

20
26

Inspire

MOMENTUM
Navigate
change

LEAD
inspire

ARE YOU IN?!
R-U-N
From impossible to achievable

TAKING
BACK
CONTROL
PERFORMANCE LEADERSHIP

Martin Lespérance

Imagine a world where everyone LOVES their job.
Let's team up and make it happen.

Meet *Martin Lespérance*



Martin Lespérance is an educator turned engagement specialist on a mission to **help people LOVE their job** and take action to create positive change.

An interactive keynote speaker who **delivers more than 80 events each year**, his presentations blend humor, energy, and emotion to create unforgettable moments.

Martin has inspired professionals from more than 20 countries across Europe, Asia, Canada, and the United States.

In 2023, he was named Inspirational Speaker of the Year at North America's largest inspirational speaking competition, Speaker Slam®, and delivered a TEDx talk titled "The Wrong Thing to Look for in a Great Job."



KEYNOTE ONE

INSPIRE !

How to Spark Engagement, Performance, and Purpose



Keynote 60-90 minutes

As leaders, we all want the same thing: a team that shows up with energy, passion, and purpose.

But today, that's harder than ever. Fewer people love their jobs, burnout is at historic levels, and engagement is at an all-time low—only 3 out of 10 workers are actively engaged in their work.

It's easy to blame external factors: budget cuts, remote work, or generational shifts. But are they really the root cause?

Martin believes inspiration doesn't happen by chance—it happens by choice.

When people feel inspired, they care, collaborate, innovate, and bring their best selves to the team. And the best part? Inspiration is contagious.

In this engaging and actionable keynote, Martin will show you how to create a workplace where people want to be there.

You'll discover how small, intentional actions can reignite engagement, fuel creativity, and transform workplace culture from the inside out.

Your attendees will be able to...

- Identify the real reasons behind disengagement and how to reverse them.
- Leverage small, daily interactions to inspire and energize their teams.
- Build a culture where people want to show up, not just have to.
- Increase performance, creativity, and retention by fostering genuine workplace connection.



KEYNOTE TWO

MOMENTUM!

Navigate change with a smile

Keynote 60-90 minutes



We all want momentum—growth, adaptability, and thriving teams that embrace change with enthusiasm.

But even when we communicate the benefits clearly, resistance persists. Stress rises. Engagement drops. Progress stalls.

And MOMENTUM stops...

Why? Because **people don't resist change—they resist loss**. It's not the change itself that holds them back, but what they fear losing if it happens.

What if your team could embrace change with momentum, excitement, and even a smile?

In this dynamic keynote presentation (as he says 'it won't be a keynote, we'll create a memorable moment together, full of emotions, interactions, an invitation to take action), Martin reveals the **MOMENTUM ACTIVATION BLUEPRINT**—a practical framework to move teams from resistance to action.

Your attendees will learn how to transform...

- Hesitation into energy...
- Stagnation into progress...
- Change into opportunity...
- And keep their **MOMENTUM** !!



KEYNOTE THREE

LEAD!

Inspiring leadership

Keynote 60-90 minutes



We are ALL looking for inspiring leaders.

What is a leader?
Are you a leader?
How can you be an inspiring leader?
What will be your training plan?

***"Leadership is like a muscle,
we can work it so it gets better."***

During this very interactive session, all participants raise their awareness in their leadership level.

We explore the definition of inspiring leaders and their attributes so each participant can make a self-assessment.

As we progress, **each participant builds his/her own training plan**, that they'll be able to share with colleagues and manager.

***"Being an inspiring leader is a question of choice.
Do you want to be a leader?"***

Your attendees will...

- Learn the attributes of an INSPIRING LEADER
- Identify what to START, STOP, CONTINUE for each attribute
- Adopt various tricks and tips
- Raise their accountability in being an INSPIRING LEADER



KEYNOTE FOUR

ARE YOU IN?!

From impossible to unstoppable

Keynote 60-90 minutes



You know it.
You know exactly what you should be doing...
yet you keep putting it off.

One day.
One Monday.
When you're ready.

The truth? That moment doesn't exist.

Are You In? is a keynote about those goals that make us feel alive... and just a little scared.

The dreams we're way too quick to label
"impossible."

It all started the day Stéphanie challenged me with something completely crazy:

"Honey, do you want to run a marathon with me?"

Yes. A marathon. 42.2 km.

That challenge became a powerful lesson in commitment, discipline, and taking action.

In this keynote, I share how I turned an "impossible" goal into an achievable one, by transferring strategies from the world of sports into work and everyday life.

We walk through 7 simple, practical steps to stop procrastinating, clarify your goal, and build a plan that actually works.

No temporary motivation here.
You apply it during the keynote.
You leave with YOUR action plan.

Because today, we don't talk about change...
we make it happen.

So let me ask you the only question that matters:
ARE YOU IN ?



KEYNOTE FIVE

TAKING BACK CONTROL

Performance - Leadership

Keynote 60-90 minutes



People are working harder than ever — yet many end their day wondering what they actually accomplished. Constant notifications. Endless meetings. Growing expectations.

The result?

Overload, lost focus, and the feeling of always reacting instead of leading.

In this high-energy and practical keynote, Martin Lespérance shows teams how to take back control of their time, priorities, and attention — without working longer hours.

Through powerful stories, humor, and immediately applicable tools, Martin helps participants rethink how they manage their day, their energy, and their leadership.

Instead of adding more to people's plates, this keynote gives them a simple and practical approach to focus on what truly matters.

When people take back control, something powerful happens:

- Clarity increases.
- Stress decreases.
- Performance improves.

And work becomes meaningful — and fun — again.

Your attendees will leave with a clear and practical system to:

- Regain control of their day
- Increase focus and effectiveness
- Reduce unnecessary stress
- Bring more energy and enjoyment back into their work.



CLIENTS AND MEDIA APPERANCES



WHAT CLIENTS ARE SAYING



"Martin is like the
Simon Sinek from
Québec "

Familiprix



"It's the first time that
I laugh, I participate,
I sing, I cry,
and above all
I laugh again!!"

CIISOQ



"WOW! Motivating to
the point of making
concrete changes in
my life."

Spa association
Quebec

Get the book for your team



Watch Martin in Action



Martin Lesperance



CONNECT WITH MARTIN

 [LinkedIn: linkedin.com/in/martin-lesperance-0355263](https://www.linkedin.com/in/martin-lesperance-0355263)

 [Instagram: @martinlesperance.ca](https://www.instagram.com/martinlesperance.ca)

 [Email: inspire@martinlesperance.ca](mailto:inspire@martinlesperance.ca)

 [Website: www.martinlesperance.co](http://www.martinlesperance.co)

**BOOK MARTIN
TO SPEAK**

[CLICK HERE](#)

NOW AVAILABLE

The BRAIN *behind* THE SALE

Now
available in
ENGLISH

Patrick Renaud and
Martin Lesperance

JOIN FORCES



“ 85% of buying decisions are made in the subconscious - irrational.
Why are your sellers trying to sell to the logical rational.

It's time we talk.

”

- MARTIN LINDSTROM - BUYOLOGY

NEUROSELLING
IS MORE THAN
A METHOD...

IT'S A STATE
OF MIND !

WELCOME
TO THE WORLD
OF NEUROSALE



NEUROSALES TO PERFORM IN THE WORLD OF SALES

« The Brain behind the sale » allows anyone working in the retail or service industry to hone their social and business relationship skills.

The goal is to uncover the hidden secrets science behind any transaction to better understand the decision-making process of customers. This training provides a professional and entertaining learning experience that will change your perception of sales forever.

Concretely, it is a multimedia + in person seminar with multiple lessons delivered in 6 segments and totaling in almost 7 hours, a presentation enriched with more than 150 visuals, relevant exercises and dynamic speakers.

« The brain behind the sale » was created to be accessible to anyone working directly or indirectly with customers: sales, customer services, administration, consulting.

Migrating from neurosciences (the study of the brain and human behavior), this training allows an understanding of the main seduction stimuli, the formulas to apply during a sales pitch, the way to transpose a rich and emotional message to make any offer a memorable experience.

Concretely, how do neurosales techniques apply in the real world?

It is a method that aims to identify the emotional and sensory factors that influence the consumer in the action of purchase.

The product is no more than a pretext. The customer buys a piece of experience to take home.

Finding the button that triggers a purchase is every sales rep's ultimate dream. What if that dream came true with « The brain behind the sale »?



By attending our seminar,
you will significantly increase your income,
you will go from PRODUCTIVE to PROFITABLE.



Become a NEUROSELLER !



THE BRAIN BEHIND THE SALE IS...

A multimedia seminar made up of 6 pre-filmed segments and explained in person by Martin Lespérance certified in neurosales and expert sales coach.

An entertaining learning experience uncovering the hidden secrets of **science** behind **selling**.



The three brains:

- Understanding their individual role
- The hierarchical mechanism
- Their impact in decision making



Are we easily influenced?

- 85% of decisions are irrational
- Lead and steer to influence
- Case studies



Cognitive stimuli to trigger memory impact:

- The 6 cognitive stimuli
- How to create a memorable impact
- Buying triggers



PRO tips and strategies:

- The decoy effect
- The anchoring effect
- Business terms



The 6 levers of influence:

- The science of persuasion
- Guiding the decision making
- Convincing the ethical way



The « yes set » technique:

- Customize affirmations
- Social mechanisms
- Increase conversion rate



The pygmalion effect:

- Limiting beliefs
- Building leadership
- Performance improvement

*bonus offered with
EXCLUSIVE & ELITE
packages



7 lessons to be a Sale's Elite:

- Value overprice
- Letting clients buy YOU
- Closing your sales

*bonus offered with the
ELITE package



Patrick Renaud
Neurovente

Martin Lespérance

WORKBOOK

In addition to the presentation, a relevant, practical and effective notebook is provided, including the theoretical elements of the presentation and various exercises to deepen the content of the training.

The notebook is sent in PDF format a few days before the seminar.

We recommend paper printing for all participants to facilitate note taking.



- ✓ 41 color pages
- ✓ Concrete exercises
- ✓ Pro Tips and bonuses



Patrick Renaud
Neurovente

Martin L'espérance

LEARNING ASSESSMENT

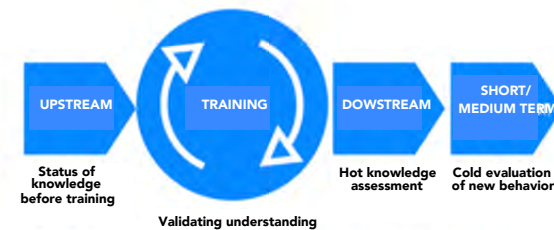
Following « **The brain behind the sale** » seminar, each participant undergoes a short evaluation.

In collaboration with the sales manager, participants are sent a short questionnaire by email in order to measure their understanding. The evaluation makes it possible to identify the points to be reviewed and optimizes the skills acquired during the training. **The results are compiled and returned to the sales manager.**



- ✓ 18 questions about the course
- ✓ Multiple choices
- ✓ 80 % required to continue

Training evaluation process



- ✓ Detailed individual results
- ✓ Measure attendance
- ✓ Find out topics to improve

 Afficher les noms		 Afficher les réponses		 Afficher les résultats																			
id	score %	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18				
Alexandre Barbier	78%	✓	78%	X C	✓ A	✓ C	✓ D	✓ D	✓ B	✓ B	✓ C	✓ C	✓ C	✓ A	✓ A	✓ A	✓ D	✓ D	✓ C				
Blanca Dupuis	0%																						
Bianca Dupuis	100%	✓	100%	✓ A	✓ B	✓ C	✓ D	✓ D	✓ B	✓ B	✓ C	✓ C	✓ A	✓ A	✓ A	✓ B	✓ D	✓ B	✓ C				
CAYER, SABRYNA	89%	✓	89%	✓ B	✓ B	X C	✓ C	✓ D	✓ B	✓ B	✓ B	✓ C	✓ B	✓ A	✓ A	✓ B	✓ D	✓ D	✓ C				
Francis Lachance	0%																						
Frederic B	84%	✓	84%	✓ B	✓ D	X C	✓ C	✓ D	✓ B	✓ D	✓ D	✓ C	✓ C	✓ A	✓ A	✓ B	✓ D	✓ D	✓ C				
Frederic Grondin	11%	✓	11%	✓ B	✓ D																		
Jacques Michaud	83%	✓	83%	✓ B	✓ B	✓ A	✓ B	✓ D	✓ D	✓ D	✓ C	✓ B	✓ A	✓ A	✓ B	✓ B	✓ D	✓ B	✓ C				
Joel Gagné	88%	✓	88%	✓ B	✓ B	✓ A	✓ C	✓ D	✓ B	✓ D	✓ C	✓ C	✓ A	✓ A	✓ B	✓ D	✓ D	✓ C	✓ C				
Luc Lacombe	94%	✓	94%	✓ B	✓ B	✓ A	✓ C	✓ D	✓ B	✓ D	✓ B	✓ C	✓ B	✓ A	✓ A	✓ B	✓ D	✓ B	✓ C				
Martin Lemay	78%	✓	78%	✓ B	✓ B	✓ B	✓ C	✓ D	✓ D	✓ D	✓ C	✓ B	✓ A	✓ A	✓ B	✓ B	✓ D	X C	✓ C				
Nadeau, Monique	0%																						
Patrick Renaud	0%																						
Ropel, Maxime	94%	✓	94%	✓ B	✓ B	✓ A	✓ C	✓ B	✓ B	✓ D	✓ D	✓ C	✓ C	✓ A	✓ A	✓ B	✓ D	✓ B	✓ C				
Rouge, Eric	72%	✓	72%	✓ B	✓ B		✓ A	✓ B	✓ B	✓ D	X C	✓ A	✓ C	✓ A	✓ A	✓ B	✓ D	✓ B	✓ C				
ROBIN GAUTHIER	83%	✓	83%	X C	✓ D	✓ A	✓ C	✓ D	✓ B	✓ D	✓ C	✓ C	✓ A	✓ A	✓ B	✓ D	✓ D	✓ D	✓ C				
Rouanne	82%	✓	82%	✓ B	✓ D	✓ A	✓ C	X A	✓ A	✓ D	✓ D	✓ C	✓ B	✓ A	✓ A	✓ B	✓ D	✓ B	✓ C				
Stéphan, Martin	32%	✓	32%	✓ B	✓ D	X C	✓ B	✓ D	✓ D	✓ D	X C	✓ C	✓ C	✓ A	✓ A	✓ B	✓ D	✓ B	✓ C				
Yannick	82%	✓	82%	✓ B	✓ B	X C	✓ C	✓ D	✓ D	✓ B	✓ D	✓ C	✓ C	✓ A	✓ A	✓ B	✓ D	✓ B	✓ C				
18 Total des classes																							

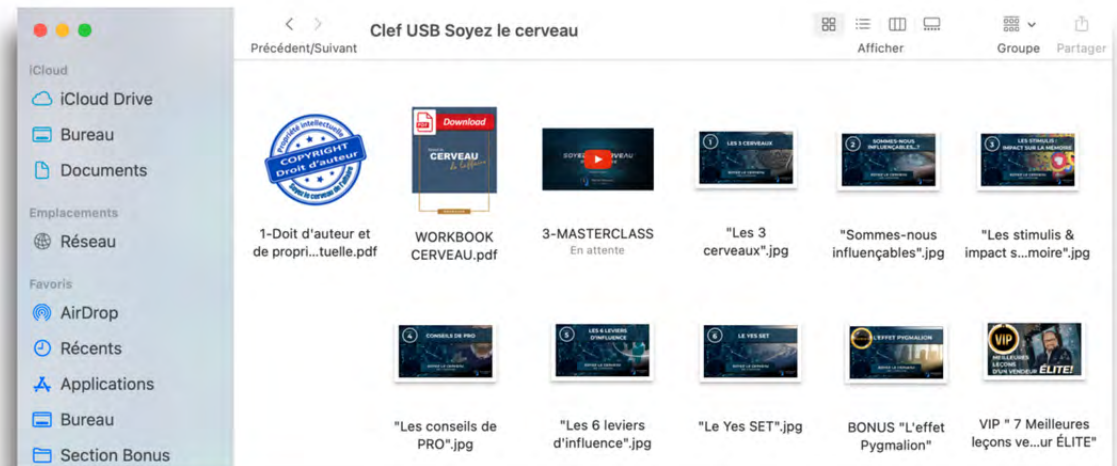
Lifelong

COURSE PLAN

Included with the ELITE package :

A USB key containing all 6 multimedia segments & the VIP segment "The Pygmalion Effect".

This key grants a lifetime access to the course plan, in order to review specific segments, and train new members of your sales team.



✓ 7 segments (15 min or less)

✓ 6 assessment questionnaires

✓ 150+ images

✓ 3 interactive quizzes

PATRICK RENAUD

Certified Practitioner
Applied Neurosciences



In sales since 1994, Mr. Patrick Renaud has many years of experience in sales management with diverse companies, mostly in the construction industry.

He has served as Vice-President / Sales and Shareholder at Vitrierie Lévis for many years, Director of Business Development for Maison Laprise Group, Vice-President of Sales at Caron & Guay (doors and windows), Director of Business Development for Lepage Millwork, founder of Équipe Éole specializing in Evolutionary Neurosale, and finally is a radio columnist for many radio stations across Quebec and Atlantic provinces.

Patrick is charismatic man with a baguette of experience and a passion to share !

MARTIN LESPERANCE

Certified Neurosales
Biologist and Educator

*"Martin has been doing this
for 40 years
Not 40 years behind a podium.
Forty years in the field."*



*Martin started as a gymnastics coach.
Then a medic in the Canadian Armed Forces Reserve.
Then a high school science teacher.
Then an advisor to the Quebec government.
Then national sales trainer at Bayer.
Then national director of sales training and development at Essilor.*

*Every role was about the same thing: helping people grow.
Today he delivers over 80 keynotes a year for organizations in banking, pharma, retail, associations,
and the public sector. He has inspired professionals from more than 20 countries, from Canada and
the United States to China, Thailand, and across Europe.*



TRAINING PACKAGES

Discover the levers of influence and the science of persuasion

PRO

Training Seminar
(Multimedia presentation)
60-90 min

+

Workbook (PDF)

+

Q&A



1 to 20 participants

EXCLUSIVE

Training Seminar
(Multimedia presentation)
3 hours

+

Workbook (PDF)

+

Evaluation (Web)

+



+

Training course
(Lifetime access USB)

ELITE



Bestchoice



6 x 60 min.
Training Seminar
(Multimedia presentation)
6 hours

+

Workbook (PDF)

+

Evaluation (Web)

+



+

Training course
(Lifetime access USB)

Recording allowed

* Applicable taxes. Training costs eligible for tax credits.
* Custom packages also available according to specific needs.

CERTIFICATION

SATISFACTION GARANTEED

100%



Certification sent by request for tax credits



Garantie 100 % satisfaction

If you are not fully satisfied, you can ask for a refund within 14 days.