

Buying behaviour – using and reading this

Outcome

Delegates should be able to:

- Understand and use their own and other peoples' behaviour within the selling process
- Develop and exploit their own behaviour to match their target

Recognising buying behaviours

Key Topics

- **Five stages of consumer purchase behaviour**
 1. Problem/Need Recognition
 2. Information search.
 3. Evaluation
 4. Purchase decision.
 5. Post purchase behaviour.
- Culture – it's impact on the company.
- Human Motivation theory – how it affects you and the company
- Taking into account Maslow's hierarchy of needs

Selling by Influencing

Key Topics

- Make sales – keep your dignity – the 9 steps
- Collaborate to shape the future
- Winning the political/relationship barrier
- Which “**Person**” should you be targeting?
- The Sales process – a logical progression
- Writing proposals that sell
- The Decision theory – why you should know and understand this