value and enthusiasm inevitably generated by this powerful Sales Cybernetics Programme. To help you do this you will receive a Sales Manager's Strategy Pack. In it you will find a section on the kind of questions you should be asking your people on a regular basis. There's also a list of seven simple yet very powerful techniques for gaining your customers confidence as well as twenty-one well-known (yet seldom

used) 'glamour words' that will illuminate any proposal by accessing the emotional right half of your customer's brain.

Your Sales Manager's Strategy Pack will provide you with the framework necessary to keep the tools and methodologies to the fore during your internal one-to-one sessions and team meetings.

**"Our results have shown tremendous lifts each time we have used your programmes" – Jarrold Publishing**

## Mancroft Mission Statement

**To liberate individuals and organisations from inappropriate performance-sapping thinking habits by embedding new philosophies rooted in success-focused psychology."**



Mancroft International



## Consultation Request Form

We are delighted to offer you a no-obligation opportunity to learn more about Sales Cybernetics and exactly how your business or organisation can benefit from this unique and leading-edge development programme. We would be very pleased to discuss the opportunity to deliver a bespoke Training Appraisal and Presentation to demonstrate how Sales Cybernetics could create massive results in your sales team. This personal service normally costs £895+VAT but you can claim a FREE consultation when you book quoting this brochure. To start the process today and find out why you need Sales Cybernetics call or email us now, or register via our dedicated website – [www.salescybernetics.com](http://www.salescybernetics.com)

"Yes, please contact me to arrange our FREE Training Appraisal and Presentation".

NAME
POSITION
COMPANY
ADDRESS
POSTCODE
TELEPHONE
MOBILE
FAX
EMAIL



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## Our Commitment To You –

*When you work with us you can be sure of the following commitments:*

The principles and methodologies contained in the programme is rooted in science. They are proven facts not interpretation.

The Mancroft training team has a combined experience of over 100 years of motivation and management training ensuring that we will bring 'real world' experience and expertise to your company.

We continually carry out in-depth research in our field so that you can be sure that the information given in the programme is always at the cutting edge of sales excellence.

This programme is delivered in every-day jargon-free language giving you the confidence that the ideas will be quickly and easily understood and applied by all members of your team.

All our presenters are highly experienced and have a successful personal track record in sales giving you the assurance that they will inspire your people with sound knowledge and credibility – we are not arm-chair theorists!

You have the option of running a pilot programme for a group of decision makers before you choose to commit to a full project roll out. This means that you can be totally confident that Sales Cybernetics will play a key role in your drive for improved individual and team performance.

**“Now I realise why standard sales techniques alone are not enough.”**

Lilly Industries

## Who Are We?

For over twenty-four years we have pioneered personal development training and helped over 120,000 individuals to progress towards excellence. Our programmes have been delivered in over 10 different countries and to some of the world's largest organisations – commercial and public

sector. Many of our client relationships have lasted over a decade proving what we deliver is valuable and tangible in the benefits we bring. Quite simply, we maintain an unparalleled reputation for the highest quality of delivery and training development.

*Just some of the companies who have benefited from Mancroft Programmes:*

- The Financial Times
- BT
- Friends Provident
- Norwich Union Direct
- EMAP
- Barclays
- The Mirror Group
- GAP
- The Jewson Group
- Nestle
- BAE Systems
- Eli Lilly & Co.
- GlaxoSmithKline
- Barbican Centre
- RBS

## Get Your FREE Consultation and Presentation

*To help you fully understand the ground-breaking Sales Cybernetics Programme and the impact it could have on your team, we are offering you a free Consultation and presentation worth £895+VAT.*

*This invaluable and compelling session will enable us to understand your needs and give you the background necessary to support your team should you decide to go ahead with a Sales Cybernetics Programme.*

*We promise this time spent together will change forever the way you think about sales success and the real potential currently locked in your business.*

*To request a free, no-obligation opportunity to find out more, call, email or register online.*



Mancroft International

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# Sales Cybernetics

## How to give your team a winning mind-set...

a Mancroft International programme

Get Your  
**FREE**  
Consultation  
worth  
**£895**  
+ VAT



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