

VIENNA INSTITUTE
FOR LEADERSHIP AND SALES

SELLING TECHNIQUES MASTERCLASS

THE DIFFERENCE BETWEEN TALKING AND CLOSING DEALS.

High-performing sales doesn't rely on talent alone — it relies on the right techniques.

In this one-day masterclass, participants learn a broad set of proven sales techniques — including communication, questioning, sales pitch, objection handling, and more — all designed to structure conversations, guide decisions, and drive better results.



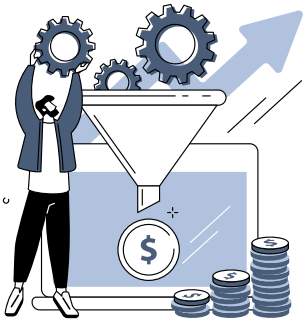
DRIVING DECISIONS IN CRITICAL MOMENTS

Objections, resistance, and uncertainty are handled with clarity and control. Instead of reacting, participants respond with confidence and guide the conversation toward decisions.



FROM TALENT TO SYSTEM

Successful selling becomes a repeatable approach rather than an individual strength. Techniques can be applied consistently, making performance more scalable.



HIGHER CONVERSION & BETTER RESULTS

Sales conversations are structured, relevant, and guided toward clear decisions — not just open-ended discussions. This leads to more consistent outcomes and better use of opportunities.

FORMAT:
1-DAY INTENSIVE MASTERCLASS

LOCATION:
VIENNA INSTITUTE FOR LEADERSHIP AND SALES

GROUP SIZE:
MAX. 15 PARTICIPANTS

IDEAL FOR:
SALES PROFESSIONALS & TOP TALENTS

Vienna Institute for Leadership and Sales by CPM Group GmbH
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THE CORE FOCUS AREAS

These are the core focus areas covered throughout the masterclass. All techniques are not only introduced, but directly applied in a structured way — ensuring participants can use them confidently in real sales conversations.

- **COMMUNICATION STRATEGIES**
  (storytelling, active listening, nonverbal communication...)
- **QUESTIONING TECHNIQUES**
  (question types, SPIN, BANT, leading with questions, and uncovering real needs...)
- **SALES PITCH & CONVERSATION FLOW**
  (Your perfect pitch, preparation, scripts, and guiding conversations from first contact to negotiation...)
- **OBJECTION & REJECTION HANDLING**
  (responding with clarity and confidence, handling resistance professionally...)
- **BUYING SIGNALS**
  (recognizing verbal and non-verbal signals and acting at the right moment...)
- **INFLUENCING PERCEPTION**
  (using reference frameworks, scarcity, and positioning to strengthen your message and guide decisions...)

WHAT PARTICIPANTS TAKE AWAY

Participants leave with a structured set of sales techniques and the ability to apply them confidently in the right moment to drive conversations toward clear decisions.

- A clear repertoire of proven sales techniques
- Knowing which technique to use — and when
- Confidence in handling objections and resistance
- More focused conversations that lead to decisions

PROGRAM FEE

€850,- per participant (excl. VAT)



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SELLING TECHNIQUES MASTERCLASS
PROGRAM CURRICULUM

1. SALES COMMUNICATION MASTERY
"FROM TALK TO TRUST IN 90 SECONDS"

THE PSYCHOLOGY OF INFLUENCE IN SALES CONVERSATIONS
- Tone & wording as conversion drivers
- Active Listening 2.0
- We-Messaging vs. You-Pressure
- The Power of Positive Framing

SWITCH THE PERSPECTIVE: SELL FROM THE CUSTOMER'S BRAIN
- Jobs-to-be-Done thinking
- Gain vs. Loss Framing

BUILDING A HIGH-IMPACT SALES PITCH
- The B-B-C-C-T-T-T Structure
- Problem–Agitate–Solve
- Value Proposition Formula

FRAMEWORKS INTEGRATED: SPIN | STORYTELLING | FRAMING | AUTHORITY BIAS | PRIMACY EFFECT

2. COLD CALLING EXCELLENCE
"TURNING INTERRUPTIONS INTO INVITATIONS"

THE COLD CALL MINDSET UPGRADE
- Scripts
- Rejection Immunity
- The Bouncy Ball Principle

CRAFTING A MAGNETIC OPENING
- The 7-Second Pattern Interrupt
- Value Statement Blueprint
- Controlling Emotional Atmosphere

TWO COLD CALL STRATEGIES – TWO BATTLE PLANS
- Direct Qualification Call
- Curiosity-Based Opening
- Objection Anticipation Matrix

TIME-SAVERS & CONVERSION ACCELERATORS
- Pre-call Research Formula (5-Minute Prep Rule)
- BANT Qualification in real time
- The "Micro-Commitment" Strategy

PSYCHOLOGY IN ACTION
- Reciprocity
- Social Proof in cold outreach
- Cognitive Load Reduction

FRAMEWORKS INTEGRATED: BANT | PATTERN INTERRUPT | RECIPROCITY | MICRO-COMMITMENTS | PROSPECTING LOOPS

3. SELLING DESPITE PUSHBACKS
"OBJECTIONS ARE BUYING SIGNALS IN DISGUISE"

THE OBJECTION HANDLING ARCHITECTURE
- The 4-Step Objection Flow
- Feel–Felt–Found Method
- Reframing with Contrast Effect

DISCOVERING HIDDEN NEEDS
- SPIN Deep Dive
- The 5 Whys in Commercial Context
- Pain vs. Desire Mapping

WINNING THROUGH QUESTIONS
- Open vs. Diagnostic vs. Commitment Questions
- Pre-Closing Questions
- The 33 Reasons Framework

FRAMEWORKS INTEGRATED: SPIN | 33 REASONS | LOSS AVERSION | ANCHORING | FEEL-FELT-FOUND | PRE-CLOSING

4. CLOSING WITH CONFIDENCE
"RECOGNIZE THE MOMENT – CAPTURE THE DEAL"

READING BUYING SIGNALS LIKE A PRO
- Verbal & Non-Verbal Indicators
- Commitment Language vs. Curiosity Language

DEVELOPING YOUR CLOSING REFLEX
- Signal Recognition Training
- Trial Close Techniques
- Assumptive Close vs. Option Close vs. Summary Close

SELLING VIA PAIN VS. SELLING VIA DESIRE
- When to amplify risk
- When to amplify opportunity

THE PLAY OF PERCEPTION
- Reference Framework & Anchoring
- Scarcity & Countdown Strategy

SALES STORYTELLING FOR CLOSING
- Case-based micro-stories
- Implementation Visualization

FRAMEWORKS INTEGRATED: TRIAL CLOSE | ASSUMPTIVE CLOSE | FUTURE PACING | ANCHORING | SCARCITY | LOSS AVERSION