

## **Course Title**

### **Sales Performance Mastery: Psychology, Neuroscience and Intercultural Selling**

## **Course Description**

This course introduces students to modern professional selling as a strategic communication skill essential for business, entrepreneurship, and leadership. Moving beyond traditional sales techniques, the program focuses on mindset, human behavior, neuroscience, and intercultural communication.

Students will learn how buying decisions are influenced by emotions, trust, and perceived value, and how to communicate solutions clearly and ethically. The course also develops resilience, optimism, and an entrepreneurial approach to problem-solving, while preparing students to sell and negotiate effectively in both local and international contexts.

Through practical exercises, role-play, and real-life simulations, students gain confidence in presenting ideas, handling objections, and adapting their communication style across cultures.

## **Course Objectives**

By the end of this course, students will be able to:

- Understand the psychology behind buying decisions
- Apply ethical and value-based selling principles
- Communicate solutions clearly and persuasively
- Develop resilience in the face of rejection
- Use optimism and mindset as performance tools
- Apply basic neuroscience concepts to sales communication
- Adapt sales approaches to different cultural contexts
- Present and pitch ideas with confidence

## **Course Format**

- Duration: **12 weeks**
- Schedule: **1 session per week**
- Session length: **3 hours per session**
- Total instructional time: **36 hours**

Each session includes theory, discussion, practical exercises, and simulated sales situations.

### **Teaching Methods**

- Interactive lectures
  - Case studies
  - Role-playing and simulations
  - Group discussions
  - Sales pitch exercises
  - Instructor and peer feedback

### **Assessment**

<b>Component</b>	<b>Weight</b>
Participation and in-class exercises	30%
Sales simulations and role-play activities	30%
Final sales pitch presentation	40%

### **Final Project**

Students will deliver a professional sales pitch (5–8 minutes) presenting a product, service, or business idea. Evaluation will focus on clarity, value communication, confidence, handling of objections, and overall persuasive effectiveness.

### **Course Benefits for Students**

This course prepares students with essential professional skills for:

- Business and entrepreneurship
  - Marketing and management careers
  - Leadership and negotiation
  - International business environments
  - Personal confidence in persuasive communication



## **Sales Performance Mastery**

**Expertise • Perseverance • Optimism • Entrepreneurial Spirit • Neuroscience • Intercultural Sales**

**Format: 12 weeks — 3 hours per week (36 hours)**

### **1.0 — Introduction to modern sales**

#### **Theme: Sales as a life skill**

- Sales is not about manipulation—it's about creating value
- Salesperson vs. advisor
- Why everyone “sells” (ideas, projects, themselves)
- Ethics and trust in sales
- Exercise: selling yourself in 60 seconds

### **1.1 — Expertise: becoming credible**

#### **Theme: Trust begins with competence**

- Knowledge of the product/service
- Understanding the market and the customer
- Asking the right questions
- Professional positioning
- Workshop: analyzing a product and its real benefits

## **1.2 — Understanding the customer**

### **Theme: Needs vs. wants**

- Why people really buy
- Problem, solution, perceived value
- Active listening
- Role-playing: discovering needs

## **1.3 — Perseverance and dealing with rejection**

### **Theme: The psychology of rejection**

- Rejection is normal in sales
- Difference between “no” and “not now”
- Discipline and consistency
- Long-term mindset
- Simulation: dealing with rejection

## **1.4 — Optimism and Performance**

### **Theme: The mindset of a successful salesperson**

- How attitude influences results
- Realistic optimism vs. naivety
- Dealing with difficult days
- Exercise: turning failure into learning

## **1.5 — Entrepreneurial spirit**

### **Theme: Thinking like a solution creator**

- Initiative and responsibility
- Seeing opportunities
- Creating value instead of pushing a product
- Workshop: proposing a solution to a fictional customer problem

## **1.6 — Neuroscience of Sales**

### **Theme: How the brain makes decisions**

- Emotional decisions followed by logical justification
- Confidence, dopamine, and memory
- Simplicity and clarity in messaging
- Exercise: rephrase an offer using simple, emotional language

## **1.7 — Persuasive Communication**

### **Theme: Influencing with Integrity**

- Asking the right questions
- Active listening and rephrasing
- Tone, pace, and clarity
- Role-playing: natural sales conversation

## **1.8 — Handling Objections**

### **Theme: Understand before responding**

- Objections often hide a fear
- Techniques for clarification
- Respond calmly and logically
- Simulation: difficult objections

## **1.9 — Cross-cultural sales**

### **Theme: Adapting your approach to the world**

- Cultural differences in communication
- Negotiation styles
- Respect, patience, and long-term relationships
- Discussion: examples of cultural differences (Asia, the West)

## **1.10 — Presenting and persuading**

### **Theme: Professional sales pitch**

- Structure of a clear pitch
- Presenting a solution, not a product
- Clarity, confidence, impact
- Preparing the final project

## **1.11 — Final presentations**

### **Theme: Professional simulation**

- 5–8 minute sales pitch
- Real-life scenario
- Detailed feedback
- Program conclusion