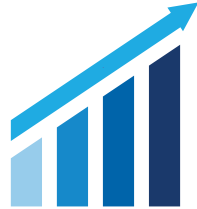


# THE NEUROSCIENCE OF SELLING & NEGOTIATING



## MARKITECTS

Professional Persuasion Training

Why not put  
you & your team  
a decade ahead  
of the pack?

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

[ian@markitects.co.za](mailto:ian@markitects.co.za)  
Cell 083 300 8080

[robin@markitects.co.za](mailto:robin@markitects.co.za)  
Cell 083 943 4181

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



**Brain-research has helped construct the elegant CUSP® Persuasion System. So why not put yourself a decade ahead of the pack by practising the crucial parts of selling and negotiating?**

An avalanche of new research has actually made selling simpler and more powerful. By focusing on a few big discoveries, neuroscience has allowed us to focus on the basics, and produce a system that is intuitive. This is why every delegate has found CUSP easy to grasp and implement. Thanks to neuroscience, CUSP has transformed the way selling should be viewed – a high-trust processes that is enjoyable for both salesperson and customer.

We now know that people have an unconscious repulsion to being persuaded – nobody likes being “sold to”. Overuse of “selling” disables our rational “human” brain (neocortex), shutting down cognitive and creative reasoning of the prefrontal cortex. At the crux of selling is adapting our style to these primal idiosyncrasies. Fortunately neuroscience has also exposed that people are strongly motivated by the emotional engagement of trustworthy relationships. So how do we persuade, and get cooperation, without forcing someone to comply?

### INVESTMENT FEE:

Includes tuition, instruction material, colour CUSP® tools, lunches and arrival tea, morning & afternoon.



**DAY 1:**  
Selling Skills  
**DAY 2:**  
Negotiating Skills

**ian@markitects.co.za**  
Cell 083 300 8080

**robin@markitects.co.za**  
Cell 083 943 4181

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

**THE NEUROSCIENCE  
OF SELLING & NEGOTIATING**

## SALES TRAINING SELDOM WORKS FOR TWO REASONS

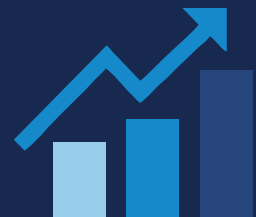
- At a brain-science level, few people have ever considered what our brain is going through during the persuasion process.
- Secondly, most systems are far too complicated to learn, remember and implement. You may think you have it under control before the interaction phase, but during the interaction everything changes. We lose our faculties and ability to access complicated sales training. How our human brain gets hijacked will be carefully explained to you.

# SIMPLIFY, SIMPLIFY, SIMPLIFY:



Interactions with a company representative actually results in 400% more disloyalty. (Harvard, 2017). This is why the simple and undeniably powerful CUSP System was developed. CUSP allows you to:

- Hit quota without hard-selling tactics
- Enjoy selling and negotiating
- Through preparation and body language, learnt how to build trust fast
- 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



At the heart of selling is neuroscience and psychology. Neuropsychology is the study of the synthesis between our thoughts, feelings and behaviour, and our brain function. As you will discover, it is this fusion of psychology with neuroscience that makes this refreshingly new and appropriate system impossible to ignore. Sales & negotiating skills – persuasion science – are so closely intertwined that they should be taught together. In fact, we need to first know the basics of selling before every negotiation. This is what makes this 2-day programme unique. Day-1 covers selling, and Day-2 covers negotiating skills. Using a triangulation of neuroscience, psychology and selling skills, we expose how selling and negotiations overlap.

Learn how to build trust fast, and present your solutions a bit slower. Learn to manage emotions and body language, whilst keeping the blood in the prefrontal cortex. Without these EQ skills, it's impossible to think clearly, let alone handle objections without a fight-or-flight response. This training prepares the negotiator to anticipate any scenario, whilst remaining calm, assertive and creative.

## WHO SHOULD ATTEND?

The material is appropriate for anyone at any level who wants to learn how to persuade, inspire, influence, negotiate and/or sell. Persuasion is a life skill (not just a business skill).





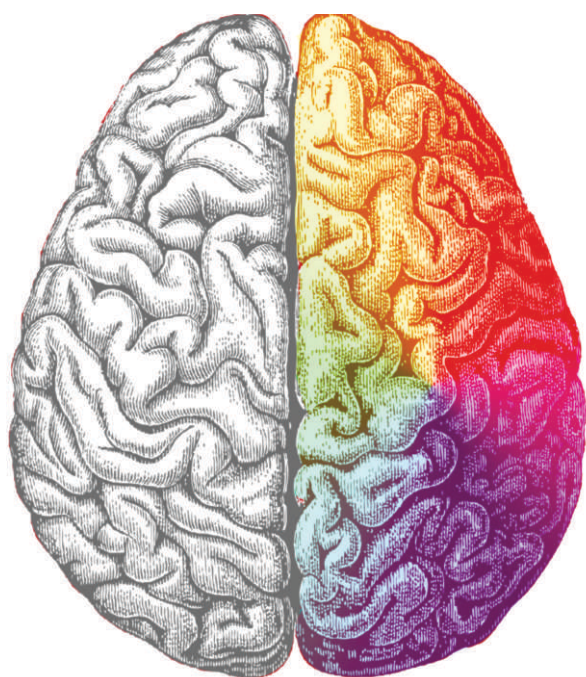
## IAN RHEEDER

Your Expert Sales & Negotiation Trainer

To answer the central theme: 'What makes a salesperson successful?' Ian draws on 30-years of practical sales experience and an obsession with studying neuroscience. To this end, he developed the simple CUSP Sales & Negotiating System.

Over the past decade Ian has successfully trained thousands of salespeople – every single delegate strongly agreed that CUSP® is a simple yet powerful persuasion system. His previous corporate position was marketing & sales director of the global zipper giant, YKK.

He is a Chartered Marketer and holds an MSc in Persuasion Science (cum laude) and regularly facilitates CUSP® at GIBS.



Ian's high-trust CUSP® Sales & Negotiating System is heavily supported up by the latest neuroscientific discoveries. He has consulted in most industries and is currently completing his PhD in The Neuroscience of Persuasion. Besides all that, Ian was nominated in 2010 as the Johannesburg Chapter President of the Professional Speakers Association, voted as the best speaker at International Marketing Conferences in 2009 and 2012, founding member of The Marketing Association of South Africa, and has published dozens of Sales and Marketing Management articles.

## 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

### INVESTMENT FEE:

**FOR MORE INFORMATION OR  
A QUOTE CONTACT**

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## DAY 1 CUSP® SALES SKILLS DAY

**High-Trust Selling using Neuroscience:** This day is designed to teach proven selling and persuasion skills. Using the simple yet powerful CUSP® Selling System, you will learn to guide your prospects through a high-trust and low-tension experience; a win-win system of 'selling' that puts the customer before your 'sale'. A step-by-step guide to securing the deal. To keep the flow simple, four A5 colour tools will be used throughout both days.

08h00 - 08h30 Arrival Tea / Coffee

### 08h30 - 10h15 Session 1

- Why almost nobody chose selling as their first choice of career
- Why selling is the lowest suicide & divorce career  
As a salesperson, the most important thing you will ever do on this planet
- The basic needs of the customer (SCARF Model)  
Why selling has changed to "Management Consulting"?
- Kick-Ass Customer Service (Harvard, 2017): Be an empathetic "controller/challenger"
- Stop Trying To Delight (Harvard 2010), and get the basics right
- What is more important, "energy or focus"?
- B2B vs. B2C Selling
- What are your two points of difference (PoDs)
- The background to how neuroscience developed & the basics of the brain
- Four major positive neurotransmitters (to get your customer "high" on your consultative "selling" approach)

10h15 - 10h45 Tea / Coffee

### 10h45 - 12h30 Session 2

- Our top-8 basic emotions (and the opposite of trust)
- Why 99.9% of people can't remember names (how to remember names straight after being introduced)
- Select your top-6 characteristics of top consultants
- How to reach busy key decision makers (17 ideas)
- Understanding the 7-roles of key decision makers
- Body Language: Top-10 things to do to build trust fast
- The two top characteristics of top sales people
- Selling with The Brain in Mind (CUSP)

12h30 - 13h30 Lunch

### 13h30 - 15h00 Session 3

- How to sell vs. how to negotiate
- In depth discussion on the CUSP Sales System
- Small talk questions
- Trust building questions
- Uncover questions

15h00 - 15h30 Tea / Coffee

### 15h30 - 16h30 Session 4

- The "Customer Contact Form"
- Handling Objections the high-trust way
- Q&A

## DAY 2 CUSP® NEGOTIATING SKILLS DAY

Adapt the neuroscience of selling to negotiations. Day-2 advances the CUSP sales system and applies it to a step-by-step method of negotiations.

Whilst always maintaining a win-win mindset, this module will teach you that negotiations are a means of resolving issues of potential conflict (e.g. price, delivery) with an intention to agree. Negotiation is about parties, who all want something from each other, and through bargaining, will reach agreement to exchange these things. Through explicit tactics this module will enable you to achieve a business or private outcome faster than previously anticipated.

08h00 - 08h30 Arrival Tea / Coffee

### 08h30 - 10h15 Session 1

- The 7-Levers of Persuasion
- Top-10 Golden Rules of Negotiating
- Case #1: Easy Case Study to teach the basics

10h15 - 10h45 Tea / Coffee

### 10h45 - 12h30 Session 2

- Planning your PAR Variables
- Planning your contender's PAR Variables
- Top-10 ways of building trust
- Case #2 (Difficult Case Study): Prepare case (60-mins)

12h30 - 13h30 Lunch

### 13h30 - 15h00 Session 3

- Conduct one-on-one Case Study (30-mins)
- Discuss case and who "cracked" the case (10-mins)

15h00 - 15h30 Tea / Coffee

### 15h30 - 16h30 Session 4

- Case 3: Your work-based case specific (30-mins) - prepare your PARs & Contender's PARs
- Discuss different team member's priorities
- Personality profiles (understand you and your customer's typical negotiating style)
- What are your Top-6 concerns from your customers that you receive? What are your solutions to their concerns?
- The 4-stages of handling customers concerns (also using neuroscience's SCARF Model)
- How to close (extremely simple way that works)
- Discuss your objections and prepare your plan
- How to present: Presentation 4 x Simple Parts max. Introduction (and your 30s elevator pitch); Describe Problem (tell a story); Your Solution (pay-back story or your benefits); and Permission to proceed to the "Next Step"

**INVESTMENT FEE:**

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