



Getting inside the head of a Client

How to enhance your sales and influencing skills –

a one-day master-class in psychological tools for
motivating behaviour

**This is a cutting-edge programme bringing
together existing and new research into the
psychology of decision making, and ways to
utilise it in a sales situation**



The programme is appropriate for any salesperson, sales manager or person in a leadership capacity with a need or desire to influence behaviour

Session 1 (120 minutes)

The real reason a client makes a decision to buy

In this session you will learn the scientific basis for all decision making and examples of the latest research in this area. This will equip you with a degree of understanding that goes beyond that which most people assume to be reality.

Session 2 (90 minutes)

Learning how to think 'structure' and not 'issue'

In this session you will be exposed to a series of thinking models that will guide your own behaviour in a client facing situation. This will equip you with a set of tools that allow you see beyond what appear to be barriers to a successful conclusion and navigate a way to achieve your goal.

Session 3 (90 minutes)

Recognising the psychological 'buttons' to press

In this session you will work through a series of scenarios that allow you to practice using the psychological tools in simulated client facing situations. This will equip you with valuable experience in how to begin using these tools.

Session 4 (90 minutes)

Real world applications

In this session you will apply the tools and principles to your own real world situation and work through a series of application exercises. This will equip you with a personal action plan and route map to best utilise the tools now at your disposal.

Fees: Coach fees plus Individual workbooks provided for each delegate at £17.50 each or £3.50 per delegate when issued as a pdf