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NEUROMARKETING AND NEUROSALES - CERTIFIED

Start Date:	15/03/2027	**End Date:**	19/03/2027
Categories:	Sales & Customer Service	**Venues:**	Barcelona
Formats:	In Person	**Instructors:**	

OVERVIEW

This course explores how neuroscience is transforming the way we understand and influence customer decisions. From marketing strategy to direct sales interactions, participants will learn to apply brain science to craft emotionally resonant messages, improve conversion, and build lasting customer relationships. In collaboration with Neuro Business School, Barcelona, Spain.

OBJECTIVES

By the end of the course, participants will be able to: – Understand the neural mechanisms behind buying decisions and emotional engagement. – Apply neuromarketing techniques to influence perception and behavior. – Use biometric feedback to analyze and optimize marketing campaigns. – Learn how neuroscience reshapes traditional sales models and persuasion. – Develop strategies that appeal to customer emotions, values, and trust pathways.

COURSE OUTLINE

1. Foundations of Neuromarketing 2. Emotional Engagement & Sensory Branding 3. Neuromarketing Tools & Customer Analytics 4. Neuroscience of Sales & Influence 5. Strategy Lab: Applied NeuroMarketing & Sales

TARGET AUDIENCE

All supervisory levels, Sales leaders, marketers, business development professionals, brand managers, consultants, and entrepreneurs aiming to enhance communication, persuasion, and conversion using brain-based insights.

METHODOLOGY

Methodology: Hands-on labs, neuromarketing case studies, emotional mapping, storytelling design, roleplays, and tool-based campaign testing.

CONCLUSION

Participants will be equipped to understand, measure, and influence consumer behavior through science-backed techniques that combine emotional intelligence, data, and storytelling to drive

better marketing and sales results.

DAILY AGENDA

Day 1: Introduction to Neuromarketing

Explore the principles of neuroscience in marketing and how brain systems drive perception, emotion, and decision-making.

Day 2: Emotional Triggers & Sensory Influence

Learn to use storytelling, sensory branding, and subconscious cues to create deeper customer engagement.

Day 3: Neuromarketing Tools & Biometric Analytics

Work with tools like EEG, eye-tracking, and facial coding to assess campaign effectiveness and consumer response.

Day 4: The Neuroscience of Sales & Trust

Discover how emotion, reward systems, and mirror neurons drive persuasion, trust, and buying behavior.

Day 5: Applied Strategy Lab

Build and present a neuro-enhanced sales or marketing strategy using real tools, storytelling, and brain science principles.

For more information, please contact us:
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