



**Associations for  
NLP, Coaching, Hypnosis, Constellation  
Mindfulness, Positive Psychology**  
10777 Berlin, Winterfeldtstr. 97  
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Office email: [office@we-evolve.world](mailto:office@we-evolve.world)

## **NLP SALES COMMUNICATION, IN**

The qualification for “NLP Sales Communication, IN” is accredited by the International Association of NLP Institutes (IN). The member of the IN Institute – Arline Davis Institute has developed the curriculum and has the sole right to deliver the training and to seal entitled participants, with an IN seal.

Institutes and trainers that desire to deliver this training may create a licensing agreement with the Arline Davis Institute and receive training and mentoring for this content delivery.

Pre-requisites: this course is first level NLP certification and therefore you are free to join with no previous NLP courses of experience.

The course material and hours may count towards fulfilling the “NLP Practitioner, IN” qualification.

**Gain new competitive advantages in sales and overcome barriers you didn't even know existed.**

**Objective:** This program trains sales professionals to leverage NLP techniques, coaching skills, and generative AI to boost prospect communication, rapport building, objection handling, decision triggers, and values elicitation for increased sales success. Participants will gain competitive advantages in sales conversations and overcome hidden barriers through immersion in tools for mindset, motivation, influence, reframing, and advanced linguistics. Upon completion, they will receive international certification and access to a global community of elite sales practitioners.

Join us for 24 hours of immersion with a repertoire of professional development tools that will boost your communication with prospects, resulting in more success and fulfillment for you. You will receive an international certification and gain access to the We Evolve community, with over 10,500 dedicated members in 101 countries.

What do you get? Two powerful change models at your disposal to uplevel your game in sales: NLP and Coaching.

NLP stands for Neuro-Linguistic Programming, which is a method of influencing people's thoughts, feelings and actions through language and behavior patterns. NLP can help you improve your sales skills by building rapport with prospects, understanding their needs and values, and persuading them to buy your products or services.



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Coaching is a powerful tool for personal and professional development that can help you achieve your dreams, goals, self-motivation, behavior correction and continuous improvement of skills. With Coaching, you can apply self-coaching techniques to improve your sales performance, and also use Coaching tools to help your prospects dream, believe in their possibilities and trust their decisions. Coaching is an effective, creative and personalized way to communicate with your prospects, using the power of the mind, language, emotions and focusing on creating solutions.

## **Module 1: Setting the Stage for Sales Success – 4 hours**

**Mindset Fundamentals** - How to develop an unshakable mindset and empowering attitude for sales success, tailored for your specific needs.

**Future Vision:** Create an attractive vision of your desired results for you and your sales career and tools for mental and emotional activation processes.

**Goal Setting:** Define powerful SMARTER goals (Specific, Measurable, Achievable, Relevant, Time-Bound, Ecological and Resourceful).

**Motivation and Productivity:** Find your best triggers for motivation and productivity to support your sales success and overcome problem behaviors like procrastination.

## **Module 2: Communication and Connection with your Prospects – 4 hours**

**Rapport:** Build trust and rapport with prospects using verbal and nonverbal cues.

**Calibration:** Read prospects' body language, eye movements, tone of voice and other signals to assess their interests and emotional states

**Pacing and Leading:** Match and mirror prospects' communication pace and style to gain strengthen connection before leading them towards desired outcomes.

**Eliciting and Using Values:** Clarify prospects' personal values and link them to your product or service benefits. Discover what's important to prospects with values elicitation questions.

## **Module 3: Skillful Questioning and Reframing**

**Clarifying Questions:** Use NLP clarifying questions to unpack vague or distorted language, challenge assumptions and generalizations, and gather more information from prospects.

**Decision Triggers:** Identify prospects' preferences, motivations, values and decision criteria through their language patterns.

**Create New Perspectives:** Shift prospects' perspectives and deal with concerns by presenting alternative ways of viewing situations.



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## Module 4 – Language Mastery for Results

**Hypnotic Language:** Employ hypnotic language patterns, statements, instructions and advanced linguistic techniques to persuade prospects.

**Breakthrough Persuasion:** Learn techniques to overcome objections by uncovering the beliefs driving them, then reframing perspectives and utilizing influence skills to ethically shift those beliefs.

**Generative AI for Research and Communication Support:** Harness generative AI to boost sales communication and productivity. Leverage text and image generation for research, content creation, and overcoming creative blocks.

### To sum it up:

The NLP Sales Communication course is a unique opportunity to become an exceptional sales professional with effective, creative and personalized communication skills. You'll learn to use NLP and coaching techniques to positively influence prospects, overcome objections, elicit values and close deals. You'll also gain an international certification and join a global community of NLP and coaching practitioners. Don't miss this chance to elevate your sales edge and overcome barriers you didn't even know existed. Enroll now in NLP Sales Communication and transform your career and life. 😊

### Your Trainer and Program Developer:

Arline Davis is a Master Trainer in Coaching, Neuro-Linguistic Programming (NLP), Mindfulness and Positive Psychology. She serves as President of the International Association of NLP Institutes (IN), the International Association of Coaching (ICI) and Mindfulness Evolving In-Me in the USA and Brazil.

With over 30 years of experience in the field of Human Development, she has honed her skills as a Mindset specialist and is deeply passionate about guiding individuals to new levels of professional and personal evolution. Arline has collaborated with billion-dollar revenue companies in Brazil, providing educational programs for developing essential skills.

Over the years, she has personally sold high ticket educational programs in major companies and developed a sales model that reverted lost market share for a top cosmetics company in Brazil. In many trainings, for target audiences, she has tailored complex NLP models to a highly user-friendly form for immediate application.

Her academic background in evolutionary ecology, with a Bachelors in Zoology from UC Davis, still influences her work today. Currently based in São Paulo, Brazil, Arline also



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delivers talks and workshops internationally. She is known for her engaging presentations and genuine commitment to participants' wellbeing and growth.

### Important information for sealing:

The IN certificate for: "NLP Speakers Training, IN" must include:

1. The correct title of qualification: "NLP Speakers Training, IN"
2. Course duration with accurate information regarding training days and hours
3. Online Training requires the written permission of the Online Commission. Details are here: [www.nlp-institutes.net/sources/commissions/commission-online-training](http://www.nlp-institutes.net/sources/commissions/commission-online-training)
4. The start and end date of the training
5. A statement that all IN guidelines have been met
6. IN seal (sticker with ICI logo and stamp number)
7. The signature of the "NLP Master Trainer, IN"

Training content for the qualification:

We highly recommend to list the complete trained main content (see the above curriculum) and the complete amount of training hours and days that is needed for the certified qualification on the backside of the certificate or on a separate signed document.

The following statement is optional for an IN sealed certificate: "Because of the high quality of this training it may be recognized as ECTS credit points in academic studies in psychology with a focus on NLP."

### Mandatory Details

1. A training hour has 60 minutes. Breaks longer than 30 minutes are not counted as training time.
2. A training group has at least 6 members (counted without assistants or "NLP Master Trainer, IN").
3. An IN certification training with IN sealed certificates (sticker with IN logo and seal number) has to be conducted at least 80% of the time by an approved "NLP Master Trainer, IN". The remaining up to 20% of the training can be conducted by another high qualified person under the supervision of a "NLP Master Trainer, IN".
4. The title "NLP Sales Communication, IN" can only be used on a certificate with an IN seal.
5. Online Training requires the permission of the Online Commission. Details are here: [www.nlp-institutes.net/sources/commissions/commission-online-training](http://www.nlp-institutes.net/sources/commissions/commission-online-training)

### Optional Details



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- With more than 10 participants, it is highly recommended to involve an assistant who must be qualified at least at the level: “NLP Communication, IN” or “NLP Sales Communication, IN”.
- We recommend individual or group supervision, buddies, peer coaching, and intervision. Written and Behavioral assessment
- The mandatory written test assesses the integration of the required training contents and ensures high quality learning.

The test should reveal the comprehension and integration of the main content of the qualification. Contents and form of the written assessment are chosen by the “NLP Master Trainer, IN”.

Contents and form of the behavioral assessment should be tailored to the relevant experiences of the participants. The behavioral assessment enables the participants to display their behavioral integration of the main content of the qualification.

Details of the contents and form of the written and behavioral assessment are chosen by the responsible “NLP Master Trainer, IN”.

For more information please contact Arline Davis Institute: [www.nlp-institutes.net/arline-davis](http://www.nlp-institutes.net/arline-davis) and by e-mail: [arlinedavis@institutoarlinedavis.com.br](mailto:arlinedavis@institutoarlinedavis.com.br)