

NEURON SPEAKING ENGAGEMENT

Make your next sales meeting the best ever with interesting, renowned, and humorous speakers...

- ◆ FREE 2 to 3 hours speaking engagement that helps veterans & their families
- ◆ Sales neuroscience, LinkedIn Social Selling, story-telling, using humor to win customers
- ◆ 375% Connect Rate Increases, 212% Higher Lead Conversions, 20% Faster Sales Cycles

WHAT'S FAILING?

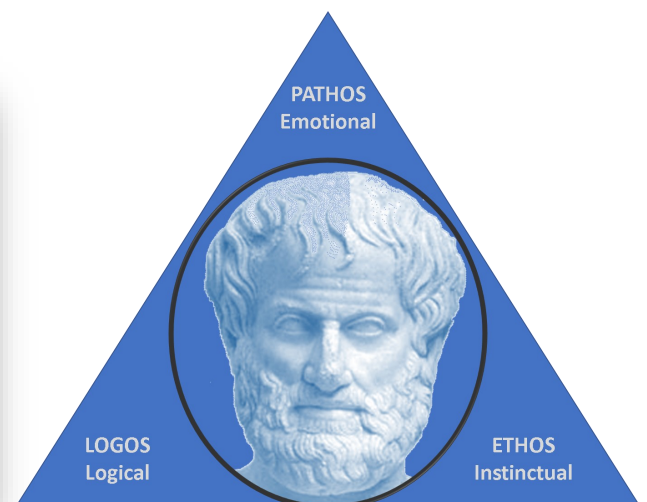
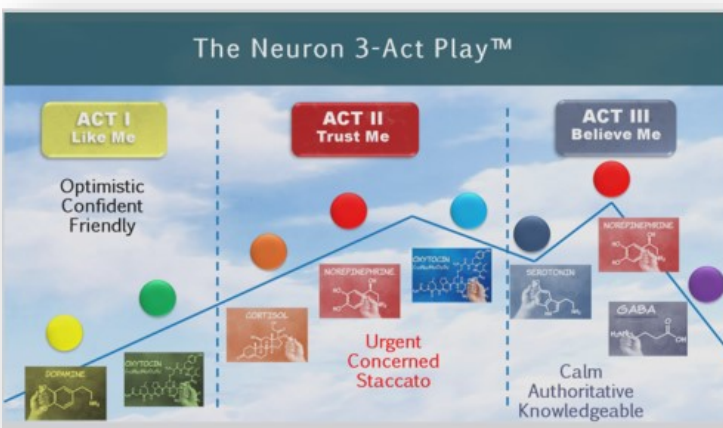
Sales Meeting and Training Challenges...

- ◆ 35% fewer sales reps making quota without Best-in-Class sales messaging
- ◆ 1400% lower customer retention rates without advanced story-telling techniques
- ◆ 100% bored sales pros with the same 'ol sales training every quarter & every year

WHAT'S WORKING?

Neuroscience Accelerated Sales Training

- ◆ Aligned with & transcends The Challenger Sale, SPIN, Miller Heiman, Sandler & other approaches
- ◆ Advanced LinkedIn Social Selling tactics & Story-Telling techniques using the Neuron 3-Act Play
- ◆ Raise cortisol, dopamine & oxytocin levels in customers using neuroscience & comedic techniques



WHAT'S THE BENEFIT?

Help Your Sales Team & Help Veterans

- ◆ Sales training & techniques your sales team will remember and use all year
- ◆ Proven across 15,000+ sales pros with Avnet, Booz Allen Hamilton, Cisco, HP, IBM, Intermedia, Logicalis, LogMeIn, Oracle, Patrick Financial, SAP, Symantec and others
- ◆ NO COST...we only ask that you get *The 7 Secrets of Neuron Leadership* book from Veterans Publishing for each attendee so we can help veterans and their families

WHAT'S THE DIFFERENCE?

Proved and Unique

- ◆ Documented results across 10 years, 15,000 sales pros & 50,000 channel partners
- ◆ Neuroscience Accelerated Sales that leverages a decade of research by a Ph.D. in neuroscience
- ◆ Advanced Story-Telling, Social Selling & Humor that wins customers & shortens sales cycles

WHO'S SPEAKING?

Executive Sales Consultant, Ph.D. Neuroscientist, Famous Comedian

- ◆ **BILL REED**, #1 Authority on Neuroscience-Based Sales, *New York Times* Bestselling Author
- ◆ **DR. FRESCO**, Ph.D. Neuroscientist, Director of the Adaptive Neuroscience Research Institute
- ◆ **WILL C.**, Famous Comedian, Movie & Television Star

WHAT'S NEXT?

For More Information or to Book Your Event...

- ◆ Call us at 408-771-7491
- ◆ Email us at info@veterans.pub

"The 7 Secrets of Neuron Leadership is a powerful examination of how the mind can work to ignite leaders to lead themselves, their families, their teams, and their organizations. W. Craig Reed masterfully blends the research, powerful examples and stories, and interviews into a leadership masterpiece that is sorely needed."
– **John Mattone, #1 Authority on Intelligent Leadership, World's #2 Ranked Executive Coach**

"...leveraged cutting-edge neuroscience to dramatically improve lead conversion rates, shorten sales cycles, and increase our closing percentages." –**Walter Leverett, Director of Sales, HP**

"Their use of neuroscience messaging, engagement surveys and social selling and profiling has made a huge impact."
–**Lisa Dreher, VP Marketing, Logicalis**

"...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 Global Enablement, Symantec**

"...I highly recommend them." –**Paul Clark, Director of Partner Marketing, SAP**

"Neuron Selling is an effective way for sales reps to improve their ability to captivate prospects and customers and close deals."
–**Luis Curet, VP Sales, Intermedia**

"...their expertise and experience helped ensure that the program resonated with our specific target prospects to achieve the best results possible." –**Dave Martin, Product Marketing Director, NSFOCUS**