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CUSTOMER PSYCHOLOGY

Start Date:	14/12/2026	**End Date:**	18/12/2026
Categories:	Wellbeing & Personal Dev	**Venues:**	Barcelona
Formats:	In Person	**Instructors:**	

OVERVIEW

Today’s customers are more informed, more selective, and more emotionally driven than ever before. Customer Psychology is a science-based, 5-day program that empowers sales professionals, account managers, and business developers with the psychological tools to better understand, influence, and connect with modern buyers. Rooted in neuroscience, behavioral economics, and trust-building frameworks, this course goes beyond sales tactics—it teaches participants how to shape perception, guide decision-making, and build long-term customer loyalty through emotional intelligence, communication precision, and ethical influence.

OBJECTIVES

By the end of this course, participants will be able to: – Understand how the brain processes information, emotion, and decisions in a buying context – Trigger “happy chemicals” (dopamine, serotonin, oxytocin, endorphins) to create connection and trust – Navigate objections using cognitive science and two-channel influence models – Tailor communication styles to buyer psychological profiles and behavioral types – Apply multi-level questioning and active listening to uncover true customer motivations – Use AI-enhanced sales tools to accelerate personalization and engagement – Create strategic follow-up systems that build long-term rapport and close open loops – Understand and ethically apply psychological biases (e.g., scarcity, social proof, loss aversion) – Design emotionally resonant sales pitches using modern frameworks like the “6 Whys” and Storytelling Science – Influence buyer decisions by managing emotional states and aligning to their goals and self-image

COURSE OUTLINE

The Science of Emotion in Sales: Building Trust from the Brain Out Psychological Triggers & the Neurobiology of Buying Decisions Buyer Typologies and Adaptive Communication Objection Handling through Cognitive Framing High-Impact Questioning and Motivational Listening Storytelling for Sales: Emotional Arcs and Decision Anchors Persuasion Frameworks: Cialdini’s Principles, ABT, and the “6 Whys” Using AI Tools to Personalize Outreach and Follow-Up Post-Meeting Strategy: Keeping Leads Warm & Building Reciprocity Designing a Sales Environment for Trust, Urgency, and Long-Term Value

TARGET AUDIENCE

This course is designed for All Supervisory Levels, customer service & sales professionals, account

managers, business development teams, and customer-facing leaders who want to gain a scientific understanding of customer behavior and apply it to close deals more ethically, consistently, and confidently.

METHODOLOGY

Customer Psychology is grounded in interactive and applied learning, combining structured frameworks with real-world scenario roleplays, buyer simulations, neuro-response mapping, and communication drills. Participants will practice everything from objection handling and emotional state-shifting to pitch personalization using frameworks like SCARF (Status, Certainty, Autonomy, Relatedness, Fairness), Cialdini's 6 Principles, and the Buyer Decision Journey Map. Tools such as mirror-and-match body language labs, emotion elicitation exercises, and live AI brainstorming sessions (e.g. with ChatGPT) enhance retention and real-world relevance.

CONCLUSION

Participants will leave with a fully integrated psychological toolkit to understand and influence buyer behavior more deeply, build lasting customer trust, and lead persuasive conversations with empathy, data, and intention.

DAILY AGENDA

Day 1: The Neuroscience of Buying Decisions

Explore how trust and purchasing decisions are shaped by brain chemistry, emotional safety, and perception, and learn how to prime positive buyer states through intentional communication.

Day 2: Influence, Objection Handling & Framing

Master objection handling using the two-channel influence model (central vs. peripheral), and learn how to frame solutions in alignment with buyer biases, cognitive load, and emotional resonance.

Day 3: Buyer Profiles, Body Language & Communication Styles

Identify psychological buyer types, adapt your verbal and non-verbal communication, and apply mirroring techniques to increase likability, confidence, and influence.

Day 4: Questioning for Insight, Motivation & Commitment

Apply deep listening and advanced questioning models (1st–3rd level, 5 Whys, Motivational Interviewing) to uncover dominant buying motives and guide strategic commitment-making.

Day 5: AI Tools, Follow-Up, and Emotional Storytelling for Sales

Use AI to enhance personalization, design compelling story-driven pitches, and create strategic follow-up plans to convert interest into trust and trust into action—long after the meeting ends.

For more information, please contact us:
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