



Derek Hendrikz Consulting Presents:

Customer Behaviour

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|------------------------------|--------------------------------------|
| Duration: | 2-days |
| Max. Participants: | 20 |
| Facilitators: | 1 |
| NQF Level: | 5 |
| SETQAA Accreditation: | Services SETA – Decision Number 2072 |

About the workshop:

The 'Customer Behaviour' Programme deals with the behaviour patterns of consumers or customers and specifically looks at the choices that are made between a variety of products and services to satisfy needs, demands and preferences. Participants will therefore engage in the learning of consumer need satisfaction. Some of the areas covered during the programme are:

- Individual factors that influence customer behaviour;
- Group factors that influence customer behaviour;
- Decision-making relating to customer behaviour;
- Physiological motives of consumers;
- Emotional motives of consumers;
- Economic motives of consumers.
- The art of consumer persuasion.

The workshop outcome:

On completion of this workshop the participant should be able to understand the basic principles of customer behaviour and apply effective skills in consumer needs satisfaction.

Included:

- All programme materials and handouts.
- Issuing of certificate on completion of programme.
- Permanent record keeping of all programme results and assessments.

Training methodology:

The methodology is based on interactive learning, i.e. learners will learn by doing. Furthermore learners will use examples from their own organisations, thus ensuring that the learning is anchored at their workplace. As with all DHC training programmes, we strive to effect actual change back at the workplace through effective and practical outcomes based training.

Programme:

| Time: | Day 1: | Day 2: |
|-------------|--|--|
| 08:00-10:00 | Introduction to customer behaviour | Physiological and emotional motives of consumers |
| 10:00-10:30 | <i>Convenience Break</i> | |
| 10:30-12:30 | Factors influencing customer behaviour | Economic motives of consumers |
| 12:30-13:30 | <i>Lunch</i> | |
| 13:30-15:00 | Decision-making processes relating to customer behaviour | The art of consumer persuasion |
| 15:00-15:15 | <i>Convenience Break</i> | |
| 15:15-16:00 | Day Review | Day Review |

Who Should Attend?

- Sales and marketing Managers.
- Marketing practitioners.
- Sales personnel.
- Any person interested in consumer or customer behaviour.

Day 1:

Introduction to customer behaviour

- Customer behavioural patterns;
- The art of needs satisfaction;
- Customer demands & preferences;
- Understanding how consumers make choices;
- The relationship between marketing, sales and customer behaviour.

Factors influencing customer behaviour

- Individual factors that influence customer behaviour;
- Group factors that influence customer behaviour;
- The power of perceptions.

Decision-making processes relating to customer behaviour

- Awareness;
- Collecting data;
- Evaluation of data;
- Making strategic choices;
- Decision-based action;
- Post-decision evaluation.

Day 2:

Physiological and emotional motives of consumers

- The need to physiologically survive;
- Sex as physiological motive;
- Love & friendship as emotional motive;
- Status, prestige & esteem as emotional motive;
- Self-actualisation as emotional motive

Economic motives of consumers

- The need for efficiency and economy;
- The need for reliability & durability;
- The need for convenience & quality;
- The need for speed.

The art of consumer persuasion

- Creating desire;
- Selling product vs. selling perception;
- Moving customers to decide on 'YES';
- Creating 'brand addiction'.

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