



Management Development Program

BUYER BRAIN & SELLER MINDSET THE NEUROPSYCHOLOGY BEHIND CLOSING DEALS

Successful selling extends beyond product knowledge and presentation skills; it requires a deep understanding of how buyers think, feel, resist, build trust, make decisions, and ultimately commit. Buyer Brain & Seller Mindset: The Neuropsychology Behind Closing Deals is an experiential learning programme designed to help professionals understand the psychology behind buyer behaviour and develop ethical, consultative, and confidence-building selling skills.

OBJECTIVES OF THE PROGRAM :

- Understand the foundations of buyer psychology and decision-making.
- Shift from product-pushing to consultative and diagnostic selling.
- Apply effective questioning, listening, storytelling, and probing techniques.
- Handle buyer objections using the Acknowledge–Associate–Ask framework.
- Build trust, communicate value, and close deals ethically and confidently.

WHO CAN ATTEND :

- Sales Executives, Business Development Executives, Marketing Professionals, Client Relationship Managers, Account Managers, Territory Managers, and customer-facing professionals seeking to enhance their selling effectiveness, buyer engagement, objection handling, and closing skills.
- Junior, Middle, and Senior-Level Executives, Team Leaders, Entrepreneurs, Consultants, HR Professionals, Training Managers, Functional Heads, and Emerging Leaders who wish to strengthen their influence, negotiation, communication, relationship-building, and decision-enabling capabilities.

Resource Person : Dr. Firdaus Bashir, Assistant Professor, PSGIM

DATE: 07 NOV 2026
TIME: 9 AM - 5 PM
VENUE: PSGIM

PROGRAM FEE: INR 2950 /-
(2500+ GST @ 18%) Per Participant



Location QR

For Registration and further details, contact:
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