

# Winning Hearts And Minds

Call us: **020 7884 9160** or

email : [evgeniya.petrova@mountainview.co.uk](mailto:evgeniya.petrova@mountainview.co.uk)



**mountainview learning**  
teaching brain science to business

# Why WHAM?

*What would a 20% improvement in audience response rates and conversion ratios mean to your business?*

*From the data you collect, typically how many prospects or contacts convert into actual sales?*

*What do you do to develop your team, have they ever had specialist communications training?*

*Are you aware that recent advances in neuroscience have shown that many common marketing 'theories/assumptions' are in fact unproven? In order to improve marketing effectiveness a much more scientific approach is imperative.*

WHAM is a learning programme that is proven to increase response rates and increase the impact of all communications with no extra marketing costs.

WHAM will teach you scientifically proven ways to influence your customers, helping you to improve sales and increase profit.

# The Science

We've spent decades researching the types of messages that brains notice, remember and act on.

There is so much advertising, marketing and communication surrounding us all everyday, yet little actually gets processed by our brains.

Memory is everything in marketing, and we need to understand it in order to influence it.

Brain science has researched, tested and found many useful conclusions in these areas which have completely changed the way that successful marketing and communications are implemented.

Many organisations are unaware of these findings, let alone how to take advantage of them.

# What happens?

## **WHAM is a 2 day learning programme (18-24 delegates):**

- \* It will focus on three key areas: how to get communications noticed, remembered, and acted on
- \* Participants will learn the scientific route to customers engagement and satisfaction
- \* Participants will understand the theory as well as taking part in a 'Do it' day built around practical application
- \* Mountainview maintain contact with participants, offering telephone coaching sessions and online support to they know how to use the tools provided
- \* We encourage all participants to compare and contrast pre and post-programme ROI data.

# Imagine this...

“We have seen as much as a 2500% increase in effectiveness as a result of applying the WHAM tools to our business” **Tesco plc**

“The results from the programme are fantastic” **Mars Inc**

“Mountainview’s programme directly underpins HSBC’s growth strategy which is based on creating a Sales and Relationship culture” **HSBC**

“By some distance, the best training programme we have ever run” **BUPA**

“This way of thinking gives us the potential to create an unfair advantage in our market” **Ford Motor Company**

**By empowering your people with the knowledge that so many of your competitors do not possess, you can increase marketing ROI and grow your business. Start getting your marketing and communications right!**

# What next?

If you are intrigued and want to learn more about WHAM and how to organise a programme or consultancy with Mountainview, please get in touch. One of our team would be delighted to meet you or arrange a conference call, to assess your requirements.

Please either call us on **020 7884 9160** or email: **[avalanche@mountainview.co.uk](mailto:avalanche@mountainview.co.uk)**

*See our latest blog on our work with **[Jamie Oliver's 'Fifteen' and the Cabinet Office](#)***

Mountainview Learning  
F160 154-160 Fleet Street  
London, EC4A 2DQ