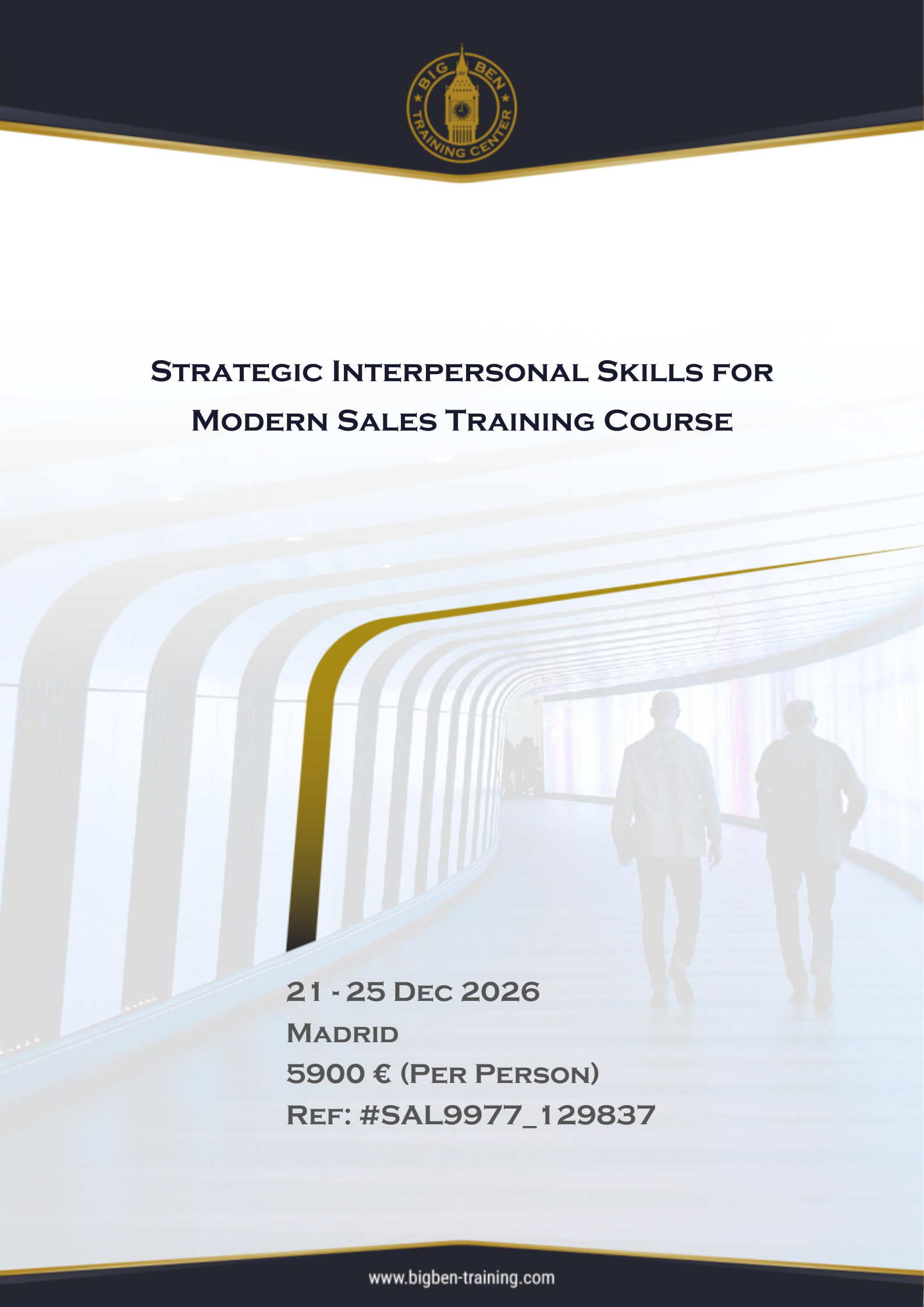
Strategic Interpersonal Skills for Modern Sales Training Course



21 - 25 Dec 2026

Madrid

5900 € (Per Person)

Ref: #SAL9977_129837

Course Introduction / Overview:

In today's hyper-competitive and digitally-driven market, the ability to connect with clients on a human level is the ultimate differentiator for sales success. This course moves beyond traditional sales tactics to explore the nuanced art and science of interpersonal dynamics. It is designed to transform sales professionals into trusted advisors who build lasting, profitable relationships. Drawing upon foundational principles from seminal works like Dale Carnegie's "How to Win Friends and Influence People," the curriculum integrates timeless wisdom with contemporary sales psychology and strategies. We will explore how to master active listening, decode non-verbal cues, and build genuine rapport that fosters trust and loyalty. Participants will learn to navigate complex customer conversations, handle objections with grace, and negotiate outcomes that benefit all parties. BIG BEN Training Center has developed this program to provide a comprehensive framework for understanding customer motivations and adapting communication styles for maximum impact, ensuring that every interaction is meaningful and moves the sales process forward. This is not just about closing a deal; it is about opening a long-term partnership.

Target Audience / This training course is suitable for:

- Sales Professionals at all levels.
- Business Development Managers.
- Account Executives and Managers.
- Sales Team Leaders and Supervisors.
- Entrepreneurs and Small Business Owners.
- Client Relationship Managers.
- Technical Sales Specialists.
- Customer Service Professionals looking to transition into sales.

Target Sectors and Industries:

- Technology and Software as a Service (SaaS).
- Financial Services, Banking, and Insurance.
- Real Estate and Property Development.
- Healthcare, Pharmaceuticals, and Medical Devices.
- Retail and Consumer Goods.
- Manufacturing and Engineering.
- Professional Services (Consulting, Legal, Accounting).
- Governmental agencies and public sector sales teams.
- Hospitality and Tourism.

Target Organizations Departments:

- Sales and Business Development.
- Marketing and Lead Generation.
- Customer Success and Service.
- Account Management.
- Partnership and Channel Management.
- Product Management.
- Executive Leadership.

Course Offerings:

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

- Master the core principles of interpersonal communication in a sales context.
- Develop and apply advanced active listening and empathetic engagement skills.
- Build genuine rapport and establish trust with diverse client personalities.
- Utilize effective questioning techniques to uncover deep customer needs and motivations.
- Interpret and leverage non-verbal communication and body language.
- Articulate value propositions with clarity, confidence, and persuasive impact.
- Handle customer objections and resistance constructively and professionally.
- Apply proven negotiation strategies to achieve win-win outcomes.
- Adapt communication styles for virtual and digital selling environments.
- Create a personal action plan for continuous improvement in sales interactions.

Course Methodology:

The training methodology at BIG BEN Training Center is designed for maximum engagement and practical application. This course adopts a participant-centered approach, moving away from traditional lectures towards a dynamic and interactive learning environment. We believe that interpersonal skills are best learned through practice, reflection, and feedback. Therefore, the program is heavily based on experiential learning activities, including realistic role-playing scenarios, group-based problem-solving exercises, and in-depth case study analysis of real-world sales challenges. Facilitated group discussions will encourage the sharing of experiences and peer-to-peer learning, creating a rich and collaborative atmosphere. Participants will receive constructive, personalized feedback from the instructor and peers to help identify strengths and areas for development. The course integrates self-assessment tools and practical frameworks that can be immediately applied in the workplace. Our goal is to ensure that participants leave not just with new knowledge, but with the confidence and skills to implement these powerful interpersonal strategies immediately.

Course Agenda (Course Units):

Unit One: The Psychology of Modern Selling

- The evolution of sales from transactional to relational.
- Understanding the buyer's brain and decision-making processes.
- Core principles of influence and persuasion in an ethical framework.
- Developing a mindset of a trusted advisor versus a traditional salesperson.
- The critical role of emotional intelligence (EQ) in sales success.
- Self-assessment of current interpersonal sales skills.
- An introduction to communication styles and personality profiling.

Unit Two: Mastering Core Communication Skills

- The art of active and empathetic listening to build connection.
- Techniques for asking powerful, open-ended discovery questions.
- Decoding non-verbal cues, micro-expressions, and body language.
- Mastering vocal tonality, pace, and language for maximum impact.
- The power of storytelling to create memorable and persuasive narratives.
- Achieving clarity and conciseness in verbal and written communication.
- Giving and receiving feedback within the sales team and with clients.

Unit Three: Building Trust and Lasting Client Relationships

- Strategies for building genuine rapport quickly and effectively.
- Establishing credibility and positioning yourself as an industry expert.
- The consultative selling approach for uncovering unstated needs.
- Demonstrating empathy and understanding the customer's perspective.
- Techniques for maintaining long-term relationships beyond the initial sale.
- Networking skills for building a strong professional community.
- Managing difficult conversations and resolving client conflicts.

Unit Four: Advanced Influence and Negotiation

- Structuring a persuasive sales presentation.
- Effectively handling objections and converting resistance into opportunities.
- The principles of win-win negotiation and collaborative bargaining.
- Identifying and navigating different negotiation styles.
- Advanced closing techniques that feel natural and build commitment.
- Strategies for upselling and cross-selling by adding value.
- Maintaining composure and professionalism under pressure.

Unit Five: Application in the Digital and Real World

- Adapting interpersonal skills for virtual selling (video calls, email).
- Leveraging social media for relationship building and social selling.
- Time management and prioritization for high-impact sales activities.
- Building a personal brand that reflects expertise and trustworthiness.
- Developing resilience and a positive mindset in a challenging sales environment.
- Integrating CRM tools to enhance relationship management.
- Creating a personalized 90-day action plan for skill implementation and growth.

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 era of increasing automation and AI in sales, how does the human element of interpersonal skill remain the ultimate competitive advantage?

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

This course distinguishes itself by deeply integrating foundational psychological principles with cutting-edge, practical sales applications. While many programs focus solely on process and technique, we delve into the 'why' behind buyer behavior, equipping participants with a profound understanding of human motivation and decision-making. We move beyond simplistic scripts to foster authentic communication, teaching participants how to adapt their style to connect with any personality type genuinely. The curriculum uniquely blends the timeless wisdom of relationship-building with the specific challenges of the modern digital sales landscape, addressing both face-to-face and virtual interactions. Rather than just presenting theories, our methodology is rooted in immersive, real-world simulations and personalized feedback, ensuring that skills are not just learned but mastered. This focus on developing emotional intelligence and adaptive communication creates sales professionals who are not merely vendors, but indispensable partners to their clients, capable of building trust and loyalty that transcends price and product features.