

Buyer Behaviour and the Buyer Cycle

Workshop Purpose:

This workshop aims to develop knowledge and understanding of buyer decision-making stages and behaviour at different stages of the cycle which can negatively influence progression.



Workshop Outcomes:

On completion of this workshop participants will be able to:

- Understand consumer and organisational decision-making units
- Understand how to interpret buyer wants and needs
- Understand consumer and business-to-business decision-making cycle
- Understand the influences that can prevent the buyer (consumer & organisation) from progressing through the different stages of the Buying Cycle and can cause objections

Who should attend:

Any person involved in consumer and organisational sales.

Duration:

1-day workshop:

For a minimum of 8 to a *maximum of 16* participants.

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