

Sales for non-sales professionals

Communicate value, even if you are not a salesperson.

Persuasion takes preparation, and it is not reserved for salespeople. This course gives you the keys to understanding the people you speak with, communicating the value of your ideas and solutions, and creating more effective, natural conversations using neuroscience and AI tools.



“
People.
Ideas.
Decisions.”



Recognise these situations?

- I am not a salesperson.
- Your experts explain the product, but not its value.
- They fear being pushy and avoid asking for a decision.
- Conversations remain technical and do not lead to concrete opportunities.



What we will understand

- Selling means helping someone make a decision.
- How the brain assesses risk, effort, trust and benefit.
- Why questions often work better than arguments.
- How to translate expertise into customer value.



How we will work

- Role plays and real-world scenarios.
- The neuroscience of decision-making and influence.
- Questioning, rephrasing and value-based arguments.
- AI to prepare, structure and personalise your conversations.



What will change in practice

- Experts who feel more comfortable with customers.
- Fewer features, more value.
- A more natural and ethical approach to sales.
- More concrete opportunities and decisions.
- Better collaboration between experts and sales teams.



Who is it for?

Teams, managers, experts, sales professionals, trainers or leaders, depending on the module.



Formats

Half-day
1 day
2 days



Our approach

Neuroscience • Practical methods
AI • Hands-on experience • Real cases.



An international, cross-sector perspective

Examples and inspiration from different sectors and countries.



Request the detailed programme

Questions? Let's discuss your needs.