



DEAN MINUTO
 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!

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

THE ONLY SPEAKER...

- Presenting a proven neuromarketing model, Dean 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 15,000 executives including 5,000 CEOs, Dean's presentation is constantly rated 4.8 on a 5-point scale. Dean makes the complex topic of neuroscience easy to understand for all.

BIOGRAPHY

Since 1992, Dean has worked with more than 400 high performing teams with a single focus: increasing sales conversion rates, decreasing time in process and improving the overall customer experience. Dean is a content expert in the areas of process consulting, training delivery, coaching and consultative selling, and his Clients have installed performance systems (on a pay-for-performance basis) in more than a dozen industries within a range of organizations—from Fortune 50 Public Corporations to Private Firms with 50 employees. Dean joined the SalesBrain team in August of 2008. Dean holds a Bachelor Degree from LeMoyne College and earned a Professional Certification in Behavioral Psychology with Dr Robert Cialdini.

PARTIAL CLIENT LIST

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

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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