

## **Buyology: Persuasion and Mind Game in the Buying Process**

Do you want to persuade customers to buy your products?  
Are you able to use the mind game effectively?

### **Introduction**

As marketing tricks become increasingly more sophisticated and subtle, detecting them becomes more and more difficult for consumers. Like a surgeon exposing the nasty underbelly of medical malpractice, this workshop takes a decidedly consumerist perspective showing how brands influence and sometimes even control our lives. This workshop provides the tricks companies use to "manipulate" our minds and persuade us to buy. The workshops answer the following questions, why people can't resist peer pressure and why bestseller lists are a very effective way to activate this behaviour, why fear is the most influential buying factor, why fatty foods can be more addictive than cocaine, why lip gloss is addictive and how some of your product choices as adults are formed in the womb. The practical workshop provides practical hands-on skills and technical know-how to change consumer behaviour. Do you want to be able to sell anything?

### **Program Objectives**

This program aims to:

- Create or increase demand for their products
- Create marketing strategies with the basic of mind persuasion techniques

### **Learning Outcomes**

After completing this program, the participants should be able to:

- Apply psychological principle in creating a marketing strategy
- Increase sales with price strategy, product strategy and promotion strategy

### **Methodology**

Gamification, case study, interview, case simulation, quiz, group discussion, lecture, videos.

### **Who Should Attend**

Salesperson, Marketing personnel, Marketing Director, Senior Management, and anyone who would like to apply mind influence as the marketing strategy.

## Program Outline

Day One	
Time	Topics
9:00am – 10:30am	<p><b>Marketing Starts at Womb</b></p> <p>Human begins forming purchase preferences even before we're born. While in the womb, a fetus can perceive sounds from the external world. So, if a mother likes a specific tune, she'll share the positive emotions she has with her baby while listening to it. This module provides marketing on how to start to sell even at the womb.</p>
10:30am – 11:00am	Tea Break and Networking
11:00am – 1:00pm	<p><b>Fear Selling as an Irrational Consumer Behaviour</b></p> <p>When we feel threatened, we act quickly to maintain our safety, but in ways that are often not very sensible. When a person feels fear, they would have an irrational purchase. This module trains you on how to leverage fear to create a marketing strategy that works!</p>
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	<p><b>Creating Addictive Product Strategy</b></p> <p>People purchase due to addiction. This module trains participants to create a brand that makes consumers addicted to the products. Through the case study, the participants would learn why people are willing to line up for long to get a product and how online shopping becomes addictive to people with a handphone.</p>
3:30pm – 4:00pm	Tea Break and Networking
4:00pm- 5:00pm	<p><b>Peer Pressure and Herd Effect as Marketing Strategy</b></p> <p>Humans are a social species. We want to be part of a community, so we've developed an instinct to do whatever we can to fit in with the tribe in our evolution. In this module, the participants would both peer pressure and herd effect as the sales booster.</p>
Day Two	
Time	Topics
9:00am – 10:30am	<p><b>Selling the Past Sweet Experience</b></p> <p>The consumer feels pleasure and sweetness when thinking about the past. This marketing technique aims to make the consumers feel the warm glow of nostalgia, and the participant's role now is to manipulate their memories. Now that you've learned about the factors that influence our brand preferences, it's time to look at how marketers use this knowledge to manipulate our purchasing decisions.</p>

10:30am – 11:00am	Tea Break and Networking
11:00am – 1:00pm	<p><b>Marketing with Celebrity</b></p> <p>Celebrities lend their names to products or publicise products in return for either ownership stake or royalty based on goods sold. Despite this bias being visible, it still works since consumers want to associate themselves with the celebrity. The participants would learn how to choose the celebrity, the type of product that can work with marketing with celebrity, and communicate the message with the celebrity.</p>
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	<p><b>Gender Attraction</b></p> <p>This marketing strategy follows the principle of the law of attraction. Therefore, the participants would be able to apply gender (sex) as the marketing tools in some target product. However, the participants have been reminded of the strength and weakness to use this strategy as the marketing strategy.</p>
3:30pm – 4:00pm	Tea Break and Networking
4:00pm- 5:00pm	<p><b>Ethical Consideration in Buyology</b></p> <p>In this module, the participants would be alerted to the issue of ethics in marketing. In addition, the participants would need to evaluate which strategy to apply according to their belief, religions and the organisation culture.</p>