SalesBrain FAQ (Frequently Asked Questions)

What is SalesBrain?
Salesbrain is the only NeuroMarketing firm in the world offering Research, Coaching and Training services that help companies target and trigger the part of the Brain that decides. The work is based on recent scientific discoveries in Neuroscience that have been transformed into breakthrough business benefits.

What is the company's history?
The company was founded by two former international executives, Patrick Renvoise and Christophe Morin with multi-billion dollar deal closing records. Together they pioneered a new process for reaching the innermost decision-making part of the brain and wrote a book on the subject (Selling to the Old Brain). Since that time, they have been delivering their methodology to organizations around the world and enhancing it with a suite of unique and powerful online tools. Their work profoundly benefits these organizations through improved communications and highly effective sales and marketing strategies.

What makes SalesBrain unique, one-of-a-kind?
SalesBrain is the first to tap the emerging neuroscience research and apply it to measurable, improved business and communications practices. Salesbrain is the only company to fully translate this knowledge into the business communications arena. Their technique appeals directly to the ultimate, innermost "decision-maker"—the Old Brain—and audiences respond quickly and confidently to proposals or products.

What is the company's industry track record?
- SaleBrain has been presented to over 800 CEOs and has trained over 2500 senior executives, 19 different nationalities, in 12 countries.
- Global clients include Airbus, IBA, Genesys, Alcatel, TEC, Moore Foundation, SGI, Stratex Networks, and more.
- SalesBrain is an official preferred speaker for TEC, the largest network of CEOs in the world (founded as The Executive Committee, TEC is a global resource for 10,000 executives in 14 countries).
- 2004 AMA (American Marketing Association) nomination for "next big thing in marketing" award

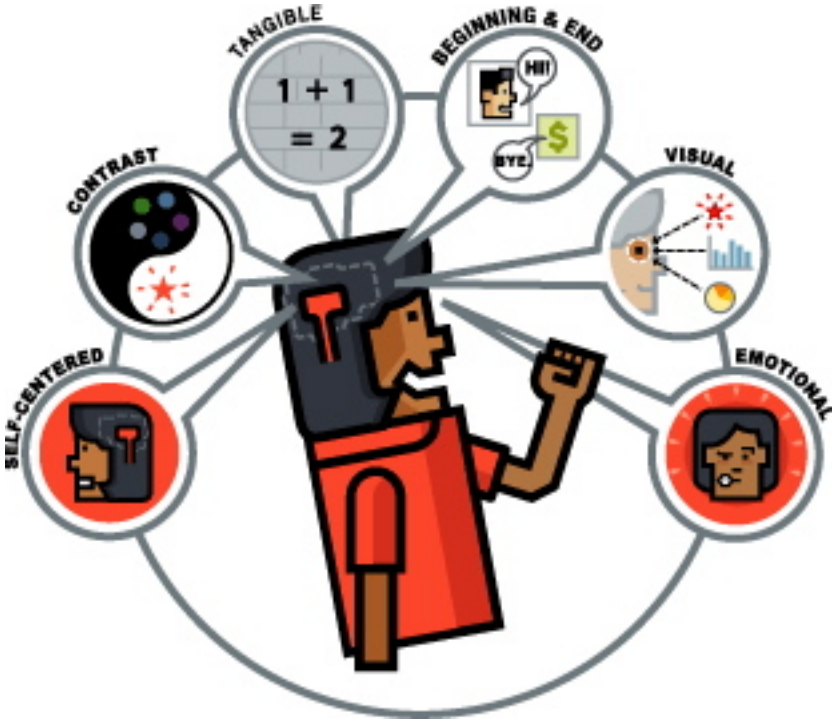
Why is NeuroMarketing important to my business?
NeuroMarketing brings a rational, linear and scientific process to explain what motivates customers to buy and to build messages that will satisfy the rational, the emotional and the survival parts of their brain Where some do this intuitively, most have forgotten, never learned, or can't repeat their last success. Current science now provides research proofs that your audiences are waiting for you to speak to their Old Brain, if you want a decision. NeuroMarketing skills allow everyone in the business—from receptionist to sales and senior management—to create and deliver the **most** precise, compelling message through:
- Communication. A common vocabulary connects internal teams, reaches through to different customer audiences.
- Results. Higher audience attention and interest drives reaction to your offering.
- Revenue. Increased closing ratios.

Isn't this just manipulation--a new form of brain-washing?
No! Neuroscience research also confirms that the brain detects fakes, manipulations, and exaggerations. It also will respect and respond favorably to a relevant, well told value proposition. SalesBrain is the first to map the process for best interaction with the Old Brain. The result

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is an unsurpassed technique for preparing and presenting to an individual or group business audience.

What are the key principles of this technique called "Selling to the Old Brain"?
There are only six stimuli, outlined in Selling to the Old Brain and presented in SalesBrain training programs that can reach the decision making center of the brain. An example is "tangible": The 'Old Brain' is constantly scanning for what is familiar and friendly, what can be recognized quickly, what is tangible and immutable. For instance the 'Old Brain' cannot process concepts like "a flexible solution", "an integrated approach", or "a scalable architecture" without efforts and doubts.



What's so innovative about SalesBrain's "Brainstorming" platform called GroupSmart™?
GroupSmart™ is unique to SalesBrain and provides a robust, collaborative strategy tool in an anonymous, secure Internet format. It allows team to work on the SalesBrain process with the speed, the openness and the flexibility of the web. . GroupSmart™ provides a computer-aided brainstorming platform which allows executive teams to reach clarity, consensus and commitment on their sales and marketing strategy in hours instead of months.

What do clients say about working with SalesBrain?

> *"At first we were skeptical about NeuroMarketing hocus-pocus, but we were quickly converted by our sales progress and quarterly results."* -- Matt Swinnerton, CEO PRECEPT

> *"Don't train our competitors!"* -- Azmin Mazlan Sales Manager SGI Malaysia