

# NEURON SELLING CERTIFICATION



“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

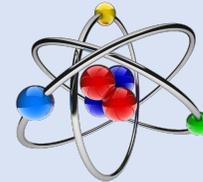
## Sales Challenges

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

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

What are the advantages of the **Neuron Selling Interactive Video eLearning Course**?

- 375% LinkedIn Connect Rate Increase
- 212% Higher Lead Conversion Rates
- 30% More Qualified Pipeline in 6 Months
- 20% Faster Sales Cycles



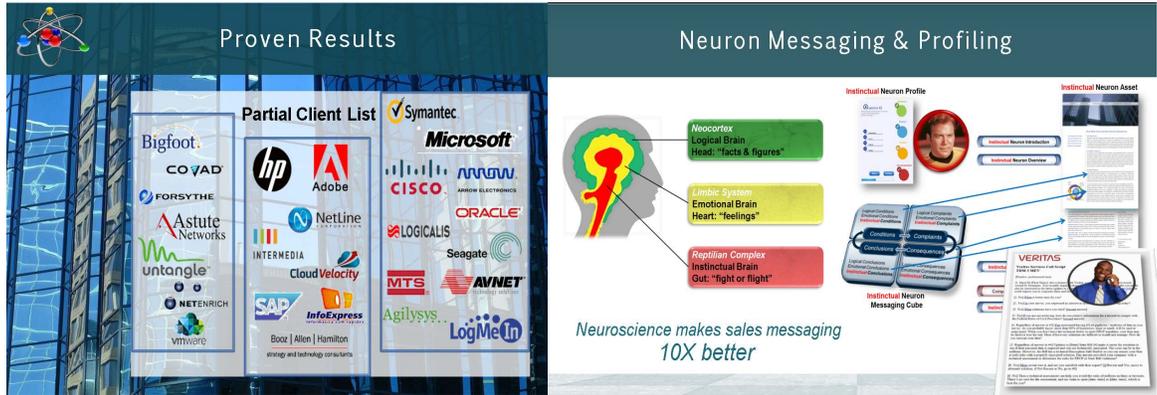
NEURON LEADERS  
Consulting Group

Neuron Social Selling, Content Marketing, Change Leadership

## Sales Answers

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 Selling** is based on 10 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 500,000 professionals & 50,000 partners worldwide. Unlike other sales training programs that are expensive, disruptive, and ineffective, **Neuron Selling** is fast, affordable, proven, and complimentary to any traditional sales training program. Included are immediately effective templates and deliverables such as a free **Neuron Personality Profiler App** and a **Neuron Goal & Task Manager**. Attendees receive a framed **Certification Plaque** and will learn the following:

- ✓ Neuron prospect profiling & Boolean searches to identify optimal contacts
- ✓ Advanced LinkedIn Sales Navigator social selling techniques & Group creation
- ✓ Neuron sales messaging to increase Connects & InMail responses & avoid "spam police"
- ✓ Compelling Neuron thought leadership social selling content recommendations
- ✓ Using Mirror Neurons to motivate immediate prospect response and action
- ✓ LinkedIn profile analysis and neuroscience-based prospect scoring
- ✓ How to raise oxytocin and dopamine levels to ensure prospects love you and your brand
- ✓ Adjusting your LinkedIn Profile & Neuron sales approach to attract prospects
- ✓ Creating instinctual motivators that raise norepinephrine and motivate prospects to act
- ✓ Limbic System Neuron Persuasion & Story Telling techniques to increase conversion rates
- ✓ Using Neuron Contrasts and the 3-Act Sales Play to shorten sales cycles



*“ 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 live **NeuronSelling** workshops and training programs. This eLearning Certification Course offers the same content in a self-paced web program and is ideal for on-the-go professionals or partners in sales, sales management, channel or OEM sales, demand generation, sales training or enablement, marketing, and related disciplines.

**What's Offered?**

This eLearning course consists of four self-paced one-hour interactive web video modules that include best practices, case studies, templates, and deliverables that can immediately accelerate sales results. Developed over a 10-year period and field-proven with industry-leading firms, Neuron Selling has delivered impressive results by using neuroscience-based sales messaging, sales enablement, advanced social selling techniques, and sales story-telling. This course is complimentary to popular sales methodologies & tools like LinkedIn Sales Navigator, Salesforce.com, etc.

**Why Attend?**

Your course instructor is a 25+ year executive consultant and *New York Times* bestselling author who will inform, inspire, entertain, and guarantee results. If you're not thrilled with this course, 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 a powerful **NEURON PROFILING APP** that matches your Neuron Profile with your prospects' to create a powerful social selling best-practices messaging and approach guide.

*Sign up for the Neuron Selling Certification Course today. PROCEEDS BENEFIT VETERANS.*



**TO SIGN UP TODAY**

Neuron Leaders 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, story-telling techniques, and cutting-edge neuroscience.

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