

CHRISTOPHE MORIN
NEUROMARKETING EXPERT



Understanding the BUY BUTTONS in your customer's BRAIN

"NEUROMARKETING HAS BECOME OUR TOP RATED TOPIC IN LESS THAN ONE YEAR."

- Rafael Pastor
CEO, Vistage

"THE TIME AND MONEY INVESTED IN LEARNING THE LANGUAGE OF THE REPTILIAN BRAIN WILL RETURN MANY FOLD."

- David Ferguson, PhD
GM, GE Healthcare

"DON'T TRAIN MY COMPETITORS!"

- O. De Romemont
VP Alcatel

NEUROMARKETING: THE NEW SCIENCE OF HUMAN DECISION MAKING

Recent studies show that the average consumer receives nearly 10,000 selling messages a day. Yet how many of these messages successfully reach the part of the brain that decides?

Neuromarketing merges Neuroscience with Marketing to help target the part of the brain that drives buying decisions: the reptilian brain. This new science will help you create messages your customers will finally notice, understand, remember and value over those of your competitors! Neuromarketing now returns millions of hits on search sites. You can no longer ignore it, especially in tough market conditions!

Christophe's presentation is a guaranteed success because it is anchored in solid science. It is new and compelling. It is engaging and it delivers.

THE ONLY SPEAKER...

- Presenting a proven neuromarketing model, Christophe captivates audiences of 1 to 1000

Regardless of your level of sales and marketing expertise, you will walk away from the presentation with the key to faster, easier and more predictable sales. Already delivered to over 20,000 executives of 20 nationalities including 6,000 CEOs, Christophe's presentation is constantly rated 4.9 on a 5-point scale. Christophe makes the complex topic of neuroscience easy to understand for all.

BIOGRAPHY

With over 25 years of management and consumer psychology experience, Christophe has a true passion for understanding why and how people buy. He has helped hundreds of companies reach new level of performance by applying cutting edge cognitive sciences. Christophe co-founded SalesBrain with Patrick Renvoise in 2002. Since the creation of SalesBrain, Christophe has delivered over 300 workshops and trained executives of 19 different nationalities. He holds an MBA from Bowling Green State University and is currently pursuing a PhD in Media Psychology. He lives in San Anselmo, California.

PARTIAL CLIENT LIST

Airbus, Alcatel, Areva, Axa, Ciena, First Internet Bank, GenesysLabs, GE, Genesys labs, HarrisStratex, Hasselblad, Hitachi, HP, Microsoft, Rio Tinto, Silicon Valley Bank, SunPower, Varian, Vistage, Wells Fargo.

AWARDS

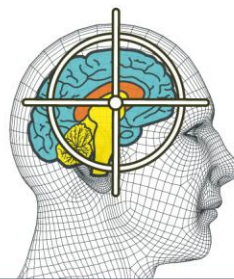
Vistage "Above and Beyond" 2008 Annual Speaker Award

American Marketing Association 2009 "Next Big Thing in Marketing" Award (2007 AMA recipient: YouTube)



AVAILABLE IN

8 LANGUAGES



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