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THE PSYCHOLOGY OF SELLING: HOW PEOPLE REALLY BUY

Start Date:	03/08/2026	**End Date:**	07/08/2026
Categories:	Sales & Customer Service	**Venues:**	Barcelona
Formats:	In Person	**Instructors:**	

OVERVIEW

This course explores the science and psychology behind why customers buy, how they make decisions, and what influences their behavior. It equips sales professionals with behavioral insights and persuasive techniques to close more deals, foster trust, and build lasting customer relationships.

OBJECTIVES

By the end of this course, participants will be able to: – Understand key psychological drivers of customer behavior and buying decisions. – Apply emotional intelligence and buyer profiling to tailor their sales approach. – Leverage cognitive biases, framing, and storytelling to influence purchase intent. – Build trust, reduce objections, and increase close rates using behavioral cues. – Create memorable sales interactions that resonate and drive loyalty.

COURSE OUTLINE

1- The Science of Buying Behavior: Emotions, Logic & Neuroscience 2- Customer Typologies and Buying Motivations 3- Influence and Persuasion Techniques in Sales 4- Handling Objections and Building Trust through Empathy 5- Crafting High-Impact Sales Conversations and Closures

TARGET AUDIENCE

All Supervisory Levels, Sales executives, account managers, business development professionals, and anyone in client-facing roles aiming to elevate their persuasive power and selling impact.

METHODOLOGY

Interactive simulations, role-playing scenarios, psychology-based exercises, video analysis, and feedback-driven practice.

CONCLUSION

Participants will walk away with deeper insight into human behavior and a toolkit of proven psychological techniques to influence buying decisions and outperform traditional sales

approaches.

DAILY AGENDA

Day 1: Inside the Customer’s Mind

Uncover the cognitive and emotional processes customers go through before making a purchase.

Day 2: Sales Personas & Buyer Types

Identify different customer profiles and adapt your pitch to their decision-making patterns.

Day 3: Psychology of Influence

Learn persuasive techniques rooted in behavioral science that shape customer behavior.

Day 4: Trust, Empathy & Objection Handling

Master emotional intelligence and credibility to resolve objections and build strong relationships.

Day 5: Closing with Confidence

Create lasting impressions and guide customers toward confident, value-driven decisions.

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