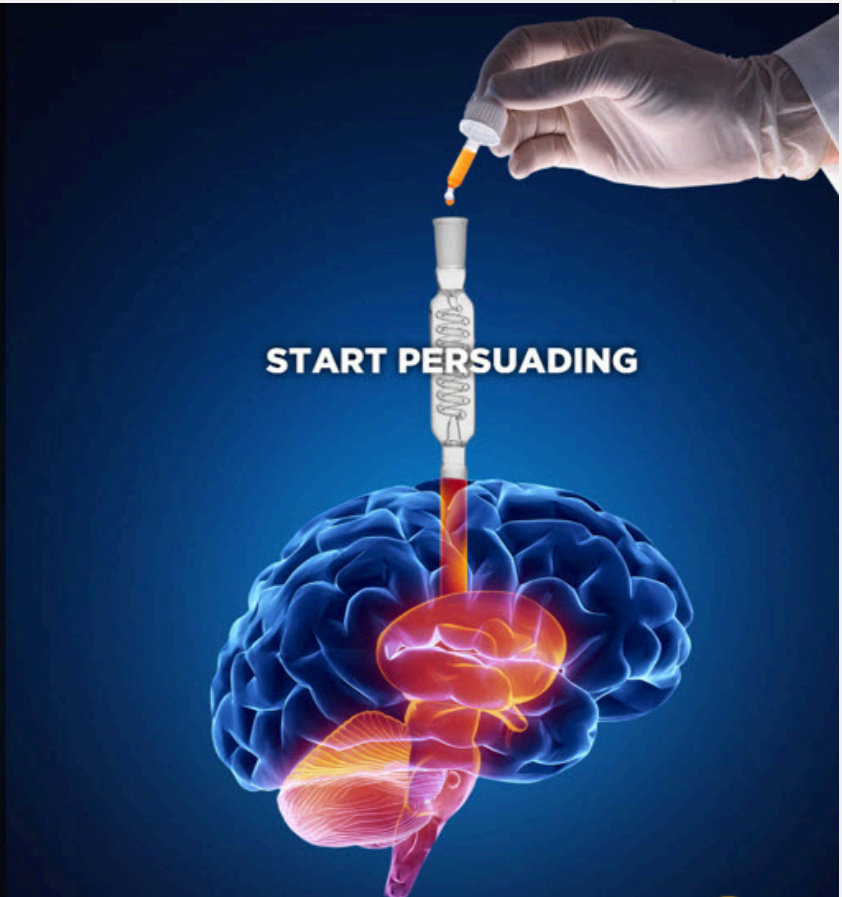


Delivered on: Not yet submitted | Submitted by: Christophe Morin, Salesbrain



VIRTUAL PERSUASION PROGRAM

POWERED BY NEUROMAP®



WHY IS PERSUASION IMPORTANT TO YOU?

You seek to sell and influence using Zoom and other conferencing systems every day, **yet the task is challenging and frustrating. Additionally**, working on your messages or slides is often a messy process because too many people have an opinion on what works and what doesn't. You don't a magic ball to figure this out, you need the science of the Persuasion Code!



Old tricks to grab attention do not work when our brain is exposed to thousands of messages per day. **Your time and money is too valuable to waste** it in delivering presentations or sales messages that have zero impact. Now is the time to turn to cutting-edge persuasion science and achieve:



**SCIENTIFIC
GROWTH**



**RAPID
GROWTH**



**PROVEN
GROWTH**

Launched in 2002, our persuasion model called NeuroMap® has helped thousands of companies generate better business results for almost **two decades**.

"The Sales reps that have taken up the NeuroMap® methodology are selling 50% more than the rest of our team."

Glenn Horton, CEO The Horton Group, Chicago (Largest Insurance Broker -- Midwest)

The purpose of this proposal is to deploy a NeuroMap® Virtual Persuasion Program to help you generate Scientific GROWTH, Rapid GROWTH and Proven GROWTH.

Sincerely,
Christophe Morin
CEO, Chief Persuasion Officer, Salesbrain

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VIRTUAL PERSUASION PROGRAM SCOPE

Our program combines education, coaching, and brainstorming sessions based on NeuroMap®. It includes a succession of 6 virtual sessions of approximately 2 hours each.

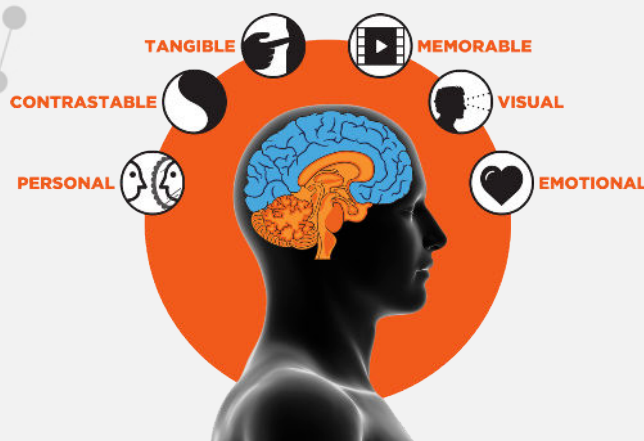
Session 1 & 2: Learn NeuroMap®

After you identify the right team to participate in this program, we will schedule the first two virtual sessions to learn NeuroMap®. These sessions are the core of your education on how all messages impact the brain of your targets. Attendees will learn how you need to convince two very different brains, one called the PRIMAL brain and the other one called the RATIONAL brain. Also, you will discover how there are only 6 ways to make all your messages persuasive regardless of your customers' job profile, gender or even age. Then, you will learn a process based on 4-steps to completely revamp all your messages: PAIN/CLAIM/GAIN/PRIMAL BRAIN.

Dual system of persuasion

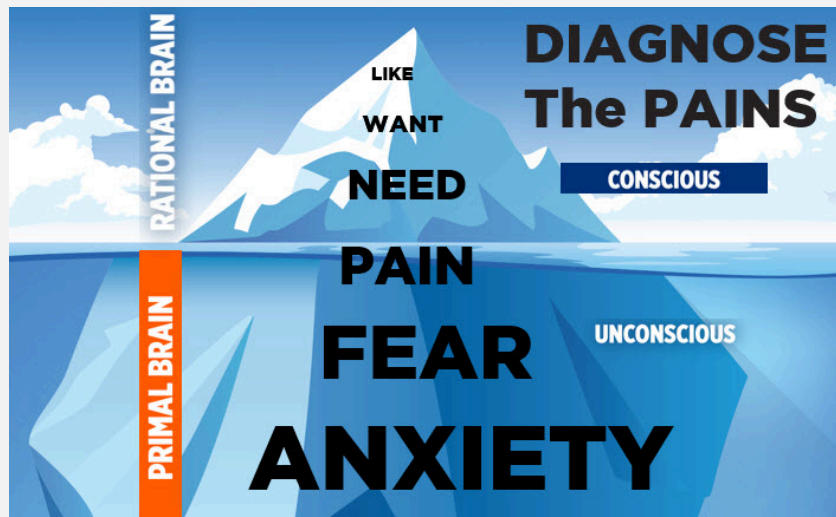


Six ways to convince



Sessions 3 & 4 : Diagnose your Customers' PAINS and Differentiate your CLAIMS

Session 3 is 100% committed to the process of identifying the top PAINS of your customers, a necessary condition to find your top CLAIMS. No PAIN, No CLAIMS!...There are many products and services marketed without a sophisticated understanding of the specific PAINS they are supposed to eliminate. As a result, even with multi-million dollar advertising campaigns, they ultimately fail to engage the PRIMAL brain.



If you are not selling something that is clearly unique, you are selling as much for your competitors as you are for yourself. No CLAIM, No FAME...

Sessions 4 is dedicated to the critical step of finding WIDGET CO's unique CLAIMS. You must highlight the uniqueness of your solution to succeed. At SalesBrain, we believe that CLAIMS should be Therapeutic (PAIN), Original and Provable, so we call them TOP CLAIMS.



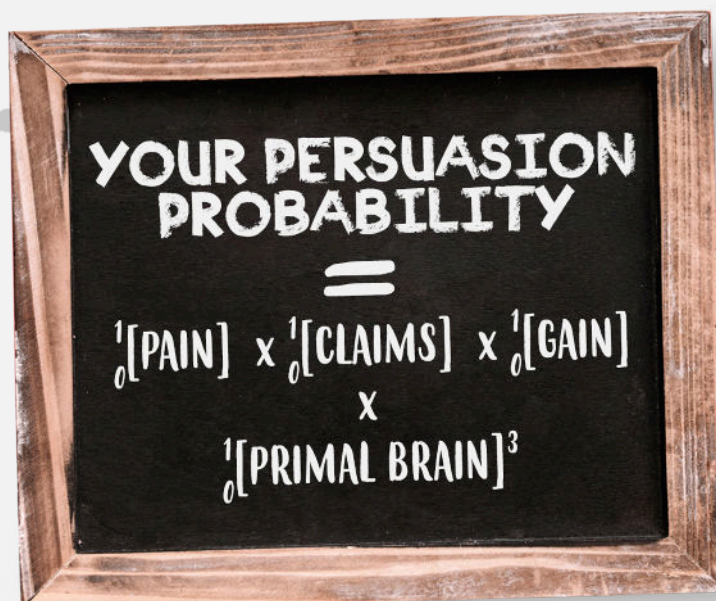
Sessions 5 & 6: Demonstrate the GAIN and Deliver to the PRIMAL Brain

Being unique by Differentiating your CLAIMS and proving your value by Demonstrating the GAIN are vital steps to convince your audience. But alone, they are not enough. The most solid and logical message, though it may be of interest to your prospects, will still not trigger a buying decision unless the PRIMAL Brain quickly and effortlessly understands and believe your value without cognitive effort. Delivering your message with ease delivers maximum impact to influence the real decision maker and truly gives you the edge.



The last session is dedicated to the techniques you need to use to deliver your messages to the Primal Brain. From Grabbers to Big Pictures and Objection Reframes, you will learn presentation techniques that will create more attention online, deliver better understanding and trigger maximum impact.

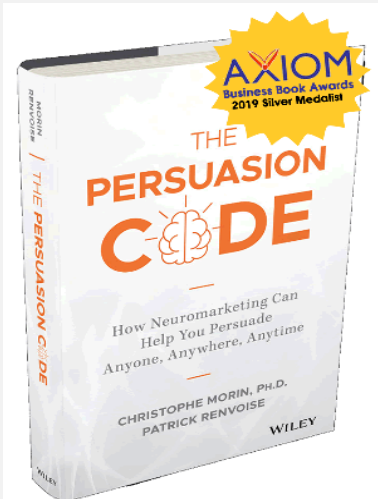
A scientific formula for GROWTH



WHY TRUST NEUROMAP®?

- Over 150,000 executives trained
- 800 customers in >20 countries
- >250,000 books sold in 13 languages


			
			
			
			
			
			
			
			



AXIOM Business Book Awards honor the year's best business books, their authors, and publishers.

The Axiom Business Book Awards are intended to bring increased recognition to exemplary business books and their creators, with the understanding that business people are an information-hungry segment of the population, eager to learn about great new books that will inspire them and help them improve their careers and businesses.

NeuroMap® is a unique persuasion model used by thousands of executives worldwide.


THE PERSUASION CODE

THE THEORY OF PERSUASION
1 FORMULA


YOUR PERSUASION PROBABILITY

=


$\frac{1}{2}[\text{PAIN}] \times \frac{1}{2}[\text{CLAIMS}] \times \frac{1}{2}[\text{GAIN}]$
 \times
 $\frac{1}{2}[\text{PRIMAL BRAIN}]$

THE SCIENCE OF PERSUASION
6 PRIMAL STIMULI


TANGIBLE




MEMORABLE




RATIONAL BRAIN




VISUAL

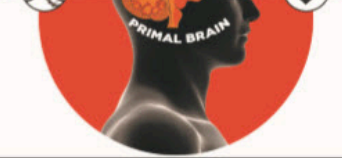


PERSONAL

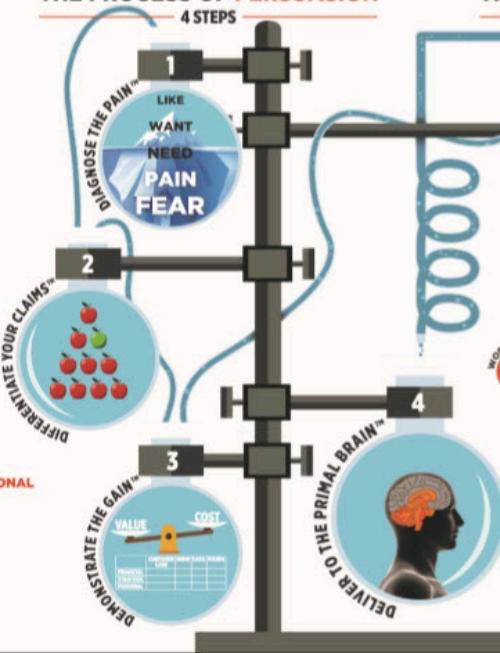


EMOTIONAL






THE PROCESS OF PERSUASION
4 STEPS



THE CHEMISTRY OF PERSUASION
6 PERSUASION ELEMENTS



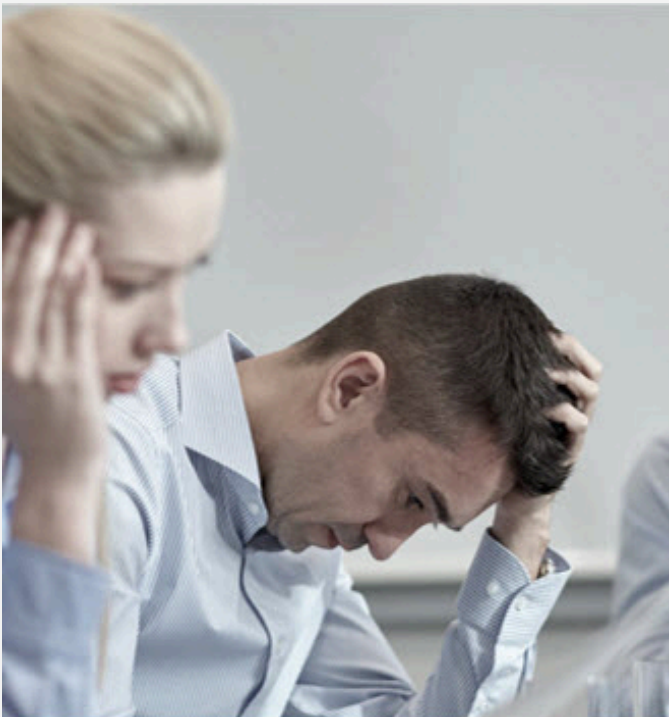
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TYPICAL TIME FRAME

TASK DESCRIPTION	DURATION
2 brain systems, 6 stimuli	Week 1
Diagnose the PAINS and CLAIMS	Week 2
Differentiate your GAINS and Primal Delivery	Week 3

PROGRAM HIGHLIGHTS

- A typical NeuroMap® program will require the participation of **a team composed of 2 to 8 employees** from your company. The involvement of the top management i.e. CEO, COO, CMO, VP of Sales, VP of Operations, etc. is often necessary to make this program successful.
- The size of the team and/or choice of its members is usually a function of the business size and level of marketing integration with traditional sales functions. As mentioned already, we recommend including **the executive team and or the right mix of VPs and/or Directors of critical marketing and sales functions.**
- The initial program requires a commitment to **attend 6 virtual sessions of approximately 2 hours each.** Some homework will be required between each session as per your Persuasion Professional's guidance.
- The focus of these sessions is **to align the executive team on the concepts of PAIN/ CLAIMS/GAIN** which will define the content of the sales messaging architecture: the "what they should say" to persuade across all sales and marketing platforms.
- As needed, a [creative persuasion program](#) can also be added to deploy visual assets that re-enforce the CLAIMS.



Confused



Convinced



YOUR CERTIFIED PERSUASION TEAM



DR. CHRISTOPHE MORIN

CEO, CHIEF PERSUASION OFFICER

Christophe has received multiple awards during his career. In 2011 and 2013, he received prestigious speaking awards from Vistage International. In 2011, 2014 and 2015 he received Great Mind Research Awards and Distinctions from the Advertising Research Foundation (ARF). Christophe holds a BA in Marketing, an MBA from Bowling Green State University, an MA and a PhD in Media Psychology from Fielding Graduate University.

YOUR INVESTMENT

DESCRIPTION	PRICE	QTY	SUBTOTAL
NeuroMap Persuasion Program <i>This fee includes instruction and coaching delivered online during the 6 sessions.</i>	\$9,500	1	\$9,500
TOTAL			\$9,500

SALESBRAIN LEADERSHIP IN PERSUASION SCIENCE

SalesBrain has researched persuasion since it was founded in 2002 by Dr. Christophe Morin and Patrick Renvoise. Both have lectured on this topic in over 20 countries and received multiple prestigious speaking and research awards. The SalesBrain's persuasion model is called NeuroMap®. It posits that persuasive messages do not work unless they first and foremost influence the bottom section of the brain: The Primal Brain.

Commonly known as the reptilian structure, the bottom section responds to personal, contrastable, tangible, memorable, emotional and visual stimuli (6) and will typically amplify or abort any persuasive attempt. Meanwhile, persuasion radiates to the upper sections of the brain where we tend to process the information in a more logical way: The Rational Brain. The fundamentals of NeuroMap® are supported by the seminal work of Dr. Kahneman and Dr. Thaler –both recipients of the 2002 and 2017 Nobel Prize in Economics-- as well as many prominent neuroscientists like David Eagleman, and John Medina.

