

# Press the 'Buy' button

Sell to the  
Unconscious Brain



**Every commercial organisation aims to sell its products or services, right? However...**

- Why do so many product launches fail?
- Why are so many marketing campaigns ineffective?
- Why don't people buy a product or brand even when market surveys indicate they would?

The reason is that buying is not a rational process. This may seem quite evident in B2C markets but is surprisingly even more important in B2B environments. To succeed, craft your messaging in a way that triggers the buyers' autopilot, leading them to purchase without hesitation.

## **WHO SHOULD ATTEND THIS TRAINING?**

"Press the 'Buy' Button" is an essential personal development skill for sales and marketing professionals looking to boost their business. The program is designed for a diverse audience, including students, business executives, sales representatives, and top-level managers, who aim to increase their turnover and profit in both B2C and B2B environments.

## **SKILLS OFFERED**

By completing this two-day course, based on the latest insights in neuromarketing, you will gain the expertise to analyse your customers' motivations for buying a particular product or service. You will learn how to deliver a targeted message that brings your brand to the forefront of customers' minds.

# Course syllabus

## **SECTION 1 – THE ADAPTIVE BRAIN**

The outdated theory of the reptilian brain has recently been replaced by a new brain model that better explains the mechanisms behind human buying behaviour.

## **SECTION 2 – THE PURCHASE DECISION BALANCE**

A purchase decision is typically made within 2.5 seconds. What influences this decision? How do price and value come into play?

## **SECTION 3 – THE PERCEIVED COST**

Is your price high or low? It all depends on how you present it, and how the brain processes it, in both B2C and B2B contexts.

## **SECTION 4 – IT'S ALL PERCEPTION**

A marketing message is 'recoded' by the customers' brain. Our goal is to ensure this aligns closely with what you intend them to hear.

## **SECTION 5 – PRESS THE PURCHASE BUTTON**

How can we influence the brain's autopilot to favour our products? What principles related to value and cost should we employ?

## **SECTION 6 – PRESS THE GOAL BUTTON**

What truly creates value? What kinds of customer goals and motivations are involved? Learn how to position your offering on a seven-spoke motivation wheel.

## **SECTION 7 – AUTOPILOT ADJUVANTS**

Simple tricks can help customers choose your offering. Consider gender-specific communication differences and cultural factors that may influence decisions.

## **SECTION 8 – B2B STAKEHOLDERS**

Learn how to analyse the complex network of stakeholders involved. How are B2B decisions affected by individual goals and motivations?

## **SECTION 9 – B2B MARKETING**

B2B decision makers are often emotionally biased in a similar way as B2C customers. How can your B2B marketing target emotions?

**The two-day course contains plenty of exercises, using your own communication material, helping you apply the latest neuro-marketing principles to strengthen your brand and increase sales. Contact us for more information.**