

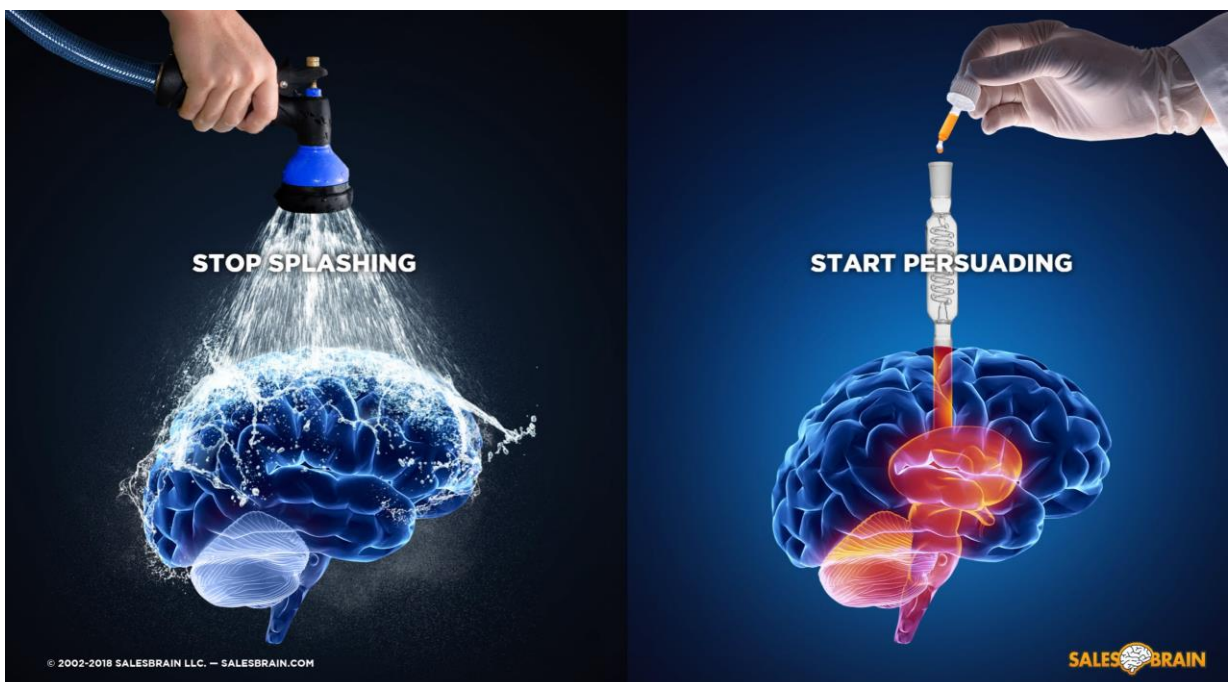


Welcome to the PERSUASION CODE Virtual Class

In the next two days, you will have the opportunity to raise your marketing, creative, and sales effectiveness dramatically. And you will have a lot of fun doing it! The valuable new skills you will learn during this class will stay with you for a long time, and they will translate into remarkable results for you and your business.

First, you will learn NeuroMap™, the persuasion model based on only 6 stimuli that can reach the decision-making center of the brain. Then, you will master 4 steps to –DIAGNOSE THE PAIN, DIFFERENTIATE YOUR CLAIMS, DEMONSTRATE THE GAIN, AND DELIVER TO THE PRIMAL BRAIN--.

NeuroMap™ is simple, scientific and will maximize your probability to sell to anyone, anywhere and anytime!



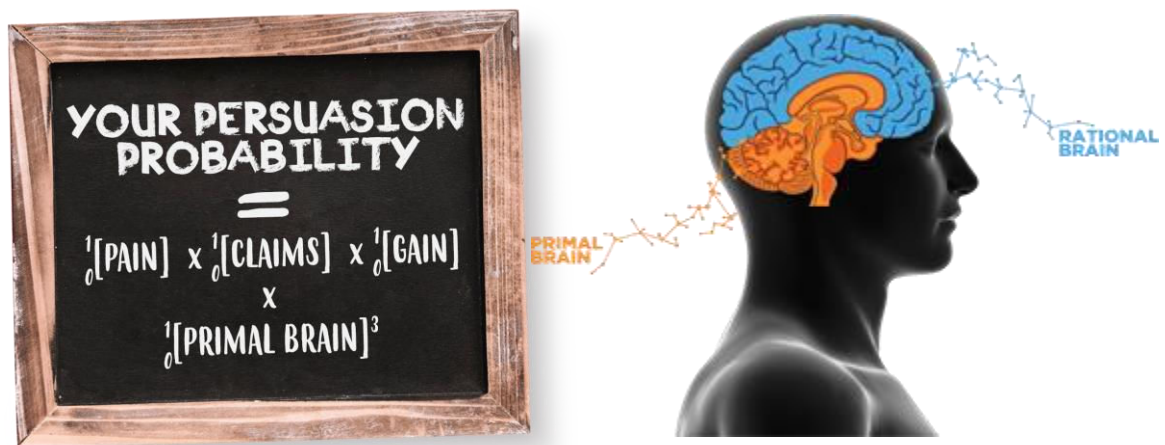
Workshop-Agenda: Module 1

Welcome, workshop objectives and rules of engagement

Introductions: what are your expectations?

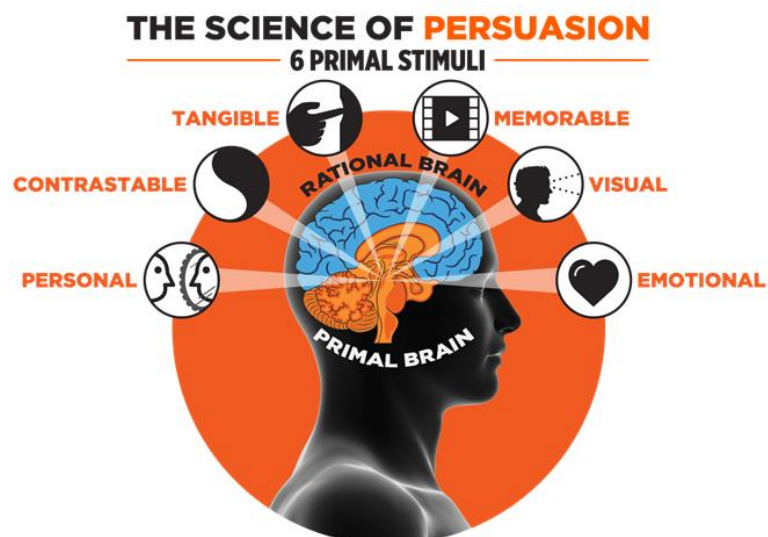
Use a prop to introduce yourself.

The Theory and Science of Persuasion: How the brain of your customer decides?
Two brains but only one persuasion influencer



Workshop-Agenda: Module 2

The only 6 stimuli to trigger the decision-maker: The PRIMAL BRAIN



Workshop-Agenda: Module 3

4 Steps to reach the PRIMAL BRAIN



DIAGNOSE THE PAIN™



DIFFERENTIATE YOUR CLAIMS™



DEMONSTRATE THE GAIN™



DELIVER TO THE PRIMAL BRAIN™

Diagnose the PAIN



DIAGNOSE THE PAIN™

Participants will be asked to discuss and rank the top customers' PAINS or FRUSTRATIONS.

Goal: Reach clarity and consensus on the top PAINS/FEARS of your customers.

Differentiate your CLAIMS



DIFFERENTIATE YOUR CLAIMS™

If you are not selling something unique, you are selling as much for your competitors as you are selling for yourself: Define your unique CLAIMS.

Participants will be asked to discuss and rank the top customers' CLAIMS.

Goal: Reach clarity and consensus on your best CLAIMS. Use an alliteration, a rhyme, or other techniques to make your presentation easy to understand and easy to remember.

Demonstrate the GAIN



DEMONSTRATE THE GAIN™

Just talking about the features and functions of your solution is not enough. You need to prove the GAIN (value-cost): there are only 4 ways to prove the GAIN.

Define your best proofs of GAIN for specific CLAIMS. Discuss the use of testimonials, product demos, data, and vision. Why do they work?

Workshop-Agenda: Module 4

Deliver to the PRIMAL BRAIN:



DELIVER TO THE PRIMAL BRAIN™

Introduction of the 6 PERSUASION ELEMENTS and 7 PERSUASION CATALYSTS

Grabbers: Awake the PAIN to be relevant and create urgency



4 techniques to grab the attention of your audience by delivering your value proposition in just a few seconds.

Interactive Exercise

GRABBER Brainstorm and Practice the **WORD PLAYS; NUMBER PLAYS** and **RHETORICAL QUESTIONS** as they apply to persuasive messages.

Interactive Exercise

Brainstorm and Practice the use of **STORIES** and **MINIDRAMAS** as they apply to persuasive messages.

Big Picture: Show where you are taking your targets in 10 seconds less

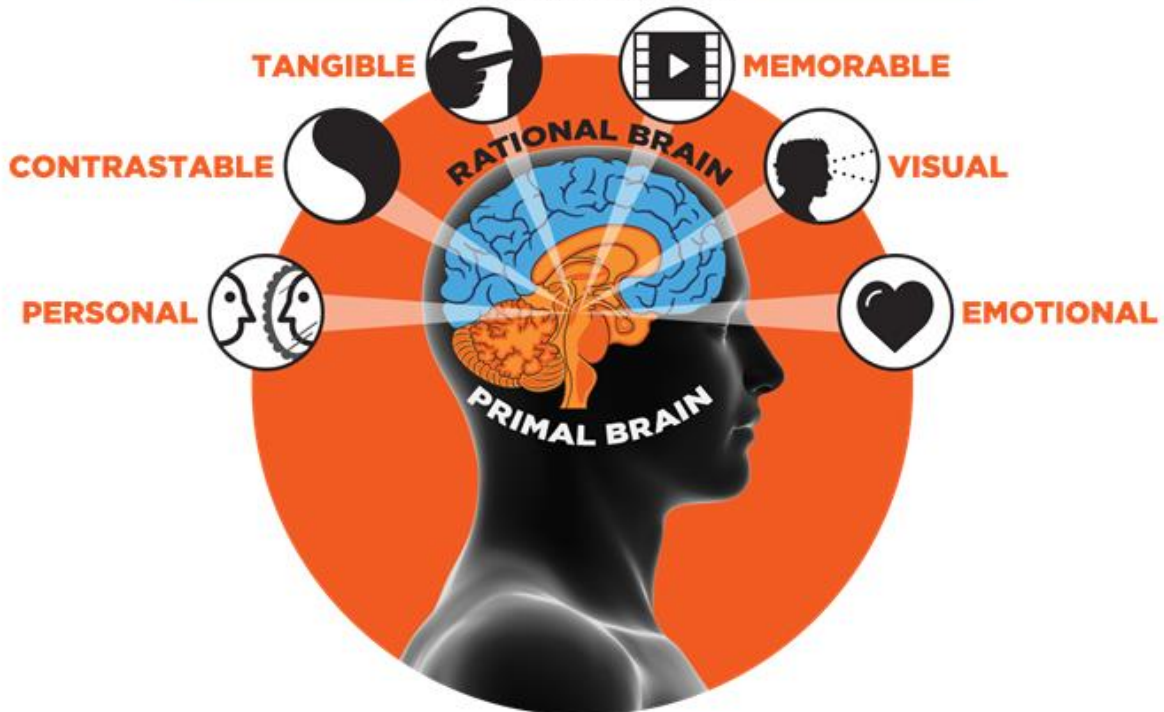
Draw a graphical representation of how your solution can impact the world of your customers.



Notes:

THE SCIENCE OF PERSUASION

6 PRIMAL STIMULI



Notes:

1. Diagnose the PAIN

The PRIMAL BRAIN is personal. If you sell drills, your customers don't want the drills they only want the holes... you are in the hole-enabling business!

1.1 List and rank your own customers' PAINS

Rank	Your Customers' PAINS

1.2 Script 2 or 3 open questions to best diagnose their PAINS:

_____ ?

_____ ?

_____ ?

2. Differentiate your CLAIMS

The PRIMAL BRAIN needs contrast: If you are not selling something unique, you are selling as much for your competitors as you are selling for yourself.

2.1 List your CLAIMS, the top 3 reasons for your customers to buy from you.

Your CLAIM #1: _____

Your CLAIM #2: _____

Your CLAIM #3: _____

TOP Test: To what degree are your CLAIMS TOP?

- **T**herapeutic to a top Pain
- **O**riginal to You
- **P**rovable

2.2 List your Competitors CLAIMS: The top 3 reasons why customers buy from them?

CLAIMS	YOU	Competitor A	Competitor B	Competitor C
CLAIM 1				
CLAIM 2				
CLAIM 3				

2.3 Brainstorm: Now wordsmith your 3 CLAIMS until you find the most condensed and most memorable version. Make it short!

Your CLAIM #1: _____

Your CLAIM #2: _____

Your CLAIM #3: _____

2.4 Write your 3 CLAIMS together in one sentence. It should start with:

"We are the only --first, best,...-- company to provide:

_____ " "
Claim #1 Claim #2 Claim #3

This should become your mission statement. Does it sound good? Is it YOU?

3. **Demonstrate the GAIN**

**The PRIMAL BRAIN loves tangible information: it's not about VALUE...
... it's about proven GAIN.**

For each of your CLAIMS:

3.1 Unveil all the **Benefits**

3.2 For each benefit **Quantify** the 3 dimensions of its VALUE: Financial, Strategic & Personal

3.3 Prove the VALUE with the strongest available proof

The VALUE for my Customers to buy the _____ solution is:
Your Claim #1

Unveil all the Benefits	Quantify its VALUE	Prove the VALUE <small>With a Customer Case, Demo, Data or Vision</small>
B1 _____	\$ _____ S _____ P _____	_____ _____ _____
B2 _____	\$ _____ S _____ P _____	_____ _____ _____
B3 _____	\$ _____ S _____ P _____	_____ _____ _____

The VALUE for my Customers to buy the _____ solution is:
Your Claim #2

Unveil all the Benefits	Quantify its VALUE	Prove the VALUE <small>With a Customer Case, Demo, Data or Vision</small>
B1 _____	\$ _____ S _____ P _____	_____ _____ _____
B2 _____	\$ _____ S _____ P _____	_____ _____ _____
B3 _____	\$ _____ S _____ P _____	_____ _____ _____

The VALUE for my Customers to buy the _____ solution is:

Your Claim #3

Unveil all the **Benefits**

Quantify its VALUE

Prove the VALUE

With a Customer Case, Demo, Data or Vision

B1 _____

\$ _____

S _____

P _____

B2 _____

\$ _____

S _____

P _____

B3 _____

\$ _____

S _____

P _____

Example:

The VALUE for my Customers to buy the Fastest Manufacturing solution is:

Your Claim #1

Unveil all the **Benefits**

Quantify its VALUE

Prove the VALUE

With a Customer Case, Demo, Data or Vision

B1 Shorten prototyping

\$ Save \$100K/year on prototypes

Demo rapid prototyping

S none

P Team leaves at 5pm on Friday

CC of ACME (1 of our clients)

B2 Decreases storage fees

\$ Save \$50K/year on warehouse

CC of ACME

S none

P none

B3 Accelerates new products development

\$ 5% more deals = \$200k/year

Data of statistics

S Competitive advantage

CC of ACME

P You can be promoted!

CC of John Smith at ACME

VALUE Matrix	Customer Case	Demo	Data	Vision
Financial				
Strategic				
Personal				

3.4 Now **quantify** the 3 dimensions of your COST

Be prepared to present your cost as well as your value!

COST Matrix	
Financial	
Strategic	
Personal	

3.5 Prepare to present your GAIN on a **single page**

$$\boxed{\text{GAIN}} = \boxed{\text{Value CLAIM \#1}} + \boxed{\text{Value CLAIM \#2}} + \boxed{\text{Value CLAIM \#3}} - \boxed{\text{COST}}$$

4. Deliver to the PRIMAL BRAIN

Neuroscoring NeuroMap Stimuli

Review the description of each stimulus

SIX STIMULI

Personal



Think of the PRIMAL BRAIN as the center of ME. It has no patience or empathy for anything that does not immediately concern its well-being. It scans for threats before it attends to pleasure. Vigilance drives the speed and nature of its response.

Contrastable



The PRIMAL BRAIN is sensitive to solid contrast such as before/after, risky/safe, with/without, and slow/fast. Contrast allows quick, risk-free decisions. Without contrast, the BRAIN enters a state of confusion, which delays a decision.

Tangible



The PRIMAL BRAIN is constantly looking for what is familiar and friendly; what can be recognized quickly, what is simple, concrete and immutable. The PRIMAL BRAIN cannot process complexity without a lot of effort and skepticism.

Memorable



The PRIMAL BRAIN remembers little. Placing the most important content at the beginning repeating it at the end is imperative. What you say in the middle of your delivery should be brief and convincing. Don't go over 3 CLAIMS. The PRIMAL BRAIN loves stories because a good narrative construction is easy to remember.

Visual



The PRIMAL BRAIN is visual. The optical nerve is physically connected to the PRIMAL BRAIN. Therefore, the visual channel provides a fast and effective connection to accelerate decisions. No other sense is more dominant than the visual sense. It is the super highway of your messages to the PRIMAL BRAIN.

Emotional



The PRIMAL BRAIN is strongly triggered by emotions. Emotions create chemical events in your brain that directly impact the way you process and memorize information. No emotion, no retention and no decisions!

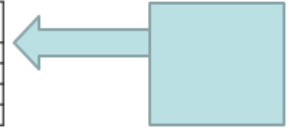
Review the questions to assess the persuasive effect of each stimulus

Read each question carefully and assign 10 points if you can give a frank yes, 0 if you cannot.

1. Score each question 2. Total your points 3. Get your persuasive impact










Personal 	Is your message clearly re-awakening the customer's frustrations or threats solved by the product or service you offer?	10 if yes, 0 if no															
	Is the copy mostly focusing on the customer ("you") instead of focusing on the company or product?																
	Are the consequences of not overcoming the PAIN/frustrations clearly identified? (loss of money, risk, stress, etc.)?																
	Is the message stressing the urgency of solving the PAINS?																
Contrastable 	Is the message using at least one CLAIM?																
	Is it clear that each CLAIM is going to eliminate or treat a specific PAIN?																
	Are the CLAIMS helping you create a sharp contrast as "before and after" or compare you to other competitors?																
	Are the benefits/CLAIMS truly unique or original?																
Tangible 	Is the value of each CLAIM/core benefit demonstrated or proven with credible customer stories, demos, or data?																
	Are there analogies or metaphors designed to reduce cognitive effort to believe in the benefit of each CLAIM?																
	To which extent is it possible to understand the value of the solution or product in less than 5 seconds?																
	Overall, is the message designed to be grasped with limited cognitive load? (more visuals and less text)																
Memorable 	Are the CLAIMS easy to remember?																
	Is the message using no more than 3 CLAIMS?																
	Are CLAIMS repeated more than once?																
	Is there an effort made to simplify and accelerate the decision to choose the product or solution proposed at the end?																
Visual 	Is the message visual salient? (using elements with sharp and clear contour)																
	Is there at least one strong visual presenting the value of the solution from the perspective of a customer?																
	Is the ad more than 70% visual?																
	Overall, can the overall value of the solution be understood without reading any text?																
Emotional 	Is the message seeking first to attract attention from the PRIMAL BRAIN rather than explain features (Bottom-up effect)?																
	Is there a clear call to action to move towards closing a transaction?																
	Is there a big emotional lift from the threat/frustration (PAIN) to the liberation of such PAIN?																
	Does the final part of the message create anticipation or excitement?																
<table border="1"> <thead> <tr> <th>NEURO-MAP SCORE</th> <th>Scoring Points</th> <th>Persuasive Impact</th> </tr> </thead> <tbody> <tr> <td>A</td> <td>200-240</td> <td>Your message is very persuasive</td> </tr> <tr> <td>B</td> <td>160-199</td> <td>Your message is moderately persuasive</td> </tr> <tr> <td>C</td> <td>120-159</td> <td>Your message is neutral</td> </tr> <tr> <td>F</td> <td><120</td> <td>Your message does not persuade</td> </tr> </tbody> </table>			NEURO-MAP SCORE	Scoring Points	Persuasive Impact	A	200-240	Your message is very persuasive	B	160-199	Your message is moderately persuasive	C	120-159	Your message is neutral	F	<120	Your message does not persuade
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F	<120	Your message does not persuade															



Identify steps to improve the persuasive impact of each stimulus and make it an A+ message!

NEURO-MAP SCORE SCORING

		STEPS TO IMPROVE EACH STIMULUS	
Personal 	Relevance to the PAIN		
Contrastable 	Use of CLAIMS		
Tangible 	Demonstration of the GAIN		
Memorable 	Repetition, storyline		
Visual 	Saliency		
Emotional 	Arousal, Approach/Avoidance		
		A+	

4.1 Grabbers

4.1.1 Word Play

Tips on Using Word Plays:

Word Plays are the easiest and fastest way to create a grabber. They are particularly appropriate for written communication but can also be used efficiently in face-to-face presentations.

Brainstorm 1: "Your Company-Name is to X, what Y is to Z."

Define X, Y, Z X: _____ usually the name of your industry

Y: _____

Z: _____

Brainstorm 2: Write down a *Wordplay* that would "grab" their attention, while pointing to a key value of your offering:

Brainstorm 3: Write down 3 rhetorical "What if you..." questions:

1. What if you _____?
(4 second pause)

2. What if you _____?
(4 second pause)

3. What if you _____?
(4 second pause)

Brainstorm 4: Write down a list of numbers:

- _____
- _____
- _____
- _____
- _____

Then ask: **What do these numbers have in common?** Wait

After a long pause, go ahead and write down what they have in common. Add \$, percentage, increase or decrease or any sign necessary.

4.1.2 Props

Tips on Using Props:

- Use a prop only when you really want your prospect to remember a specific point of your presentation: at the end of the day it might be the only thing they remember about you!
- Choose a prop that is appropriate in the environment you are presenting. Anticipate the consequences: using a pack of cigarettes as a prop during a lung cancer conference may not be a good idea... or it could get you a standing ovation. It all depends on the context and the audience.
- Rehearse. Just like a story with a bad punchline, nothing makes you look more foolish than if your prop fails to illustrate your point.

Brainstorm:

Go back to your prospect pains and to your claims. Think about a prop that perfectly illustrates one of the benefits of your solution or that illustrates how you could solve your client's pain. Think about the point you want to make; then think out of the box to find the ideal prop.

Write a short description of how you would use a prop:

4.1.3 Mini Drama

Tips on Using Mini Dramas:

Mini-Dramas clearly illustrate the situation—either the pain of your prospect or the benefit of your product—and bring it to a level the prospect can literally experience. The most important thing is to focus on THEIR life, not on your product.

Brainstorm:

Go back to your prospect’s pain and to your claims and think about a mini-drama:

- Act 1: Create a reenactment of your prospect’s pain and draw their attention to how expensive (financial pain), stressful (personal pain) or how ineffective (strategic pain) their current situation is.
- Optional Act 2: Present how your product or service would relieve the pain. It should show a **sharp contrast** with Act 1.

Script your mini-drama in the space below.

Act 1:

Act 2 (Optional):

4.1.4 Stories

Tips on using stories:

Use a story outside of your industry is the best way to illustrate the impact of your value proposition without sounding pushy!

Make sure your story:

- Has a point or a punch line
- Includes details such as names of people, exact dates, locations and numbers.
- Shows some contrast
- Talks about specific issues, not generalities
- Uses visual, kinesthetic and auditory clues
- Builds anticipation and make sure the conclusion of the story is not predictable
- Draws your audience into your story: use strong words, vary your tone of voice and use your body language to convey your passion
- Is short to the point and again... has a punch line.

Brainstorm:

With your prospect's pain and your claims in mind, think about a story that perfectly illustrates either the overall impact of your solution or a specific benefit. Think about the point you want to make then choose a story that perfectly makes the point.

Write your short story:

Storytelling is an art: Rehearse telling your story as you would tell it if your prospect was in front of you!

Big Picture Exercise [Part 1]

12	64	52	76	20	9	61	53	17	33
80	100	4	84	48	13	41	77	81	65
92	96	88	28	36	29	57	1	93	37
40	68	32	56	8	69	85	21	73	25
24	72	16	60	44	5	49	89	45	97
23	91	71	31	55	46	38	58	2	26
39	15	87	59	99	6	98	62	90	42
83	47	63	35	27	74	82	30	54	14
7	79	51	3	43	50	94	10	78	66
95	67	11	75	19	70	18	86	22	34

How many consecutive numbers did you get in 30 seconds? _____

4.3 Big Picture

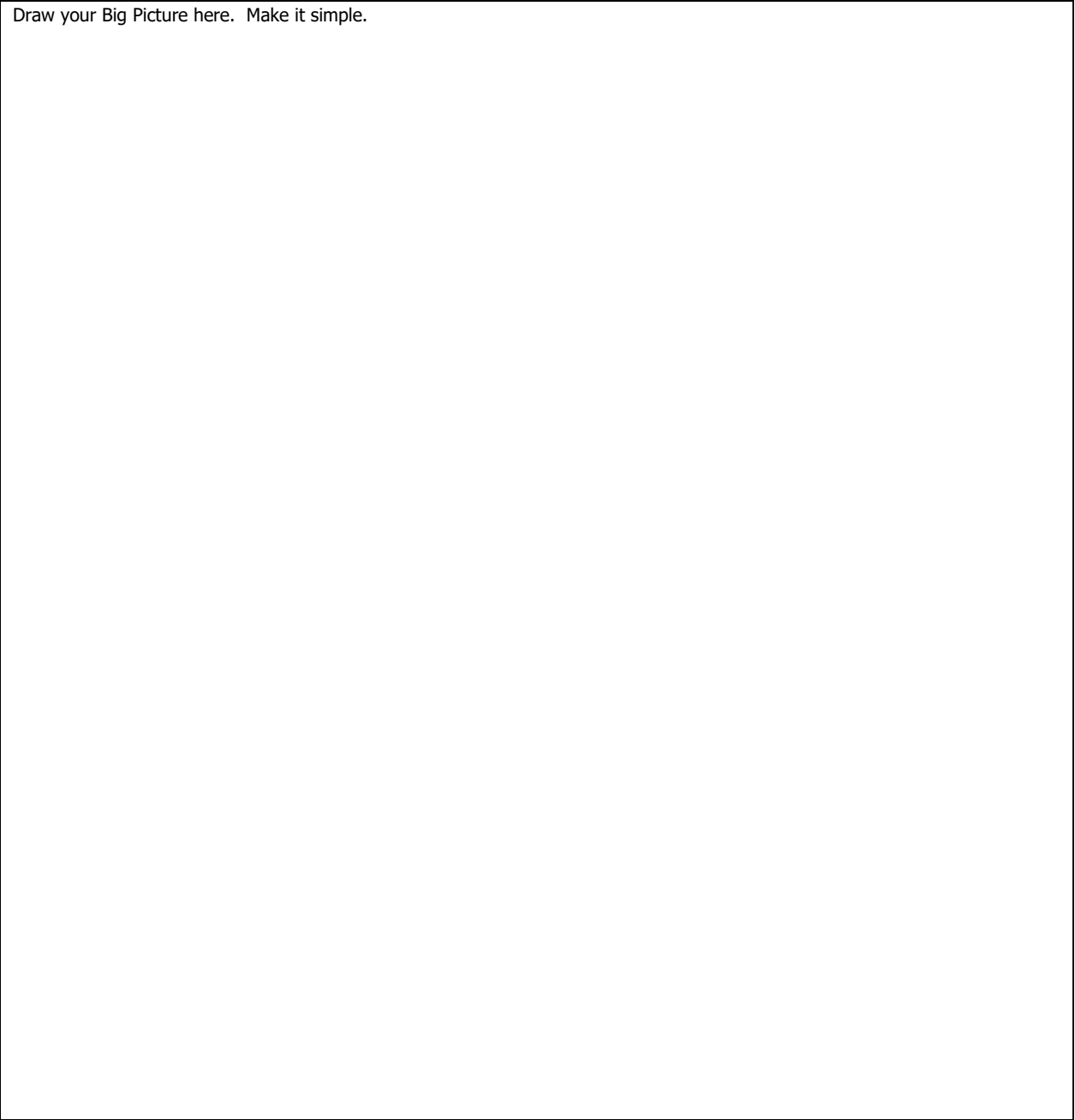
Tips on Big Pictures:

A Big Picture is a **simple graphical representation of how your product will impact your prospect's world.**

It should ***not*** represent your product; instead, it should show **their** world and how you can *impact* it. Minimize the amount of text. For maximum impact, you can **contrast** the before and after or without/with your product.

Brainstorm:

Draw your Big Picture here. Make it simple.



Big Picture Exercise [Part 2]

12	64	52	76	20	9	61	53	17	33
80	100	4	84	48	13	41	77	81	65
92	96	88	28	36	29	57	1	93	37
40	68	32	56	8	69	85	21	73	25
24	72	16	60	44	5	49	89	45	97
23	91	71	31	55	46	38	58	2	26
39	15	87	59	99	6	98	62	90	42
83	47	63	35	27	74	82	30	54	14
7	79	51	3	43	50	94	10	78	66
95	67	11	75	19	70	18	86	22	34

How many did you get this time? ____

Good Big Pictures help your clients understand you. **Faster!**

4.4 Proofs of GAIN

Present your proofs of VALUE:

For each of your CLAIMS:

1. **Unveil** all the **Benefits**
2. **Quantify** the 3 values of each benefit: Financial, Strategic & Personal
3. **Prove** the VALUE with the strongest available proof

Then summarize your GAIN as the difference between the sum of the values minus your cost
... all on one page!

4.5 Objection Handling

What are the main objections you are facing?

Find the **positive** side;

Find an analogy, a story or a metaphor to highlight the **benefit** of the positive side;

Make it PRIMAL Brain friendly.

4.6 Closing

- Repeat your **CLAIMS** one more time
- "What do you think? **Wait**
- "Where do we go from here?" **Wait**

About SalesBrain

SalesBrain is the world's first neuromarketing agency. Created for growth-obsessed executives, SalesBrain radically transforms your sales and marketing performance. You will Scientifically Capture, Scientifically Convince and Scientifically Close more business with their award-winning science-based NeuroMap™. This unique process of research, coaching, creative and training modules help you reach the true decision maker: the PRIMAL Brain of your customers. SalesBrain has been scientifically targeting the brain's buy button since 2002, has trained over 100,000 people and helped over 6,000 companies worldwide.

Awards

- SalesBrain received the 2009 AMA (American Marketing Association) award in the "Next big thing in marketing" category San Francisco Chapter.
- Patrick Renvoise and Christophe Morin jointly received the 2008 Vistage speaker of the year award. Vistage is the world's largest CEO membership organization.
- In 2011, 2014 AND 2015 SalesBrain received the "Innovation Research Distinction" Award from the ARF (Advertising Research Foundation)

Evaluation Sheet

Was this workshop a good investment of your time? Please Circle One	1=No		3=May be		5=Yes
	1	2	3	4	5

Overall what did you think about the workshop?

What did you enjoy the most about this workshop?

What did you learn that is most relevant to your job?

Will this workshop help your organization win more business or will it increase your own capacity to influence others?

1=No		3=May be		5=Yes
1	2	3	4	5

Why?

How does this workshop compare to other sales or marketing workshops you may have attended?

How would you rate this workshop compared to similar sessions you may have attended?

1=Worse		3=Same		5= Better
1	2	3	4	5

Open suggestions and comments:

First name: _____ Last name: _____ Company: _____

Title: _____ Email: _____

By signing below, I authorize SalesBrain to use my comments in their collaterals.

Signature: _____ Date: ___ / ___ / 2020