

TGS-2024051333

IN-PERSON WORKSHOP

The Science of Persuasion for Successful Selling



Target Audience

Private Bankers, Wealth Managers, Financial Advisors, Retail Bankers, Independent Financial Advisors, Insurance agents

Duration: 6.5 CPD Hours
Fee: SGD 1,000 per participant

EARLY BIRD DISCOUNT

Enjoy **10% discount** when you register **one (1) month before** the course commencement date.

Learning Objectives

- Understand buyer psychology and decision-making behaviour
- Apply persuasion techniques ethically to influence purchasing decisions
- Strengthen communication to improve sales effectiveness and outcomes



Discover the psychological principles behind buyer behaviour and persuasion. This program equips sales professionals with practical strategies to influence decisions ethically, communicate more effectively, and close deals with confidence in today's competitive market.



PERSUASION FRAMEWORK

- 1. Understanding Buyer Psychology**
 - Decision-making processes and emotional drivers
 - Rational vs emotional buying behaviour
- 2. Needs-Based Selling**
 - Identifying explicit and implicit customer needs
 - Tailoring solutions based on customer motivations
- 3. Building Trust & Long-Term Relationships**
 - Persuasion techniques that build credibility
 - Developing trust through effective communication
- 4. Influencing Through Communication**
 - Leveraging emotional triggers responsibly
 - Adapting communication styles to different buyer profiles
- 5. Closing with Confidence**
 - Overcoming objections and resistance
 - Increasing sales conversion through effective closing techniques

PRACTICE & APPLICATION

- Case study discussions and interactive questioning
- Role-plays to apply persuasion techniques
- Group discussions and presentations
- Facilitated feedback to reinforce learning

KEY VALUE PROPOSITION

- High-impact persuasion skills grounded in psychology
- Practical tools and frameworks for immediate application
- Ethical, effective influence aligned with long-term client trust
- Improved sales confidence and conversion outcomes

*Completion of this course can be counted towards the fulfillment of the non-STS portion for CACS CPD. This course is recognized under the Financial Training Scheme (FTS) and is eligible for FTS claims subject to all eligibility criteria being met. Please note that **in no way** does this represent an endorsement of the quality of the training provider and course. Participants are advised to assess the suitability of the course and its relevance to his/her business activities or job roles. The FTS is available to eligible entities based on the prevalent funding eligibility, quantum and caps. FTS provides up to 70% course fee subsidy support for direct training costs subject to a cap of S\$500 per candidate per course subject to all eligibility criteria being met. Find out more on www.ibf.org.sg

Up to 70% Funding*
for Singaporeans and PRs

Terms & Conditions apply

Funding: Financial Training Scheme (FTS)



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