

# Selling and defending your solutions in the age of AI

Make your case differently in a world  
of instant comparison.

With better-informed customers and more alternatives available, this course helps you build distinctive arguments, demonstrate the value of your solutions and respond confidently to objections, drawing on AI and neuroscience.



## Recognise these situations?

- Your competitor offers almost the same thing for less.
- The customer's AI breaks down your proposal line by line.
- Qualitative differences become difficult to defend.
- Objections arrive faster and are more precise.



## What we will understand

- How AI analyses and commoditises an offering.
- Why some differences fail to register.
- How comparison and value perception are formed.
- Which cognitive mechanisms influence decisions.
- How to build credible, distinctive arguments.



## How we will work

- Put your offering on trial with AI.
- Framing, contrast, risk, evidence and reassurance.
- Build arguments that cannot easily be reduced to a table.
- Role plays and practical exercises using real objections.
- Use AI to challenge, strengthen and refine your arguments.



## What will change in practice

- Salespeople able to engage with an AI-empowered customer.
- A more robust defence of value.
- Less dependence on discounts.
- More persuasive arguments, including when assessed by AI.
- Greater confidence in complex situations.



### 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.