

SALES PSYCHOLOGY VAULT V1.0

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BIAS-DRIVEN SALES TECHNIQUES TO BOOST TRUST, URGENCY, AND CONVERSION, ON COMMAND.



SALES PSYCHOLOGY VAULT

Unlock the power of psychology in sales with the **Sales Psychology Vault**. This resource enables you to:

- Reframe objections effectively
- Build trust swiftly
- Utilize decision triggers in extended sales cycles

Enhance your sales approach with these psychological insights.

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BEHAVIOURAL BUYER TYPES DIAGNOSTIC

A SELF-ASSESSMENT QUIZ-STYLE LEAD MAGNET THAT HELPS SALES PROFESSIONALS DECODE DECISION-MAKER PSYCHOLOGY

Audience: Enterprise sales professionals, luxury sales, SaaS closers

Use Case: Used before sales calls or demos to tailor messaging based on psychological

profile

Purpose:

Not all buyers think the same. This diagnostic helps you quickly classify a prospect's behavioural profile, so you can speak their language, address their biases, and frame your pitch accordingly.

BUYER TYPE QUIZ:

Answer each question below to identify your buyer's dominant decision pattern.

1. How do they talk about the problem?

- □ In terms of *risk* or what could go wrong
- ☐ In terms of results or goals
- ☐ In terms of process and steps
- $\ \square$ In terms of people and culture

2. What's their tone during objections?

- □ Anxious
- □ Curious
- □ Analytical
- □ Personal/emotional

3. How do they measure value?

- □ ROI or avoided loss
- □ Opportunity upside
- □ Logical fit and structure
- □ Internal harmony / relationship strength

RESULTS: YOUR BUYER'S TYPE

Type A: The Risk Manager

- → Fear-focused, needs safety, hates unknowns
- ✓ Use: Loss-aversion framing, proof of risk mitigation

Type B: The Opportunity Seeker

- → Bold, impatient, outcome-driven
- ✓ Use: Time-sensitive wins, speed, growth hooks

Type C: The Rational Evaluator

- → Loves charts, hates fluff
- ✓ Use: Comparisons, ROI breakdowns, logic-first pitch

Type D: The Trust-Centric

- → Motivated by feeling secure and heard
- ☑ Use: Relationship, consistency, emotion-led proof

Pro Tip:

Use this as a discovery call warm-up or coaching tool. Share it with your sales team to upgrade how they frame every pitch.

BUYER PSYCHOLOGY IN LUXURY, SAAS, AND FINANCE

INDUSTRY-SPECIFIC DEEP DIVES ON WHAT DRIVES PURCHASE DECISIONS, AND HOW TO SELL INTO THEM BEHAVIOURALLY

Audience: Vertical-specific sales reps and teams

Use Case: Used to tailor messaging, pitch structure, and objections handling based on

sector-specific psychology

Core Insight:

Different industries = different psychological drivers. This guide decodes buyer mindsets across 3 major verticals, and how to frame your pitch accordingly.

1. LUXURY MARKET BUYERS

Primary Motivators:

- Exclusivity
- Self-image reinforcement
- Emotional reward
- Story and symbolism

Psychological Tactics:

- ✓ Frame purchase as a statement or identity move.
- ▼ Emphasize scarcity and emotional resonance
- ✓ Downplay logic, lead with feeling

Language to Use:

- "Most people won't, but you're not most people."
- "This isn't about features, it's about how it feels."

2. SAAS / TECH BUYERS

Primary Motivators:

- Efficiency and automation
- Proof and performance
- Risk reduction
- Stakeholder alignment

Psychological Tactics:

- ✓ Frame decisions as smart bets
- ✓ Show quantifiable ROI, time to value
- ✓ Map buyer journey inside the org (multi-stakeholder)

Language to Use:

- "This saves your team X hours per month, minimum."
- "Let's reverse-engineer ROI by department."

3. FINANCIAL SERVICES BUYERS

Primary Motivators:

- Stability and protection
- Trust and compliance
- Strategic foresight
- Authority signalling

Psychological Tactics:

- ✓ Lead with credibility and track record
- ✓ Show downside protection first, then upside
- ✓ Use social proof (industry peers, benchmarks)

Language to Use:

- "Here's how top firms in your sector are de-risking with this."
- "Let's look at the risks avoided, not just gains unlocked."

Pro Tip:

Before a call, ask yourself: What does this buyer fear, and what would make them feel safe saying yes? That's your starting point.

PRE-SUASION SEQUENCE BUILDER (EMAIL TEMPLATES)

A 3-EMAIL SEQUENCE DESIGNED TO SHAPE BUYER MINDSET BEFORE THE PITCH EVEN BEGINS

Audience: SDRs, closers, outbound reps, relationship-focused sales teams

Use Case: Use before discovery calls or demo invites to psychologically warm the

prospect

Core Insight:

The sale begins *before* the pitch. These 3 short emails are designed to prime key psychological levers, so by the time they hear your offer, they're already leaning in.

EMAIL 1: "MENTAL RELEVANCE SPIKE"

Subject: [Quick thought on what [THEIR TITLE]s are facing right now]

Body:

Hi [Name],

I've noticed that [industry trend or pain point] is hitting a lot of [their role]s hard right now.

We've been helping leaders like you navigate it using a slightly different lens, behavioural decision mapping.

Curious if that kind of strategic filter would be helpful or your radar?

- [Your Name]

Triggered: Relevance Bias, Personalization Cue

EMAIL 2: "FUTURE-PACED CREDIBILITY"

Subject: What [their peers] are doing differently

Body:

Hi [Name],

Just sharing a quick pattern we're seeing.

[Their peer segment] that's performing best in [outcome area] are doing one thing differently: reframing their offers through how buyers *actually* decide, not how we wish they did.

We've packaged this into a decision science playbook if you'd like a quick look.

- [Your Name]

Triggered: Social Proof, FOMO

EMAIL 3: "COMMITMENT NUDGE AND CTA"

Subject: Book a time?

Body:

Hi [Name],

If you're open to it, I'd love to show you how a behavioural tweak in your sales flow could help [specific outcome].

15–20 mins max, and I'll leave you with something useful either way.

Should I send over a few times?

- [Your Name]

Triggered: Commitment Bias, Low-Stakes Ask



Space this sequence out over 3-5 days. Don't chase, frame.

INFLUENCE FIRST, PITCH SECOND: SALES FRAMING PLAYBOOK

HIGH-TICKET SALES FRAMING GUIDE TO PRIME TRUST, SHAPE PERCEPTION, AND BOOST CLOSE RATES

Audience: SaaS closers, enterprise reps, luxury salespeople, business development leads **Use Case:** Pre-call prep and objection-handling tool for complex or high-dollar deals

Core Premise:

Great salespeople don't convince. They *frame*. The pitch comes later, after the buyer's mindset has been shaped to interpret your offer as obvious, safe, and smart.

5 BEHAVIOURAL FRAMING MOVES TO USE BEFORE YOU PITCH

Frame #1: Future Regret Reversal

"If we're having this conversation again in 6 months, and nothing's changed, what's the cost?"

Why it works: Anchors the pain of inaction. Loss aversion kicks in.

Use when: Buyer is stalling or "thinking about it"

Frame #2: Identity Framing

"The clients we work best with see themselves as market leaders, not followers. Does that sound like you?"

- Why it works: Aligns purchase with self-image and status
- **Use when:** Prospect needs ego-affirmation or is status-motivated

Frame #3: Micro-Commitment Ladder

"Let's not worry about the full rollout. The first step is a strategy session. We'll build from there."

- Why it works: Reduces resistance by shrinking perceived risk
- **Use when:** Deal feels too big or heavy at once

Frame #4: Permission-Based Pressure

"Can I be direct with you about what's at risk here?"

- Why it works: Primes the brain to accept urgency without triggering resistance
- **Use when:** Buyer is vague or conflict-avoidant

Frame #5: Inversion Framing

"If you were your competitor, what would you be hoping we don't do?"

Why it works: Forces lateral thinking and defence of your solution

Use when: Stakeholder is on the fence or stuck in over-analysis

Quick Exercise:

Take one deal you're working right now. Pick *two frames* from above. Use them in your next call, and track the buyer's emotional shift.

THE TRUST TRIGGER TOOLKIT

A TACTICAL GUIDE TO BUILD PSYCHOLOGICAL TRUST FAST IN HIGH-STAKES SALES CONVERSATIONS

Audience: Enterprise sellers, high-ticket closers, SDRs, advisors

Use Case: Use during the first 5-15 minutes of a sales conversation to lower defences and

build rapport

Core Insight:

Trust isn't built with credentials. It's built with signals. This toolkit gives you proven psychological trust triggers to activate early and often.

5 TRUST TRIGGERS TO USE IMMEDIATELY

Trigger #1: Intent Transparency

"My goal here isn't to sell you. It's to figure out if this is a real fit."

Why it works: Lowers defences, signals honesty

Behavioural Principle: Reciprocity and Authenticity Bias

Trigger #2: Self-Disqualification Frame

"There are a few reasons this might not make sense. Can I walk you through them first?"

Why it works: Surprises the brain, increases perceived credibility

Behavioural Principle: Unexpected Honesty

Trigger #3: Shared Language Mirroring

Repeat buyer's phrasing back to them, intentionally Example: If they say, "We're drowning in inefficiency," later say: "Let's unpack that inefficiency issue."

Why it works: Builds subconscious rapport

Behavioural Principle: Linguistic Mimicry

Trigger #4: Thoughtful Silence

After a question or bold statement, pause. Let them fill the space. Silence = confidence.

Why it works: Signals control, invites reflection

Behavioural Principle: Cognitive Ownership

Trigger #5: Social Proof Anchors

"Most of our clients in [their industry] said X before they moved forward. Then this happened."

Why it works: Positions action as normative, not risky

Behavioural Principle: Conformity Bias / Safety in Numbers

Mini Exercise:

Before your next call, pick 2 trust triggers to open with. Note when your buyer starts *leaning in*. That's your signal they've shifted.

OBJECTION REVERSAL SCRIPTS (BEHAVIOURALLY FRAMED)

REAL-WORLD OBJECTION-HANDLING SCRIPTS BASED ON PSYCHOLOGY, NOT PRESSURE

Audience: High-ticket sales teams, closers, SDRs, BDMs

Use Case: Drop into calls, email replies, or DMs when facing common pushback

Core Insight:

Most objections aren't logical, they're *emotional defence mechanisms*. These scripts use behavioural science to reframe objections and reduce resistance.

Objection #1: "It's too expensive."

"Totally fair. Can I ask, compared to what? Just want to make sure we're pricing it against the right benchmark."

Follow-up: "If this helped you to [insert tangible result], would that return be worth the cost?"

Frame Used: Reframe with relativity

Bias Triggered: Anchoring and Value Perception

Objection #2: "Now's not the right time."

"I hear that. Curious, what would have to be true for now to be the *perfect* time? Let's reverse-engineer that."

Frame Used: Inversion and Future Orientation

Bias Triggered: Planning fallacy, status quo bias

Objection #3: "We're already using someone."

"That makes sense. Most of our clients were too at first. Mind if I ask: what's one thing that could be even better about that current setup?"

Frame Used: Contrast Gap Activation

Bias Triggered: Confirmation bias

Objection #4: "I need to think about it."

"Of course. Can I ask what you're thinking through. Is it the offer itself, or how it fits internally?"

Frame Used: Clarification Reframing

Bias Triggered: Decision fatigue, ambiguity aversion

Bonus Script: The Power Close

"Let's do this: I'll send over a one-pager that recaps ROI, time to value, and risks avoided. You give me a firm yes or no after that, fair?"

Frame Used: Empowerment Close

Bias Triggered: Commitment bias

Pro Tip:

Rehearse these out loud. Behavioural impact depends on tone and timing, not just words.

THE BEHAVIOURAL SALES PLAYBOOK

A FULL-LENGTH GUIDE TO USING BEHAVIOURAL SCIENCE IN THE SALES PROCESS, FROM FIRST CONTACT TO CLOSE

Audience: Sales leaders, high-ticket closers, trainers, SaaS founders

Use Case: To train teams or elevate individual performance through psychology-based

selling

What This Is:

A complete reference playbook that maps behavioural psychology onto the sales journey. Structured, actionable, and ready to roll out.

PART 1: THE 3 PHASES OF BEHAVIOURAL SELLING

- 1. **Priming Phase** (Before the pitch)
 - Frame urgency using future-regret and loss-aversion
 - Pre-suade with social proof, identity cues
 - Test decision-style (rational vs. relational vs. status)
- 2. **Presentation Phase** (During the pitch)
 - Match buyer's psychology (Risk vs. Opportunity framing)
 - Use commitment ladders (start with low-risk CTA)
 - Highlight what they lose by delaying

- 3. Closing Phase (After the pitch)
 - De-risk with fallback options
 - Reinforce buyer identity
 - Get verbal micro-agreements → then ask for commitment

PART 2: THE MESSAGING MATRIX

Buyer Type Message Style		Emotional Levers
Risk-Averse	"This protects you from X"	Safety, Certainty
Opportunity-Driven	"This leapfrogs competitors"	Momentum, Gain Framing
Analytical	"Let me show you the model"	Logic, Control
Relationship-Focused	"This feels right"	Trust, Consistency

PART 3: SCRIPT SNIPPETS BY SITUATION

Cold Outreach (DM or Email):

"What we're seeing with [role]s in [industry] is they're losing deals not because of bad sales, but because the pitch doesn't match how buyers actually decide."

Live Pitch (Objection Handling):

"Let me reframe that. I'm not asking you to commit. I'm asking if this deserves a next step."

Late-Stage Follow-Up:

"I'll send the brief recap, and you let me know: do we move forward or shelve this for now?"

Final Note:

This playbook isn't about scripts, it's about systems. Behavioural selling is repeatable, scalable, and subtle. Get good at it, and you'll never feel like you're "convincing" anyone again.

THE SALES DECISION-MAKER MAP

A PRACTICAL TOOL TO UNCOVER THE TRUE POWER DYNAMICS IN ANY COMPLEX SALE

Audience: B2B sellers, SaaS teams, agency closers, enterprise reps

Use Case: Use after the first discovery call to clarify who really holds buying power, and

how to influence them

Core Insight:

There's always more than one decision-maker. This tool helps you map their influence, psychology, and leverage points.

STEP-BY-STEP: HOW TO BUILD YOUR MAP

Step 1: Stakeholder Inventory

List all names involved in the process (those present and those mentioned indirectly).

Name	Title	Role in Process
Ex: Maya Singh	Head of Ops	Final sign-off
Ex: Jordan Chen	Senior PM	Day-to-day evaluator
Ex: CFO (unnamed)	Budget Authority	Silent influence

Step 2: Behavioural Power Grid

Classify each stakeholder by:

- Influence Power (High / Medium / Low)
- Psychological Openness (Trusting / Neutral / Skeptical)

Name	Power Level	Trust Level	Strategy
Maya Singh	High	Neutral	De-risk, ROI framing
Jordan Chen	Medium	Trusting	Involve early, co-create
CFO	High	Skeptical	Proof, fallback options

Step 3: Framing Strategy by Profile

Stakeholder Type	What They Need to Hear		
Champion (High Power, Trusting)	"You'll lead the charge. Let's win together."		
Gatekeeper (High Power, Skeptical)	"Here's the data, risk factors, and backup plan."		
Influencer (Low Power, Trusting)	"You're key to making this work smoothly."		
Blocker (Low Power, Skeptical)	"We're here if questions come up." (Don't escalate)		

Pro Tip:

Revisit this map before every stage: demo, proposal, negotiation. Influence is fluid. This map keeps you grounded.

CLOSING PSYCHOLOGY SWIPE FILE (PHRASING VAULT)

A HIGH-IMPACT PHRASEBOOK FOR SALES CALLS, DEMOS, AND PROPOSAL CLOSES

Audience: High-ticket closers, sales enablement leads, SaaS AEs

Use Case: Use in late-stage calls and written follow-ups to trigger commitment and

reduce last-mile objections

Core Insight:

Words shape decisions. This swipe file arms you with closing language designed to activate trust, urgency, and cognitive commitment.

FRAMING PHRASES FOR CLOSING CONVERSATIONS

"Let's make this simple..."

→ Use when buyer is overwhelmed by complexity.

"Let's make this simple: one step to start, low risk, high upside."

Trigger: Cognitive ease

"If we were to start today..."

→ Use to shift from "maybe later" to immediacy.

"If we were to start today, you'd see results by [insert timeline]."

Trigger: Temporal anchoring

"What would stop you from saying yes today?"

 \rightarrow Use to surface unspoken blockers.

(Then use that intel to reframe or address quietly.)

Trigger: Decision clarity

"Let's test this, not commit to it."

→ Use when buyer is hesitating at the final step.

"We treat this as a test. Success speaks for itself."

Trigger: Commitment gradient

"You're not buying the product/solution. You're buying the result."

→ Use to pull focus away from cost/features.

"This isn't about [product/solution]. It's about making [X problem] disappear."

Trigger: Outcome orientation

CLOSING FOLLOW-UP EMAIL PHRASES

- "Let's put a bow on this and move forward."
- "Unless you've changed course, I'll prep next steps."
- "Still game to get this done by [goal date]?"
- "Want me to lock this in or hold off for now?"

Pro Tip:

Use sparingly, too many closes stacked together = resistance. One great phrase and confident silence is better than five clever lines.

SALES INFLUENCE SCORECARD (SELF-AUDIT)

A PRINTABLE OR DIGITAL TOOL FOR SALES PROS TO ASSESS AND SHARPEN THEIR BEHAVIOURAL INFLUENCE SKILLS

Audience: B2B sellers, enterprise closers, sales enablement managers

Use Case: Used monthly or post-deal to identify strengths, blind spots, and opportunities

in influence performance

Purpose:

You don't need to pitch harder. You need to influence smarter. This scorecard helps you self-audit your ability to shape perception, build trust, and land decisions with precision.

PART 1: YOUR INFLUENCE FOUNDATIONS

Rate yourself from 1 (rarely) to 5 (consistently) on each:

Influence Skill	1	2	3	4	5
I pre-frame conversations before pitching					
I can name my buyer's top 2 decision biases					
I actively use loss-aversion framing					
I know when to ask vs. when to assert					
I speak their language, not mine					
I build trust within 5 minutes					

PART 2: POST-CALL DEBRIEF CHECKLIST Use this immediately after a key sales interaction: Did I prime the emotional stakes? ■ Did I surface why now vs. later? Did I expose (and reframe) their key resistance? ■ Did I close with next-step clarity? Did I note their psychological type or decision style? ✓ Scoring Tips: Score 25-30: You're operating at elite sales psychology level. It'sime to codify and train others. Score 18-24: Strong but inconsistent. Identify 1-2 habits to lock in. **Score <18:** Time to upgrade your framing and behavioural playbook. **Pro Tip:** Use this at team level as a training challenge. Quarterly prize for most improved score = built-in performance flywheel.

WHAT'S NEXT?

If you found this toolkit valuable, here are three ways to go further:

1. Book a Strategy Call:

Let's map these frameworks directly to your current challenge.

Book Your Call Here

2. Download Another Toolkit:

Explore toolkits for sales, leadership, persuasion, and negotiation.

See our Tool Kit Library HERE

3. Subscribe to the 5-Day Enablement Series:

Get deeper behavioural strategies, templates, and case studies delivered in 5-minute reads. Sign up <u>HERE</u>.

Questions? Feedback?

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Limbinic Consulting

"The Science of Influence for High-Stakes

Professionals."

Limbinic empowers leaders in law, consulting, financial services, and other high-stakes industries to master the art and science of influence.

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