



CENTRIC GROWTH



# Consumer Psychology & Influence

Why do customers say "yes"? This course dives into the psychology behind consumer decisions and equips participants with influence strategies that build trust and drive results — whether in F&B, sales, service, or healthcare.

WHY WE BUY?



## Key Learning Objectives:



Consumer Behaviour



Emotions and Social Dynamics



Ethical Influence



Messaging



Credibility



## Modules

- Module 1: The Psychology of Choice
- Module 2: Principle of Influence
- Module 3: Crafting Persuasive Messages
- Module 4: Influence in Action

## Target Audiences

Sales and Marketing Professionals, Designers, Customer Service, F&B, Entrepreneurs, Customer-Centric Industries

**Trainer: Brandon Liu**