SALES

Sales Psychology 1:1

A practical programme for understanding a buyer's needs, decision criteria and concerns from evidence, explaining relevant value clearly and conducting a sales conversation without pressure.

10 sessions × 60 minutes · 10 hours · 900 AZN. Prices may change depending on current conditions.

Who is it for

For professionals who want to develop skills in sales and apply their learning at work.

Preparation

Bring a short description of your product or service, two typical buyer situations and anonymised objection examples where available. Confidential customer data is not required.

By the end you will be able to

- Identify buyer needs, choice criteria and decision participants through questions.
- Connect the offer's value to needs confirmed by the buyer and to verifiable evidence.
- Clarify the reason behind price and other objections, then prepare a response and next step without pressure.
- Run a complete B2B or B2C sales conversation and review performance against explicit criteria.

Session plan

01 The buyer's decision context

- Needs, choice criteria and perceived risk
- People involved in B2B and B2C decisions
- Separating assumptions from buyer statements

Exercise: Build a decision map for a real or sample buyer.

02 Discovering needs and motives

- Open and clarifying questions
- Distinguishing a stated request from the underlying problem
- Active listening and confirmation by summary

Exercise: Create a five-question discovery plan and test it in a short dialogue.

03 Trust and consultative communication

- Communicating expectations and limits clearly
- Listening, avoiding interruptions and clarifying
- Keeping claims consistent with facts

Exercise: Rehearse the opening of a first meeting and receive feedback against observation criteria.

04 Adapting to the buyer context

- Industry, role and use case
- Comparing price, risk and implementation criteria
- Observable signals instead of buyer stereotypes

Exercise: Adapt the same offer for two different buyer situations.

05 Ethical persuasion and evidence

- Verifiable value claims
- Responsible use of relevant customer examples
- Avoiding false urgency and manipulative pressure

Exercise: Rewrite three claims in a sales message for evidence and accuracy.

06 Explaining value and a short story

- Feature–benefit–evidence link
- Problem, solution and outcome structure
- A 90-second presentation tied to the buyer's criteria

Exercise: Deliver a 90-second value statement for your own offer.

07 The reason behind an objection

- Separating price, fit, timing and risk objections
- Clarifying without becoming defensive
- Linking the response to the buyer's criteria

Exercise: Build a reason–question–response matrix for three common objections.

08 Price and choice options

- Price against the buyer's comparison criteria
- Scope and package options before discounting
- Mutual interests and boundaries in negotiation

Exercise: Prepare two transparent options for one price objection.

09 Supporting the decision and following up

- Checking unresolved decision questions
- Recording the next step with buyer agreement
- Follow-up without pressure and long-term relationships

Exercise: Write a meeting close and two-step follow-up plan.

10 Final sales simulation

- Full dialogue from discovery to the decision step
- Role play in a B2B or B2C scenario
- Trainer feedback against criteria and a personal development plan

Exercise: The trainer plays the buyer; the participant leads the conversation and self-assesses.

Final practical output

A question map, value statement, objection response matrix and one-page personal sales plan for the participant's offer and buyer context.

Assessment and feedback

The final role play and sales plan are reviewed against four criteria: questions that clarify needs; evidence supporting value claims; responses matched to the real reason for objections; and an agreed next step that respects the buyer's choice. The trainer gives specific feedback on each criterion.

Training format

Live online via Zoom / Google Meet. 1 participant + 1 trainer. Schedule agreed together.

Topic references

Harvard Program on Negotiation — role-play learning: https://www.pon.harvard.edu/daily/teaching-negotiation-daily/teaching-the-fundamentals-the-best-introductory-negotiation-role-play-simulations/

References inform the topics; AİTM does not claim accreditation by these organisations.

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