

Selling in the age of AI and neuroscience

New skills for an empowered customer.

AI and neuroscience are profoundly changing customer relationships. This course helps you understand these changes, strengthen your impact and develop practical skills to create more value and have more effective conversations with customers.



“
People.
Ideas.
Decisions.”



Recognise these situations?

- The customer already knows your product before meeting you.
- AI supplies comparisons and objectives.
- Traditional arguments lose their value.
- Discussions are more demanding and better prepared than before.



What we will understand

- What AI really changes in the buying journey.
- What it does better than a salesperson, and what it does less well.
- Why trust, context and human judgement become strategic.
- How to position yourself as an expert and adviser.



How we will work

- The AI-augmented customer journey.
- The neuroscience of decision-making and influence.
- Salesperson, customer and AI simulations.
- Workshops on distinctive arguments and responses to objections.



What will change in practice

- A salesperson less dependent on a script.
- New questioning skills.
- An ability to create more value and more lasting relationships.
- AI used as an ally rather than experienced as a threat.



Who is it for?

Sales teams, managers, 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.