



# Neuromarketing: Understanding the Buy Buttons in Your Customer's Brain

By Patrick Renvoisé, Christophe Morin

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## Neuromarketing: Understanding the Buy Buttons in Your Customer's Brain

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How can the latest brain research help increase your sales?

Because people are inundated daily by an average of 10,000 sales messages, selling is now tougher than ever. That's why you need to learn what neuroscience has uncovered that will immediately increase your selling and influencing effectiveness.

Unveiling the latest brain research and revolutionary marketing practices, authors Patrick Renvoisé and Christophe Morin teach highly effective techniques to help you deliver powerful, unique, and memorable presentations that will have a major, lasting impact on potential buyers such as:

- The 6 stimuli that *always* trigger a response
- The 4 steps to align content and delivery of your message
- The 6 message building blocks to address the "old brain"
- The 7 powerful impact boosters to set your delivery apart from the rest

Once you know how the decision-making part of the brain works, you'll quickly begin to deliver more convincing sales presentations, close more deals, create more effective marketing strategies, and radically improve your ability to influence others.

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### **Editorial Review**

#### About the Author

Patrick Renvoise grew up in France, where he received a Masters in Computer Science. Focusing his career on sales, he spent several years in global business development, first at Silicon Graphics, where he initiated, closed, and managed multimillion dollar international OEM agreements. He served as Executive Director, Business Development & Strategy at Kleiner Perkins, where he sold supercomputers and software to NASA, Shell, Boeing, BMW, and Canon. Christophe Morin's passion is to help companies clearly identify what motivates and frustrates their prospects so that they can develop sustainable competitive strategies. Morin was CMO for rStar Networks, a company that develops private networks for Fortune 500 companies. Prior to that he was VP of Marketing and Corporate training for Canned Foods, Inc., one of the largest grocery remarketers in the world. He graduated from ESC Nantes with a BA in Marketing and received an MBA from Bowling Green State University.

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