



## THE NEUROSCIENCE OF SALES EFFECTIVENESS

### NeuroSales Solutions

Applied neuroscience now provides sales professionals with evidenced based strategies to improve their abilities in self management, rapport, relationships, influence and understanding around decision making – particularly in B2B sales.

*“Neuroscience to enhance sales effectiveness”*

### Neuroscience of Sales Effectiveness Workshops

These workshops are designed over 1 day and provide the neuroscience behind advanced sales strategies to improve performance.

Sales people will learn the neuroscience of:

- Personal improvement and goal achievement. How to use your brain more effectively to achieve stretch the goals and performance improvements you desire
- Empathy and it's development for building rapport and valued relationships. Gain understanding of mirror neurons, their role in building trusted relationships.
- Decision making – the important roles, two distinct areas in our brain have in this process. How to understand and influence more effectively, by understanding the real motives for purchasing.
- Social motivators influencing whether someone will buy from you. Find out the five domains that will determine whether someone will do business with you.

Each of these will be structured to develop an understanding of how the brain works and strategies to improve a sales person's ability in each area.

### Coach/Training Combination

The most effective sales transformation comes from a combination of leadership and advanced coaching. Coaching following the training allows the sales person to practise and develop skills, while being stretched and encouraged to embed them as new habits.

### What leaders say about neuroscience for improved effectiveness

*“The incorporation of neuroscience in leadership and thinking was extremely beneficial and of great interest.”*

Sam Iacono, Regional Sales Manager, **NEC Australia**, Oct 2011

*“When Key Account Management principles were introduced with neuroscience, the relevance of both became infinitely valuable.”*

Scott Conchar, National Key Account Manager, **Moet Hennessey Australia**, October 2011

*“Kristen was very insightful and the neuroscience on how the brain works and why people react the way they do, opened my eyes to a new way to approach clients”*

Nelson Solinap, State Account Manager, **Sony Computer Entertainment**, August 2011

*“Understanding how our brains work, how the buyer's brain processes thoughts and how the process affects their purchasing decisions was a real eye opener and can now be applied to the sales effort”.*

Amir Demiri, State Sales Manager NSW, **Programmed**

*“Without doubt, neuroscience is the next step in improving sales and understanding the motivations to purchase”.*

Mladen Vuksanic, Business Development Manager, **Programmed**

### Sales Management Case Study

ANZ has embarked on utilising Neuroscience to Improve Sales Effectiveness. They utilised a combination of training and coaching to enhance the ROI of training with some significant results. This included performance improvements 30% better than the control group and an additional \$2m in revenue.

They are now embarking on a global rollout. Information from Craig Taplin, Global Head of Sales Effectiveness, ANZ Global Markets, CSE 2011 Conference October 2011.

Kristen Hansen, the Director of EnHansen Performance completed a Post Graduate Certificate in Neuroscience of Leadership through Middlesex University, UK. Coupled with 20 years experience in Sales Management positions for Australian Corporations such as News Limited, Fairfax Publishers and Pacific Dunlop and 7 years as a Leadership and Executive Coach, Kristen has developed workshops that transform performance.

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