

“ Neuron Selling is an effective way for sales reps to improve their ability to captivate prospects and customers and close deals. This short session takes our natural conversational thought process and turns it into a 'sales tool' that can be easily retained and used by sales reps. ”

– Luis Curet, VP Sales, Intermedia, Inc.



“...a unique, quality-driven approach to lead generation that stays focused on the task at hand - generating great opportunities for our partners.” –Nicole Boss, Product Manager



*“...engaged with, trained and helped motivate dozens of our leading channel partners, executed several large social selling and lead nurturing programs to perfection.”
–Walter Leverett, Director of Sales*



*“Their use of neuroscience messaging, engagement surveys and social selling and profiling has made a huge impact.”
–Lisa Dreher, Vice President of Marketing*



*“... were a valuable member of our team and I highly recommend them for a similar role in other technology firms.”
–Paul Clark, Director of Partner Marketing*



“...provided us with insights, guidance, and high-quality solutions that enabled us to realize significant gains in our sales team's ability to execute.” –Matt Weaver, Sr. Director of Sales Enablement

Social Selling Benefits

SALES 101: SPIN, Miller Heiman, Sandler, QBS, Challenger Sale, etc.

SALES 201: Neuroscience-Enhanced Social Selling, Motivating & Closing

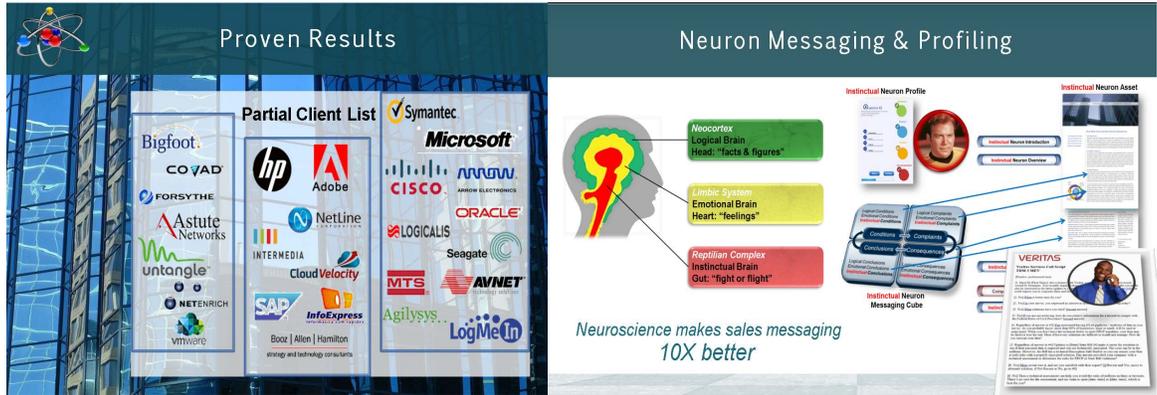
What are the benefits of the **Neuron Social Selling Workshop**?

- 375% LinkedIn Connect Rate Increase
- 212% Higher Lead Conversion Rates
- 30% More Qualified Pipeline in 6 Months
- 24% Faster Sales Cycles

Social Selling Certification

Traditional sales performance programs offer excellent foundational training, but when these programs were created, **Neuroscience-Enhanced Selling** did not exist. Today it's been field-proven to dramatically improve selling success. **Neuron Social Selling** is based on ten years of executive consulting for clients like Adobe, Avnet, Cisco, HP, IBM, Logicalis, LogMeIn, Oracle, Riverbed, SAP, Symantec, VMware, etc. and leverages content created for 250,000 professionals & 50,000 partners worldwide. Unlike other sales training programs that are expensive, disruptive, and ineffective, **Neuron Social Selling** is fast, affordable, proven, and complimentary to any traditional sales training program. This 4-hour interactive workshop offers information, templates and deliverables including social selling messaging, scripts, personas, etc. Attendees receive a framed **Certification Plaque** and will learn:

- ✓ Optimal prospect profiling & Boolean searches to identify the best contacts
- ✓ Advanced LinkedIn Sales Navigator social selling techniques and Group creation
- ✓ Sales messaging to increase Connects & InMail responses and avoid "spam police"
- ✓ Compelling thought leadership "urgent risk" social selling content recommendations
- ✓ Raising GABA and serotonin levels to ensure prospects believe your value propositions
- ✓ LinkedIn profile analysis and neuroscience-based prospect profiling and scoring
- ✓ How to raise oxytocin and dopamine levels to ensure prospects love you and your brand
- ✓ Adjusting your LinkedIn Profile & sales approach to attract the right prospects
- ✓ Creating instinctual motivators that raise norepinephrine and cortisol to motivate prospects to act
- ✓ Neuron Persuasion & Storytelling techniques to increase conversion rates by 212%
- ✓ Using Mirror Neurons and the 3-Act Sales Play to shorten sales cycles by 24%



“ One of the best workshops I've ever attended. Their executives were knowledgeable, entertaining, and inspiring. The templates, examples and processes we received were outstanding.”

—William Gouveia, Marketing Director, Booz Allen Hamilton

Who Should Attend?

Over 15,000 professionals have benefited from the content offered in **NeuronSocialSelling** workshops and training programs. This 4-hour on-site / web workshop is ideal for anyone in sales and marketing including inside or field sales, management, channel or OEM sales, channel partners, ABM or product marketing, demand generation, sales training or enablement, and related disciplines.

What's Offered?

This interactive, informative, and entertaining workshop is based on ten years of research and includes best practices, case studies, templates, and deliverables that can immediately accelerate sales results. Field-proven with industry-leading firms, customers and channel partners, Neuron Social Selling has delivered impressive results by using neuroscience-based sales messaging, sales enablement, advanced social selling techniques, and sales storytelling. This workshop is complimentary to popular sales methodologies & tools like LinkedIn Sales Navigator, Salesforce, etc.

Why Attend?

Your workshop instructor is an award-winning executive consultant and *New York Times* bestselling author who will inform, inspire, entertain, and guarantee results. If you're not thrilled with this workshop, your fee is refunded.

Attendees will learn how to save 10X the cost of the course by employing just one technique that can reduce the need to use costly LinkedIn InMails and increase Connect rates by an average of 375%.

Attendees also get **FREE** access to the powerful **Leadership Framework app** that determines a prospect's neuroscience-based profile to create a powerful social selling best-practices messaging and approach guide.

Schedule your Neuron Social Selling workshop today. PROCEEDS BENEFIT VETERANS.



FOR MORE INFORMATION



NeuronLeaders Consulting Group has delivered impressive results for dozens of clients by empowering unique leadership principles, messaging elements, advanced social selling programs, sales enablement assets, and lead nurturing processes that integrate with Salesforce.com, LinkedIn, Twitter, marketing automation systems, popular sales methodologies, HR & leadership best practices, storytelling techniques, and cutting-edge neuroscience.

408.771.7491
 www.neuronleaders.com
 info@neuronleaders.com