

# MIND MAPS® for SALES

## SESSIONS

by  
**Buzan Centre Pune,**  
Aundh, Pune - INDIA

## Introduction

In today's highly competitive globalized world, products and services turn obsolete very quickly and change is the only constant.

Sales and Marketing Executives need to be able to tap into their bio-computer – to learn, think fast and to be highly creative – all at the same time.

Selling – is simply a brain-to-brain exchange, the salesperson's brain communicating with the customer's brain.

In this new Age of Intelligence, brain-based selling has become a revolutionary selling technique. It enables sales people to think productively and to use their creative brains to sell more effectively.

This **workshop** is based on Mr. Tony Buzan's concept on brain selling, shows how you can become a high sales achiever.

This workshop is designed to bring you the latest sales techniques & brain research on selling. Once you incorporate them into your everyday sales behaviour, you will enjoy unprecedented and consistent results and achieve outstanding sales performance.

This workshop aims to provide an ongoing self-development program and ensures that more 'thinking' takes place before leaping into the increasingly difficult sales situations faced by salespeople. This leads to greater individual self-belief, self-confidence & sustained success. It can help you understand your customers better, communicate your message more powerfully, increase sales and customer satisfaction, and enjoy your work.

## Who Should Attend

This program is strongly recommended for all levels: Sales Directors, Sales Managers, National Account Managers and Salespeople.

It is especially recommended for those involved in the Sales Function for at least 2 years and have the ambition to excel.



buzan  
pune

## WORKSHOP OUTLINE:

### Mind Maps®:

The technique and its  
Relevance, Importance,  
Applicability & Benefits

### Sales Basics:

The Human Brain  
Whole Brain Selling  
Sales Mind Matrix

Sales Senses  
The Last FOUR Feet  
Mind Search  
Sales Detective

InfoCentre  
Memory – facts, details,  
names, faces, etc.

Sales Compass  
Truth Seeking Brain  
Mind-Body Link

Sales Focus  
Power Hooks  
12 Traits of a Sales Genius

### Self Development:

Insight  
Goals & Beliefs

*\*Course content is subject to changes.*

**Duration:**  
**10 Hours**

**Programme Leaders:**  
**Jas Johari & Maneesh Johari**

## Outcomes

**By the end of the workshop,  
participants learn to:**

- Mind Map® & use the **potential** of their brain.
- Use the customer's inherent senses to **maximize sales** effect
- Make a lasting and positive **impression** on all your customers
- Understand the strengths & weaknesses of your **SALES MIND MATRIX**
- **Absorb and retain** information
- Master the techniques and traits of a **super sales performer**
- **'SALES COMPASS'** technique – a unique method of analyzing your customer's decision-making style.
- **Remember** names, faces, facts, figures effortlessly.

**buzan**  
pune

Avni Arcade, Gaikwad Nagar,  
Aundh, Pune - 411007

Call: 20 25 89 3223,  
20 25 88 2223,  
Maneesh: 98 22 00 4223,  
Jas: 98 22 53 4223

info@buzanpune.com  
buzanpune@gmail.com  
maneesh@buzanpune.com  
jas@buzanpune.com

[www.buzanpune.com](http://www.buzanpune.com) • [www.imindmap.com/buzanpuneindia](http://www.imindmap.com/buzanpuneindia)

Mind Maps® is a registered trademark owned by the Buzan organization.