

Psychology of Selling: The Capability That Changes Everything

Equip sales professionals with insights into buyer behavior to boost client engagement and drive organizational revenue.



Transactional Selling



Struggling to connect with modern, informed buyers.



Losing complex deals to standard price objections.

Psychology of Selling Intervention

Shifting from rational feature-dumping to triggering emotional buyer motivations.

Psychological Mastery



Tailored communication strategies for every buyer persona.



Mutually beneficial closed deals with preserved margins.

Program At-a-Glance



8 - 16 Hours

Comprehensive Course
Duration



Instructor-Led

Live Expert Facilitation



3 Modalities

Virtual, On-site, or Off-site
Delivery



10+ Languages

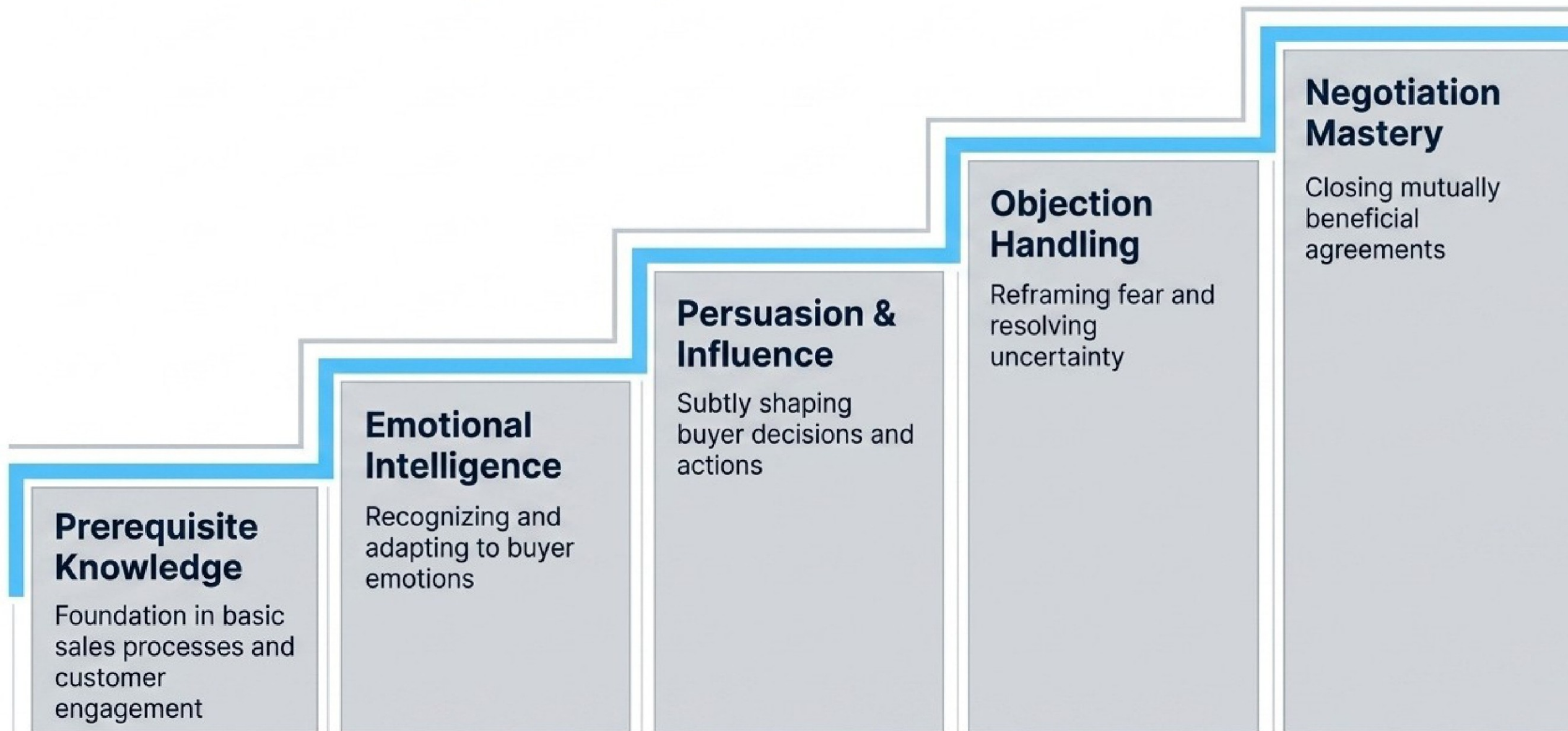
Including English, Español,
普通话, Deutsch



Certified

Edstellar Certificate of
Completion

The Human Capability Ascent





The Curriculum Architecture: 12 Modules, 3 Phases of Mastery

Phase 1: Mindset & Motivation

- 1. Selling Psychology I
- 2. Sales Personality I
- 3. Why People Buy I
- 4. Creative Selling

Phase 2: Process & Problem Solving

- 5. Approaching the Prospect I
- 6. The Sales Process I
- 11. Managing Time Efficiently

Phase 3: The Psychology of Closing

- 7. Psych of Closing I
- 8. Objections I
- 9. Closing Tech I I
- 10. Closing Tech II I
- 12. Keys to Success

Phase 1: Rewiring Mindsets and Motivations

Module 1: Introduction to Selling Psychology

Unpacking mental attitudes for successful selling and defining the role of psychology in daily sales.

Module 2: The Sales Personality

Building a powerful self-image, confidence, and continuous self-improvement goals.

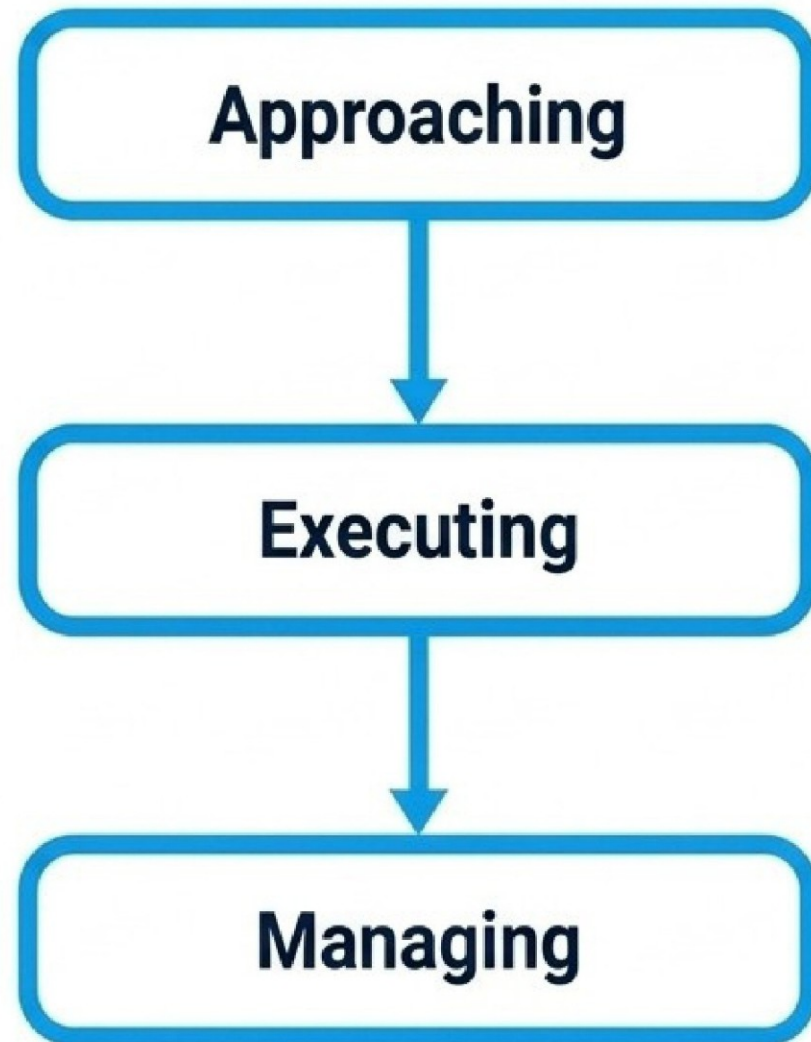
Module 3: Why People Buy

Deciphering emotional versus rational buying decisions and identifying key purchase triggers.

Module 4: Creative Selling

Adapting to changing market trends and offering innovative solutions tailored to buyer needs.

Phase 2: Orchestrating the Engagement Process



Module 5: Approaching the Prospect

Researching targets, setting clear call objectives, building rapid rapport, and communicating value from the first interaction.

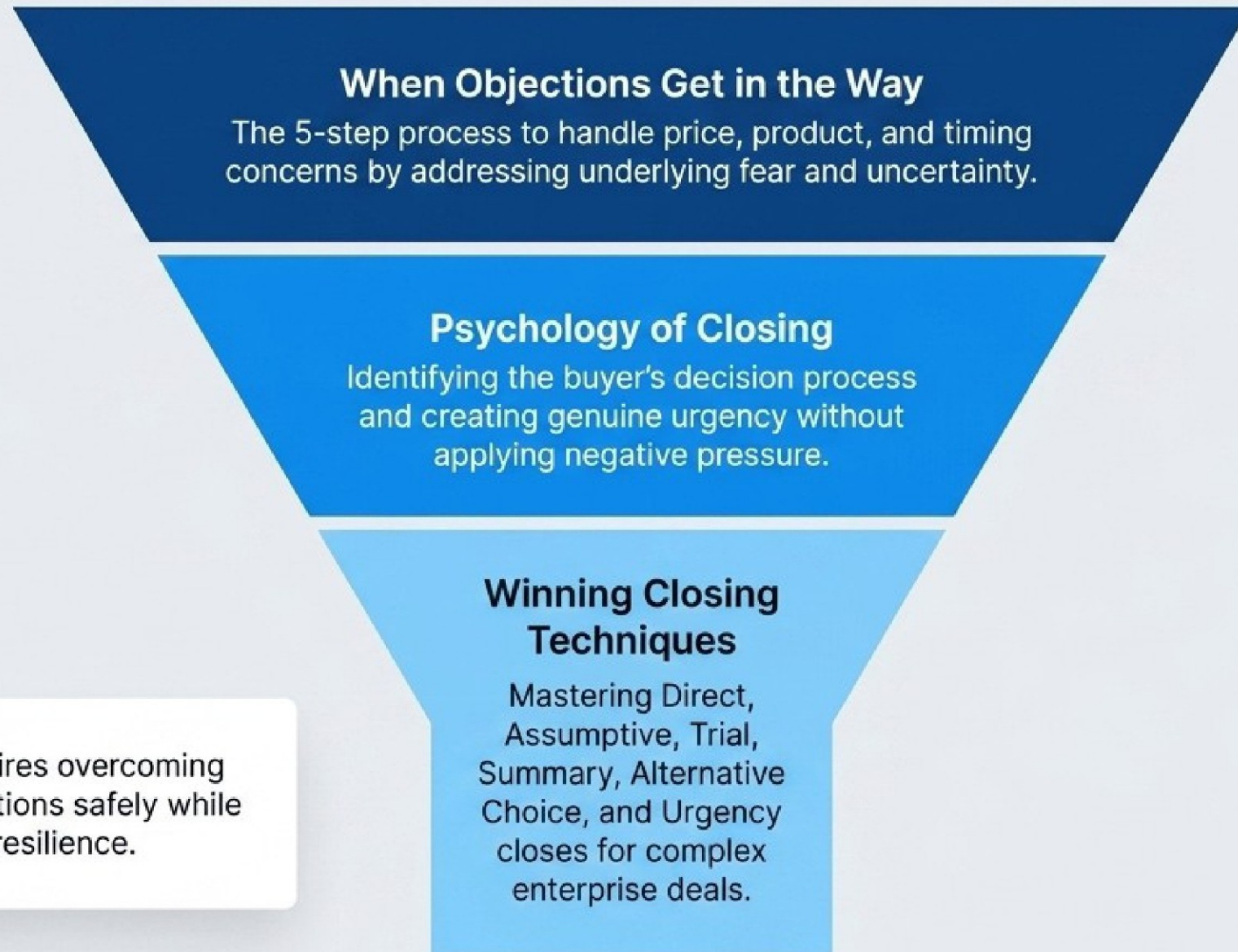
Module 6: The Sales Process

Navigating initial contact to demonstration. Adjusting the approach dynamically for different buyer personalities.

Module 11: Managing Time Efficiently

Prioritizing high-value psychological engagement, avoiding time wasters, and automating repetitive tasks for maximum productivity.

Phase 3: Navigating Objections and Securing the Close



Closing requires overcoming buyer hesitations safely while maintaining resilience.

Built for Every Revenue Touchpoint



From initial outreach to long-term account growth, psychology drives performance at every level

Choose the Delivery Format That Fits Your Team

Virtual Live (VILT)	On-site (In-House)	Off-site (Venue)
Format: Expert-led live online sessions.	Format: Immersive, face-to-face learning at your office.	Format: Focused group learning away from distractions.
Best For: Scaling to large groups across global workspaces.	Best For: Live demos and applying concepts to your specific tools.	Best For: Deep focus, high retention, and team bonding.
Vibe: Standardized, consistent, and highly accessible.	Vibe: Collaborative and tailored to the workplace.	Vibe: Premium, uninterrupted, and morale-boosting.
Key Benefit: Interactive tools keep remote learners engaged with zero travel required.	Key Benefit: Direct trainer access to clarify doubts through hands-on group exercises.	Key Benefit: Signals organizational commitment to employee growth.

Global Execution. Localized Impact.



Delivery Across 100+ Countries

A vetted global trainer network ensuring consistent quality anywhere.



Training in 10+ Languages

Supporting diverse global teams in English, Español, 普通话, Deutsch, and more.



Customized Curriculum

Every program is mapped and tailored directly to your organization's unique sales goals and challenges.



Enterprise Results Validated Validated by Leaders



"Our client satisfaction scores improved by 35% across all accounts. I can now confidently implement persuasion strategies for diverse client requirements."

Zhang Yun, Account Executive, Enterprise Software



"Gave me hands-on experience with industry best practices. I've confidently led multiple high-visibility initiatives leveraging this comprehensive knowledge on relationship dynamics."

Len Chandler, Sales Professional, Global Technology



"Strengthened decision-making, cross-functional collaboration, and execution excellence across departments, driving measurable improvements in overall business performance."

Meera Rao, HR & L&D Head, Global Services

Scalable Licensing to Transform Your Workforce.

Starter

- 120 Trainee Licenses
- 64 hours of group training
- Tailored for SMBs

Most Popular

Growth

- 320 Trainee Licenses
- 160 hours of group training
- Ideal for growing mid-market companies

Enterprise

- 800+ Trainee Licenses
- 400 hours of group training (custom/unlimited options available)
- Designed for large multinational corporations

Initiate Your Team's Transformation.

- 1 Download the requirements template.
- 2 Select your exact attendee count and course mix.
- 3 Upload for a tailored, enterprise-grade quote.

ISO 9001:2015 Certified | ISO 27001:2022 Certified

Request a Group Training Quote Today

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