Influence...by Design

The Advanced Communication Upgrade to Understand Objections

Integrate contemporary, time-based research to deconstruct customer hesitation (without replacing your existing sales model).

Does this sound familiar?

The Polite Shield	Representatives receive friendly, evasive agreements ("Looks great, send me some more info") that lead to zero actual action.
The Defensive Data Dump	When customers raise objections, representatives reflexively push more data, which spikes defensiveness and stalls the decision.
The Mind-Read Trap	Sales teams assume they know what the customer's real objection is, delivering pre-packaged pitches that miss the actual bottleneck.
The Temporal Mismatch	Representatives try to solve a customer's personal experience of failure or or future concerns with static present-moment efficacy data.
The Close Trap	Pushing for a permanent commitment too early triggers defensive stalling and relationship strain.

Move beyond objection handling models

Influence...by Design does not replace your team's existing sales framework. Instead, it acts as a powerful conversational upgrade, specifically **displacing legacy "objection-handling"** tactics with contemporary, time-based neuroscience.

By teaching representatives how to decode temporal predictions (past experiences, present defenses, and future projections) it plugs seamlessly into any sales model (such as SPIN, Challenger, or Strategic Selling).

Designed as a short, sharp, and highly interactive experience, it is the perfect feature module for national sales conferences, cycle meetings, or commercial team training days.

Hesitation is not a rejection.

When customers stall, it is rarely because they lack logical data or don't see your product's value. It is because change feels unpredictable and complicated. Faced with transition uncertainty, the brain naturally defaults to what is safe and familiar—preferring a known, comfortable routine over an unproven promise.

Influence...by Design helps client-facing teams step out of the debate trap. It teaches them how to bypass defensive shields, isolate real operational barriers, and collaboratively co-design a predictable pathway that makes taking action feel completely safe.

A different approach to influence

We begin by exploring:

- **The Past:** Experiences that shape belief patterns
- **The Future**: Concerns and projections about potential challenges
- **The Present**: Identifying relevant priorities now
- **The Sift**: Is the belief shaped by evidence versus assumption
- **The System**: Is the purchase or decision physically possible or supported by the infrastructure?
- **The Calibration**: A collaborative test, not a hard close.

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Who is it for?

- **Commercial sales representatives and territory managers** navigating complex, high-friction client environments.
- **Key Account Managers (KAMs)** managing institutional client transitions and complex stakeholder alignment.
- **Commercial directors, sales managers, and business unit leaders** seeking to elevate their team's consultative posture.
- **Medical science liaisons (MSLs), technical advisors, and client-facing specialists** who need to navigate technical hesitation.
- **Teams** looking to establish a shared, highly sophisticated language of commercial engagement.

What participants learn

Through demonstrations, interactive scenarios, reflection, and active drills, participants learn to:

- **Recognise when clarifying becomes convincing**, preventing representatives from pitching answers before they fully understand the concern.
- **Trace customer timezones** to locate the source of resistance.
- **Slice through vague "labels"** and generalisations to find the specific workflow friction.
- **Stop mind-reading** by separating evidence from assumptions.
- **Build a bridge** to hold product value and real-world system constraints simultaneously.
- **De-risk decisions** by proposing exploratory actions over fixed closing commitments

Program details & Investment

- **Format:** Live, facilitated workshop
- **Duration:** 2-3 hours
- **Group size:** Up to 20 participants per session
- **Investment:** A$3,250 + GST

What is Included:

- Up to one-hour client-alignment briefing.
- Light contextualisation of territory-specific scenarios, customer objections, and industry-relevant examples.
- Researcher-led facilitation.
- Digital participant resources, reflection workbooks, and practical checklist guides.
- The pre-call field card.
- 30-minute online follow-up calibration session within 14 days.

Travel and venue costs are additional where required. Extensive tailoring, client branding, train-the-trainer delivery and internal licensing are available by quotation. Additional sessions in substantially the same context are available from A$2,750 + GST.

Research-informed. Practical by design.

Influence...by Design draws on Bryter's integrated capability suite where all programs share a consistent vocabulary.

By connecting environmental diagnostic with the temporal timeline, your team learns to spot when a client is technically convinced but logistically blocked. Instead of wasting high-value calls repeating data brochures, they learn to collaboratively resolve the environmental obstacle, maximising territory influence while protecting commercial trust.

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