



Customer Behaviour

Module 3: Course Outline

Introduction

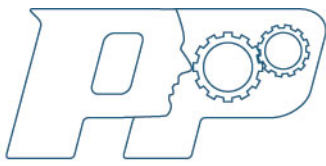
Welcome to this sales course entitled "Customer Behaviour".

Making a sale is not just about how good your product is or how good your sales pitch is put. To make a sale you need understand what drives the customer in the sales process. What personality traits, motives and attitudes form their approach to making a purchase?

In this course we will look to understand the different types of customer and the roles of customers in the buying process. We will look at what motivates someone to buy and how negative and positive attitudes can be formed by the customer. We will also examine the Buying Decision Process used by an individual consumer and by companies.

After completing this course, you'll be able to:

- Understand the different personality types of customers and customer roles in buying.
- Appreciate the buying decision process model.
- Understand the motives of buyers.
- Understand how customer attitudes are formed and external influences that affect them.



People & Process Academy

This course is perfect for people who are beginning a new career in Sales and have little or no experience in the area. You'll get a good insight into just how the sales process works, and practical tips that you can put to use in real sales situations. This course is also great for people who already work in a sales position, as you'll look at theories and strategies to really refine your skills.

Course Aims

In “Customer Behaviour”, you will examine the theories and strategies associated with understanding your customers and how best they may be influenced to buy.

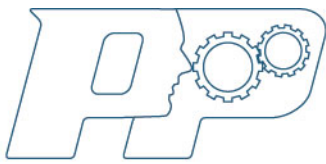
The course is divided into 4 lessons:

Lesson 1: Understanding the Customer

Lesson 2: The Buying Decision Process Model

Lesson 3: Buyer Motives

Lesson 4: Customer Attitudes



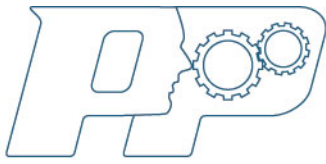
How to navigate the course

If this is your first course with People & Process Academy, be sure to look at “Studying with People & Process” before you begin. This short video shows you how to find your way around the lessons and modules.

Lessons are all presented in video format, and there's a transcript you can follow as you watch. If you like, you can download the video transcript to revise later on. Each new lesson builds on previous information, so it's best to follow the lessons in order. Similarly, you should follow each module in sequence as you first go through the course. All registered users have unlimited access to video lessons and transcripts, and you can repeat each video as often as you like.

There's a discussion forum attached to this course. You'll find the discussion forum on the course homepage. In this forum you can chat to other students and leave questions and comments on the course.

If you have any difficulties navigating the course, see the support section for help.



The Assessment Method

There's a quiz at the end of each lesson to test your understanding of the material.

To successfully complete this course, you must pass the quiz for each lesson. Once all the lessons have been completed, you can then download and print the People & Process completion certificate.

This course can also lead to an external QQI certificate. The certification path for eligible learners requires completion of separate course assessments. Criteria and materials for these assessments will be posted in the discussion forum during the course.

So let's get started! In the next video, we'll get right into Customer Behaviour by looking at "Understanding the Customer".