



## Emotional decision making

### Overview

Selling someone a drink in a bar or restaurant (or selling someone anything, anywhere, for that matter) has often come down to the tried and tested methods of features & benefits. And yet, in most cases, making a purchase of some kind is an emotional decision, driven by emotional triggers where we 'feel' it is the right thing to do.

Enter the Limbic system, your brain's emotional decision making centre.

If we can learn to communicate directly with this part of the brain, then buying decisions are driven emotionally and if we have done the right job, the decision to say 'yes, I'll buy one of those' becomes almost irresistible!

First we have to understand how this part of the brain is engaged and then apply a variety of communication techniques that will send our buyer's limbic system into overdrive.

### Learning objectives

- Consider the fact that if you are selling a product or service based on the features and benefits alone, then you are only doing half of the sales job.
- By integrating your key features and benefits within an emotionally targeted communication framework, using the skills that drive emotional responses, sales will increase dramatically and rapidly.

### Format

This one-day programme is available both face-to-face and virtually.

### Expert trainer

Paul's career in hospitality training began over 30 years ago as a bartender and then bar owner. After selling his business in 1994 he went on to become a pioneer of the modern day cocktail & mixology consultant, establishing himself as one of the very first cocktail advisors to the UK spirits industry.

His absolute passion for human communication also led to him qualifying to level 3 in British Sign Language, a subject that he has also gone on to teach. Combining his role as a world-class hospitality trainer, with a unique take on human interaction and communication and combined with an exceptional talent for engaging and motivating those he works with, this has evolved in to Paul delivering some of the most impactful and genuinely unique workshops and master-classes on the subject of customer service and customer experience available.

Today, Paul works with everyone from company CEO's to customer facing staff, helping them to develop a range of skills including leadership and management, communication & rapport building, sales & service and his first love bartending & mixology. In addition to training, Paul regularly delivers keynote and motivational speeches at national conferences and events including having delivered a talk at TEDx Chelmsford. The YouTube video of his talk has received approximately 500,000 views to date.

## **Emotional decision making – workshop outline**

### **1 Worst case scenario**

- ✓ Why most people fail to recognise the opportunities to sell
- ✓ Examples of driving an increase in food & beverage in excess of 40% (really) have been achieved through developing the methods in this workshop

### **2 Ask the question**

- ✓ How to build rapport & trust as part of the service experience so that asking the right questions alone can drive an increase in sales

### **3 Timing**

- ✓ Asking the right questions can drive sales, but getting the timing right can drive them even more
- ✓ How to time your questions so they land at the perfect moment to draw a positive purchasing decision

### **4 Body language**

- ✓ The incredible influencing power of appropriate body language
- ✓ How to tailor your body language so that it drives 'instinctively' positive responses

### **5 The sound of opportunity**

- ✓ Recognising the sounds and language of opportunity
- ✓ Creating an opportunistic mindset
- ✓ Using opportunities to jump in and lead the service experience and drive more profound sales

### **6 Product knowledge**

- ✓ How to use product knowledge to tailor and bespoke the service experience creating an environment for emotional decision making

### **7 The incredible power of creative language**

- ✓ The role of the limbic system in driving emotional decisions
- ✓ Using creative language to trigger the limbic system
- ✓ Making your sales feel like bespoke service (as opposed to being sold to)

### **8 Making it personal**

- ✓ The role of oxytocin in trust
- ✓ How personalising recommendations can trigger an Oxytocin release and thus drive sales further

### **9 Change the game**

- ✓ How to apply these techniques, either individually or in tandem with one another to develop a team of dynamic service providers that drive significant sales through the delivery of world class service experiences

**For a no-obligation discussion about running this workshop for your organisation please just give us a call on 01582 463460.**