# SalesBrain Corporate Fact Sheet

**Profile**
SalesBrain is the only NeuroMarketing firm offering Research, Coaching and Training services. Headquartered in San Francisco, California, with branches in Paris, Brussels, and Milan, its unique methodology reveals the language of the part of the brain that decides. SalesBrain's online e-learning and research platforms are based on cutting edge Neuroscience discoveries. SalesBrain helps companies succeed at the highest and most challenging levels of strategic planning and execution by applying the latest principles of NeuroMarketing.

**Mission**
Provide the benefits of the latest research in NeuroMarketing to organizations using a scientific, yet simple method for reaching unsurpassed marketing, communications and selling success.

**Management**
Christophe Morin, Co-Founder and CEO; Chief Pain Officer and Marketing Guru
Patrick Renvoisé, Co-Founder and President; Chief Impact Officer and Sales Guru

**Organization**
12 certified trainers and partners in Belgium, France, Italy, UK, and Canada.

**History**
SalesBrain's model was developed through the extensive technology and sales experience of two former international executives. The two founders of SalesBrain authored their first book on NeuroMarketing Selling to the Old Brain in 2003 and began providing services based on rapidly emerging discoveries in brain research. Both principles now tour the US, Europe, and Canada revealing their NeuroMarketing discoveries and delivering workshops to managers and executives in a wide range of industries.

**Markets**
High-Tech, Telecom, Biotech, Healthcare, Retail, Financial Services, as well as other sectors. Customers include Airbus, IBA, Genesys, Alcatel, TEC, Moore Foundation, SGI, Stratex Networks, among others. SalesBrain has been presented to over 800 CEOs worldwide and has trained over 2500 senior executives of 19 different nationalities, in more than 12 countries.

**Key Products and Services**
SalesBrain provides 3 categories of programs in NeuroMarketing:

**Research** -- Programs to quickly, and accurately diagnose PAINS that drive buyers' decisions. Use of proprietary scripts and software tools that ensure fast, collaborative data collection, and dissemination of findings to team participants worldwide.

**Coaching** – Programs to create CLARITY, CONSENSUS and COMMITMENT on company's CLAIMS. Interactive sessions boost the GAIN that teams can demonstrate.

**Training** -- Programs to learn and practice the transformative business practices of Selling to the Old Brain.

**Unique Technology Platforms & Content Products**

- **GroupSmart™** -- Proprietary web application that accelerates team development and brainstorming. GroupSmart™ accepts participants from all over the world with

anonymous real-time voting and ranking, and consensus building among members of any team

- **MySalesBrain™** – A personalized e-learning platform that offers the content of Selling to the Old Brain, the book, with the interactivity of SalesBrain's award winning workshop of the same name. MySalesBrain allows the user to master the secrets of *Selling to the Old Brain* at their own pace, schedule, and learning style. Interactive, fast, and fun. It can be used across organizations and geographies.

- **Selling to the Old Brain** – The ground-breaking book on NeuroMarketing written by founders Christophe Morin and Patrick Renvoise. Applies the new principles of brain science to both the Marketing and Sales process. Will be released in French March 2005.

**Awards and Ratings**

- AMA (American Marketing Association) nominee "next big thing in marketing" award 2004
- Preferred speaker for CEO members of TEC, the largest global network of Chief Executives
- SalesBrain's highly acclaimed, results-driven methodology delivered to over 2500 executives. Training sessions have received an average rating of 4.82 on 1-to-5 scale.

**Contact:**

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