

## Making the business case for our Emotional Intelligence NLP Practitioner Training

An increasing number of our students are sponsored by their employers. If this is a possibility, you may find the information below useful in making the business case for training to expand your skill set and increase your value to your employers.

Employers will find that sponsoring a motivated staff member on a decent NLP practitioner training can repay the investment many times over in improved rapport and communication skills, increased confidence, coaching skills, and goal-setting ability.

We asked some of our graduates about the business benefits of our course. This is what they said:

- Increased communication skills
- Increased creative idea generation and non-critical evaluation
- Manage and resolve conflict
- Manage, evaluate and resolve problems
- Understanding of language patterns for influencing
- Negotiation skills

- **Byron Elliman**, Computer Systems Validation Consultant

- improved communication skills (rapport)
- improved creativity and problem solving skills
- learn how to deal with difficult situations / people

- **Tracy Norton**, European Sales Manager

I have changed the way I interact with people and my strategies for dealing with anything (eg: a meeting, a feedback session) have drastically changed with the results being far better than i ever imagined. My language is now much more positive in business.

- increased confidence
- increase your influencing skills (with a view to enhancing sales)
- ability to coach and mentor and develop people better as you understand more about strategies
- better client relationship management – from rapport and language skills

- **Michelle Sharples**, Performance Improvement Consulting,  
PriceWaterhouseCoopers

- rapport & influencing/selling skills
- people understanding
- management tools
- coaching tools
- personal development
- Emotional Intelligence (EQ) understanding

- **Rachel Green**, Business Sector Manager, MIDAS

More feedback is coming in all the time, so do contact us at [info@practicalEQ.com](mailto:info@practicalEQ.com) or call on 0845 83 855 83 if you need more assistance in building your business case for training.