

Understanding Consumer Buying Behaviour

Workshop Purpose:

This workshop aims to support knowledge and understanding about consumer buying behaviour and factors that influence the consumer. This is an essential part of the sales process that supports the concept of customer focus.



Workshop Outcomes:

On completion of this workshop participants will be able to:

- Understand consumer needs and wants
- Understand the consumer decision-making process (DMP) and the consumer decision-making unit (DMU)
- Understand internal and external influences on consumer buying behaviour

Who should attend:

Any person involved in sales and sales related activities.

Duration:

4-hour workshop

For a minimum of 8 to a *maximum of 20* participants

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