

Neuromarketing

New approaches in consulting and sales

Seminar Objective

Neuromarketing makes it easier to understand customers' purchasing decisions. With the latest diagnostic techniques, completely new results and a much better understanding of customer needs can be achieved. This increases sales success and creates a fresh understanding of sales and consulting situations.

Seminar Content

- Neuromarketing: combining marketing and science and the effects in practice
- Why is neuromarketing a completely new approach to understanding customers' and employees' decision-making processes?
- Why do we buy what we buy?
- An overview of the latest diagnostic techniques
- Advertising, sales and product design
- What information comes into our consciousness?
- Neuromarketing as a combination of marketing and science
- How do branding and marketing messages influence the human brain?
- How do we unconsciously react to communication and advertising?
- How does the decision to buy come about?
- What effects do mirror neurons have when we observe specific movements or hear certain words?
- What can be understood by the unconscious imitation of the behaviour of others?
- What effects do subliminal images have?
- The effects of rituals on our behaviour
- How are strong brands created?
- What significance do optical and acoustic stimuli and odours have?
- Why is touching items we want to buy so important?

Method

Exchange of experiences and discussion, trainer input, individual and group exercises, reflection of one's own leadership style, supervision

Participants

The seminar "Neuromarketing" is aimed at specialists and executives from business enterprises of all sizes and industries as well as from public administration.

Testimonials

„Overall, I can rate this seminar as "very good".“
M. Dust, Eurofins Sofia GmbH

„I particularly liked the high degree of individuality!“
M. Alshut, ALSHUT Unternehmensberatung GmbH

Course Ref.

VV5003

Participants

not more than 9 participants

Schedule

1. Day: 10:00 - 17:00
2. Day: 09:00 - 16:00

Location and Dates

Muenster

08.11.2021 – 09.11.2021
14.03.2022 – 15.03.2022
23.06.2022 – 24.06.2022
07.11.2022 – 08.11.2022

Fee

980,00 € (ex. VAT)
1.166,20 € (inc. VAT)

Included in the price: Working documents, certificate of participation, lunch and coffee breaks.

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Ja, ich/wir buche(n) folgendes Seminar:

Seminartitel		
Termin	Seminarort	
1. Teilnehmer/in	Funktion	E-Mail
2. Teilnehmer/in	Funktion	E-Mail

Ja, ich/wir buche(n) das Aufbauseminar gleich mit:

Titel		
Termin	Ort	
1. Teilnehmer/in	Funktion	E-Mail
2. Teilnehmer/in	Funktion	E-Mail

Rechnungsanschrift

Firma	Ansprechpartner	
Funktion	Abteilung	
Straße/Hausnummer	PLZ/Ort	
Telefon/Telefax	E-Mail	

Datum/Unterschrift