



Selling To The Old Brain

New discoveries in brain research empower you to influence any audience, anytime



About the presenter: Christophe Morin has more than 20 years experience in management, marketing and business development. Christophe has made multiple media appearances and is co-author of *Selling to the Old Brain*. He holds an MBA from Bowling Green State University. Learn more at their website: <http://www.salesbrain.net>

DATE:

Friday, May 5, 2006

REGISTRATION:

Begins at 7:45 am
Seminar: 8–10 am

LOCATION:

Finley Center
2060 W. College • Santa Rosa

COST:

\$25 advance reservation and payment, \$30 at the door.
Includes Continental Breakfast.

BONUS WORKSHOP

Date: May 19, 2006, 9 am–1 pm

Location: Finley Center
2060 W. College • Santa Rosa

Cost: \$150. Advance registration only. Space is limited. Payment must be received by May 18th

SPECIAL OFFER:

Pre-register for the companion workshop by May 12 and receive a copy of *Selling to the Old Brain* for a 50% discount.

Sponsored by:



The Center for Entrepreneurial Excellence

in partnership with the Redwood Empire Small Business Development Center

During this exciting breakfast briefing, you will learn...

- What the latest brain research says about the true 'decision center', the 'Old Brain'
- The six stimuli that persuade the Old Brain
- Revolutionary 4-step process that empowers you to build and convey your message in a unique, memorable and powerful way

Christophe will provide us with a simple, rational process for speaking the secret language of the "Old Brain"—a skill designed to help close deals, quickly raise money to grow one's business, and boost the impact of all your marketing messages.

"This makes even the newest sales methodology seem old-fashioned." — Steven Snyder, Brain Mind Researcher

Who Should Attend?

Business Owners • Entrepreneurs • Salespeople • Inventors • Marketers

To Register:

Send check or money order to CEE • POB 203 • Cotati, CA 94931 or call Cynthia Riggs • (707) 823-1602 • cynthiar@comcast.net

The Entrepreneurial Exchange Pact:

Entrepreneurs place top value on practical opportunities to learn from each other and the experts in subjects uniquely relevant to entrepreneur-hood. We commit to delivering a perfect blend of networking and instruction.

The Redwood Empire SBDC at Santa Rosa Junior College is an affiliate of the Northern California SBDC Program sponsored by: San Jose State University Foundation, the California Community College's Economic and Workforce Development Programs and the U.S. Small Business Administration. This is a partnership program under the current Cooperative Agreement with the SBA and the San Jose State University Foundation. Any opinions, findings, conclusions or recommendations expressed are those of the presenter(s)/author(s) and do not necessarily reflect the views of the sponsoring entities. All services are extended to the public on a non-discriminatory basis. Reasonable accommodations for the disabled will be made, if requested in advance.

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