



PATRICK RENVOISE
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!

Patrick'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, Patrick 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, Patrick's presentation is constantly rated 4.8 on a 5-point scale. Patrick makes the complex topic of neuroscience easy to understand for all.

BIOGRAPHY

An expert in complex sales, Patrick sold Silicon Graphics multi-million dollar super-computers to NASA, Shell, Boeing, Canon, BMW, Airbus, and more. While working with SGI, he met some of the most brilliant minds on earth and he became fascinated by the human brain. He published the first and only model of neuromarketing in 2002. With a passion to teach complex concepts in simple terms, Patrick has delivered over 300 neuromarketing presentations worldwide. Patrick serves as co-founder and President of SalesBrain, the only company to present a 100% scientific model to enhance all your marketing and sales initiatives. He holds a MS in Computer Sciences from The National Institute of Applied Sciences (Lyon, France).

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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