How NeuroMarketing Closes the Sales and Marketing Gap

"Firms must heal the sales and marketing rift."
-- Forrestor Research

"A house divided against itself cannot stand."
--Abraham Lincoln quoting the Bible before the U.S. Civil War

A House Divided

In any company, methods differ from department to department. However, when this creates borders and boundaries, the organization's success is jeopardized. In many companies, sales and marketing departments don't work together, don't talk the same language, and the business pays the price of a house divided.

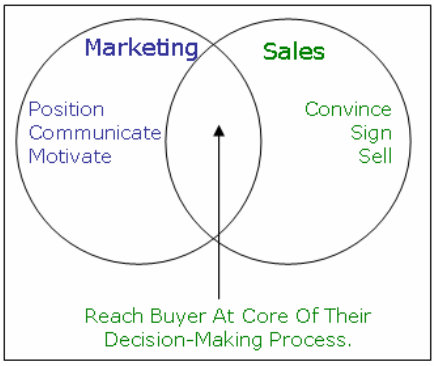
Marketing and sales each have their own objectives. Marketing's role is to formulate the company's positioning and message. On the other hand, sales must focus on closing deals, so the message is often lost in translation. In market conditions that are tougher than ever, the search is heating up for a way to bridge this damaging split, to ensure that the company comes out on top and valuable resources are not wasted.

> "In the knowledge society, it is not the individual who performs. The individual is a cost center rather than a performance center. It is the organization that performs."
> --Peter Drucker

Closing the Gap

Because sales and marketing often have different, even conflicting operational goals, they need a common language, for together they represent the company's life blood: cash flow. One innovative company has created a new language that has been embraced by industry leaders such as Alcatel, SGI, and GE. Says SalesBrain CEO Christopher Morin: **"**Sales and marketing functions need to converge around four critical actions: diagnosing the customers' PAIN, differentiating the company's CLAIMS, demonstrating the GAIN, and delivering the message with impact."

How does SalesBrain claim to solve the problem and close the gap? "SalesBrain is a linear process leveraging the latest discoveries in brain research" says Morin. "It includes a rich library of creative objects that are instrumental in the creation and delivery of marketing messages that can reach the part of the brain that decides. This is what NeuroMarketing brings: a new discipline based on one objective: clear and crisp message elements that will connect to the decision-making part of our customer's brains. "



Two Goals, One Vocabulary
for Reaching the Customer.

Finding a Common Language

So what is the common language that bridges the gap between functions and accelerates business success? Patrick Renvoise, co-founder and President of SalesBrain, claims there are only six stimuli that guide the SalesBrain process, because only these stimuli or

impulses can reach the decision making center of the brain of your prospects. They are referred to in the book as Self-centered, Contrast, Tangible, Beginning and End, Visual, and Emotion. He goes on to say “recent discoveries in brain research uniquely applied to successful sales and marketing techniques enabled us to create this revolutionary, practical approach that serves as a common toolkit, or vocabulary for sales and marketing to address and reach the same target”.

In his book, How the Brain Works, human brain and learning author, Leslie Hart, observes, "Much evidence now indicates that the 'Old Brain' is the main switch in determining what sensory inputs will go to the new brain, and what decisions will be accepted." Again, Renvoise refers to how he has laid this out in his book Selling to the Old Brain: “Once you know that *the true decision-maker is the Old Brain***,** your entire Sales and Marketing strategy can apply a common set of communication principles.”

For instance, one powerful method in this common language for sales and marketing is delivering a tangible, concrete value proposition. “Numbers work for the new brain”, says Renvoise, “but the 'Old Brain' won't decide based on numbers alone! The 'Old Brain' is constantly scanning for what is familiar and friendly, what can be recognized quickly, what is tangible and immutable. The 'Old Brain' cannot process concepts like ‘a flexible solution’, ‘an integrated approach’, or ‘a scalable architecture’ without efforts and doubts.”



Beyond the Tower of Babble

Business experts know that teamwork is the key to sales growth and company success. As Peter Drucker puts it: "In the knowledge society, it is not the individual who performs. The individual is a cost center rather than a performance center. It is the organization that performs.”

When inter-departmental differences create borders and boundaries that block sales and revenue performance, a new collaborative language is needed. By building this common ground and removing the Tower of Babble separating sales and marketing, customers are brought closer to their purchasing decisions. And that is often the exact distance between a company’s success and failure.