Winning with Persuasive Communication Skills Training Course



09 - 13 Nov 2026

Madrid

5900 € (Per Person)

Ref: #SAL1165_38198

Course Introduction / Overview:

In the competitive world of sales, the ability to close a deal often comes down to one thing: influence. This intensive training course, offered by BIG BEN Training Center, is designed to help sales professionals move beyond simple sales tactics and master the art and science of persuasive communication. We will explore the psychological principles behind influence, drawing on the foundational work of Dr. Robert Cialdini, a globally recognized expert on influence, whose book, Influence: The Psychology of Persuasion, provides the core framework for our program. This course is for anyone who wants to learn how to use persuasive language, build trust, and guide a client to a decision in a way that feels natural and ethical. We will delve into advanced persuasion techniques, covering everything from non-verbal cues and emotional intelligence to building rapport and handling objections with ease. Participants will learn how to master sales communication, influence consumer behavior, and use strategic questioning to uncover client needs. By understanding the principles of ethical persuasion, you will not only improve your closing rate, but also build long-lasting, trusting relationships that lead to repeat business and referrals.

Target Audience / This training course is suitable for:

- Sales professionals and account executives.
- Sales managers and team leaders.
- Business development specialists.
- Negotiators and contract managers.
- Customer service representatives.
- Entrepreneurs and small business owners.
- Anyone who needs to communicate and influence effectively.

Target Sectors and Industries:

- Technology and software.
- Financial services and banking.
- Consulting and professional services.
- Real estate and insurance.
- Healthcare and pharmaceuticals.
- Government agencies and equivalents.
- Manufacturing and industrial.
- Retail and consumer goods.

Target Organizations Departments:

- Sales.
- Marketing and communications.
- Business development.
- Customer relations.
- Human resources and training.
- Executive leadership.

Course Offerings:

By the end of this course, the participants will have able to:

- Apply the core principles of persuasive communication.
- Use advanced persuasion techniques to guide client decisions.
- Build rapport and trust with clients quickly and effectively.
- Master the art of strategic questioning to uncover needs.
- Handle objections by reframing and redirecting the conversation.
- Use non-verbal communication to project confidence and authority.
- Influence without being manipulative or aggressive.
- Develop a personalized approach to effective sales communication.

Course Methodology:

This course uses a highly practical and immersive methodology. We will use a variety of role-playing scenarios where participants can practice and apply the principles of influence in a safe environment. Trainers at BIG BEN Training Center will provide personalized feedback, helping each person refine their persuasive language and communication style. The program includes case studies of successful and unsuccessful persuasion attempts, allowing participants to analyze the techniques in action. We'll also have lived interactive workshops on active listening and non-verbal communication, ensuring that the learning is holistic and well-rounded. This approach is designed to turn abstract concepts into concrete, usable skills, empowering participants to communicate with confidence and influence outcomes in any professional situation, from a client meeting to an internal presentation.

Course Agenda (Course Units):

Unit One: The Psychology of Influence and Persuasion

- Understanding the core principles of influence (reciprocity, authority, social proof, etc.).
- The psychology of a buyer's decision-making process.
- Recognizing and using non-verbal cues.
- Building rapport and trust with clients.
- Using empathy to understand client needs and motivations.
- Ethical persuasion versus manipulation.
- The importance of authenticity in communication.

Unit Two: Mastering Persuasive Language and Storytelling

- The power of persuasive language and words.
- Structuring a sales pitch to be more compelling.
- Using metaphors and analogies to make complex ideas simple.
- The art of storytelling in sales.
- Creating a compelling narrative that resonates with the client.
- Using social proof and testimonials effectively.
- Framing and reframing the conversation.

Unit Three: Strategic Questioning and Active Listening

- Moving from talking to listening.
- Mastering strategic questioning to uncover client needs.
- The art of active listening and empathetic responses.
- Asking powerful questions that challenges the client's thinking.
- Using questions to guide the conversation to a desired outcome.
- Recognizing and responding to buying signals.
- Developing a personalized questioning strategy.

Unit Four: Overcoming Objections and Building Consensus

- The mindset of a confident problem-solver.
- Strategies for handling common and difficult objections.
- Using the feel, felt, found technique.
- Turning objections into opportunities for clarification.
- Building consensus and gaining agreement.
- Negotiating a win-win outcome.
- Using persuasive communication to get to a "yes".

Unit Five: Implementation and Long-Term Influence

- Developing a personalized communication plan.
- Applying influence skills in different sales situations.
- Managing difficult conversations with clients and colleagues.
- The importance of continuous learning and practice.
- Building a personal brand through persuasive communication.
- Creating a legacy of influence and trust.
- The future of effective sales communication.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In an age of instant information and skepticism, how can a sales professional build genuine trust and influence by using psychological principles without being perceived as manipulative or inauthentic?

What unique qualities does this course offer compared to other courses?

This training course is unique because it is not about selling, it is about influencing. While most sales training focuses on techniques, this program goes deeper into the psychology of persuasion. We teach participants how to understand what truly motivates a buyer, and how to build a genuine, lasting connection. The course is built on the academic principles of leading researchers in the field of influence, giving it a strong theoretical foundation. At the same time, its practical, hands-on methodology ensures that every concept is immediately applicable. Participants will learn how to use persuasive language, master strategic questioning, and handle objections with confidence. This is not just a sales course, it is a human communication course, equipping you with the skills to influence outcomes, build rapport, and achieve your professional goals in any context, from the sales floor to the boardroom.