



Neuromarketing

New approaches in consulting and sales

Seminar objective

Use insights from neuroscience, especially from neuropsychology, profitably in your brand communication and thus increase your company's success. Neuromarketing enables you to better understand customers' purchasing decisions. With the most modern diagnostic techniques, you arrive at completely new results and a much better understanding of customer needs. In a targeted manner, you incorporate findings from market research into the emotional appeal to your target group. This increases sales success and creates a new understanding of process and consulting situations.

Seminar content

Introduction Neuromarketing: Possibilities and Limits

- What is neuromarketing - why is it a completely new approach to understanding customer decision-making processes?
- Neuroscience: an overview of the latest diagnostic techniques
- Neuromarketing as a combination of marketing and science
- Considering customer and advertising psychology aspects: memory processes, perception processes, processing information
- How are brands created? - Reach your goal with the right brand positioning and emotional concepts!

Positioning your brand with the help of insights from neuroscience:

- How do branding and marketing messages influence the human brain?
- Neuromarketing as a combination of marketing and science
- Magnetic resonance imaging and electroencephalographs
- Mirror neurons: How do they work when we observe purposeful movements or hear words?
- What is meant by conscious and unconscious imitation of others?

Customer-centered communication and successful selling:

- Communicate in a brain-friendly way and gain better access to the customer.
- What information enters the consciousness? Neuromarketing as a link between marketing and science
- How does a purchase decision come about and why do we not always find out the real reasons in surveys?
- Purchase decisions take place within 2.5 seconds - how can we make the best use of this time?
- The effect of subliminal images

Implementation in everyday life:

- Examples from corporate practice
- Case studies and small practical cases

Methodology

Course ref.

VV5003

Participants

not more than 9 participants

Schedule

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

Location & dates

Münster

05.08.2024 - 06.08.2024
07.11.2024 - 08.11.2024
13.03.2025 - 14.03.2025
04.08.2025 - 05.08.2025
06.11.2025 - 07.11.2025

Fee

1.150,00 € (ex. VAT)
1.368,50 € (inc. VAT)

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



Exchange of experiences and discussion
Trainer input
Individual and group exercises
Reflection of one's own leadership style
Supervision

Target audience

The neuromarketing seminar is aimed at specialists and executives from commercial enterprises of all sizes and sectors as well as from public administrations.



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Ich melde mich/Wir melden uns zu folgender Veranstaltung an:

1. Teilnehmer

Name/Vorname

E-Mail

Mobilnummer

Veranstaltung Seminarcode

Ort Termin

Firmendaten/Rechnungsempfänger

Firma

Rechnung (Name)

Straße/Nummer

PLZ/Ort

Telefon/Fax

Branche

Datum

2. Teilnehmer

Name/Vorname

E-Mail

Mobilnummer

Veranstaltung Seminarcode

Ort Termin

Anzahl der Mitarbeiter in Ihrem Unternehmen

Kundennummer

Anmeldebestätigung (E-Mail)

Unterschrift