

Neuroscience Principles

To “Wake Up” the
Emotional Brain and
Shorten Sales Cycles

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Objectives:

1. Six Stimuli that “Wake Up” the decision-making part of the brain
2. Cognitive Biases/Shortcuts the brain uses to make decisions
3. Practical Applications to use these principles in the selling process



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The Old Brain Makes The Decisions



**THE RATIONAL
(NEW) BRAIN**



**THE EMOTIONAL
(OLD) BRAIN**



**THE REPTILIAN
(OLD) BRAIN**



Buyers Buy on Emotion and Justify with Logic

- Three companies are in competition and all have great logic (quality, price, service). Which one does the buyer choose?
 - The seller that has made the strongest emotional connection

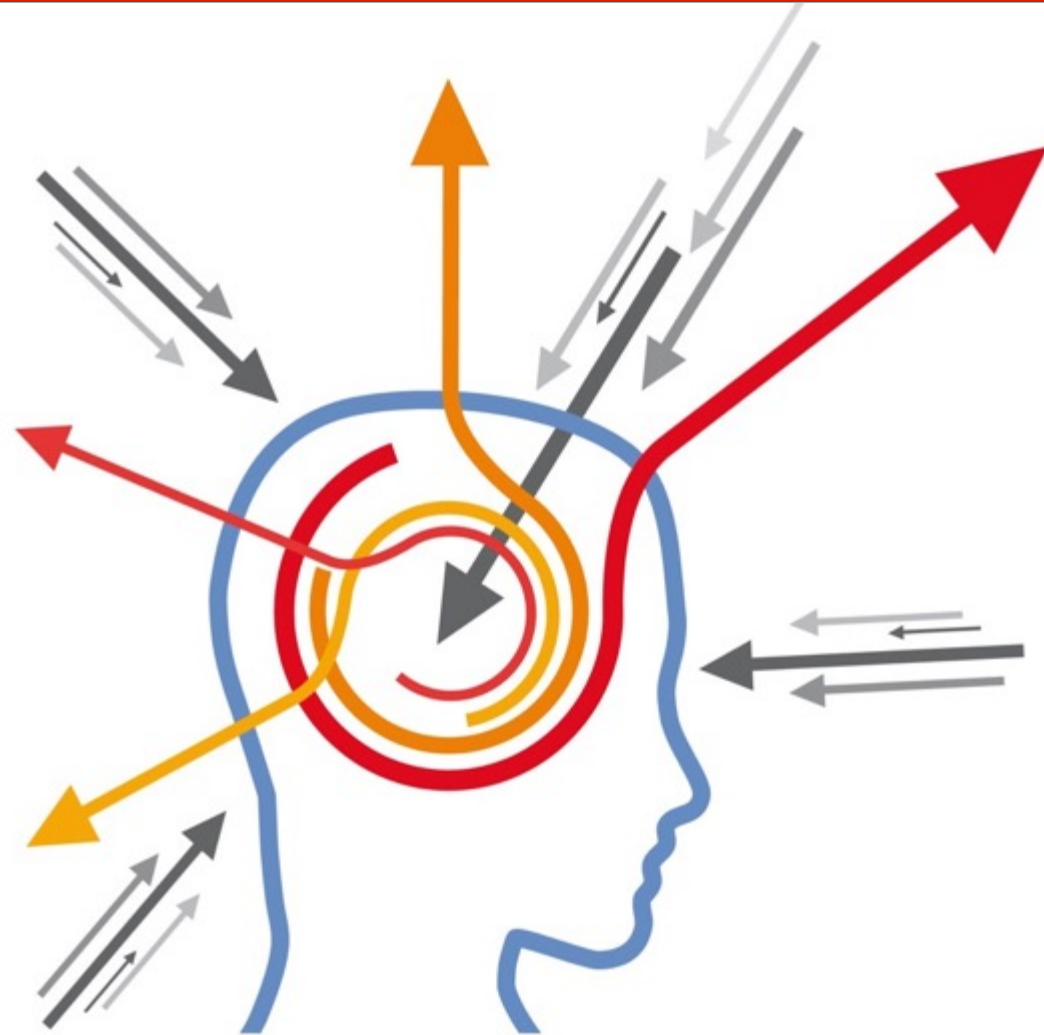


Practical Application

You must have competitive offerings to supply the logic so that the buyer can buy you and your offerings on emotion

The Old Brain Responds to Six Stimuli

1. ME! ME! ME! Focused
2. Simple, Easy to Grasp Ideas
3. Beginning and End
4. Clear Contrast
5. Images (Pictures/Videos)
6. Engagement/Excitement (Emotion)

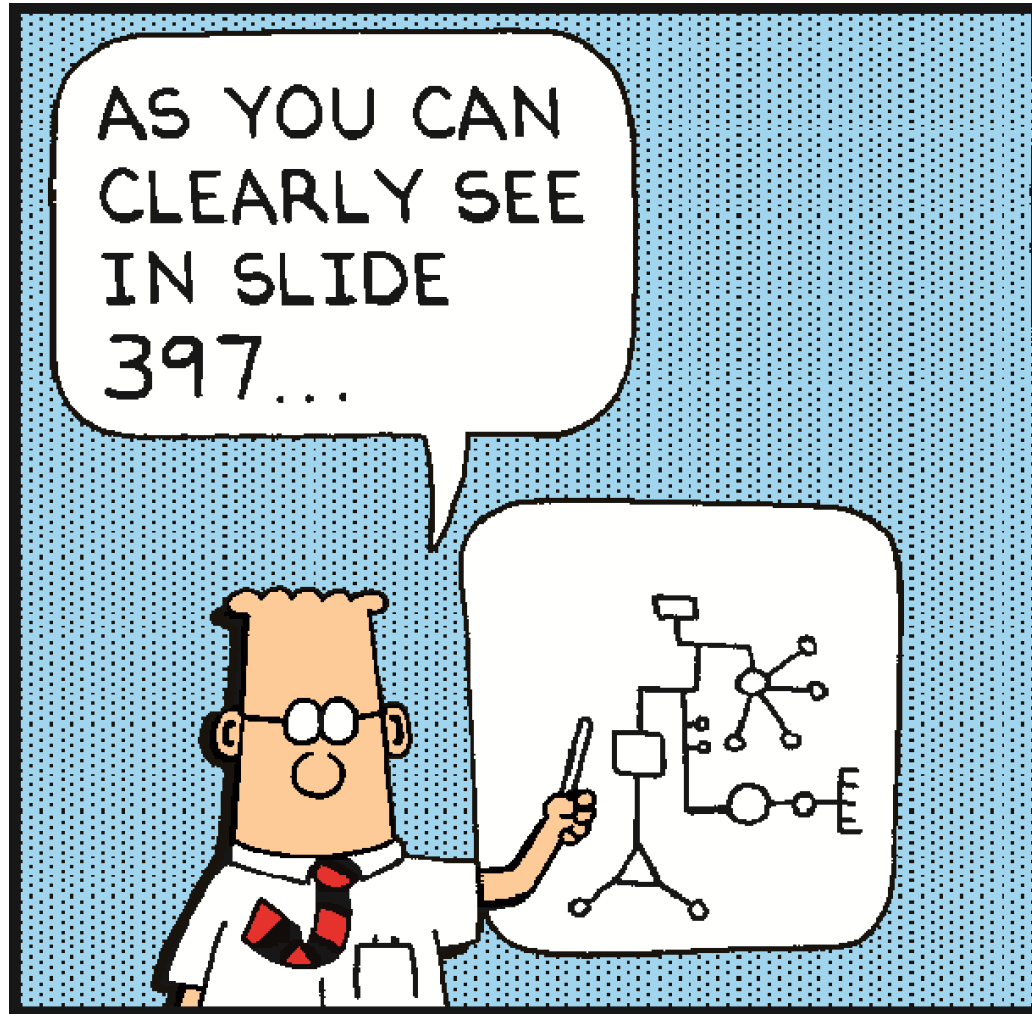


The 1st Old Brain Stimulus (ME! ME! ME!)

- The Old Brain does not care about your product



The Old Brain is Asleep During Your Presentation



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The 1st Old Brain Stimulus (ME! ME! ME!)

- The Old Brain does not care about your product
- It only cares about its specific needs and how you can satisfy them

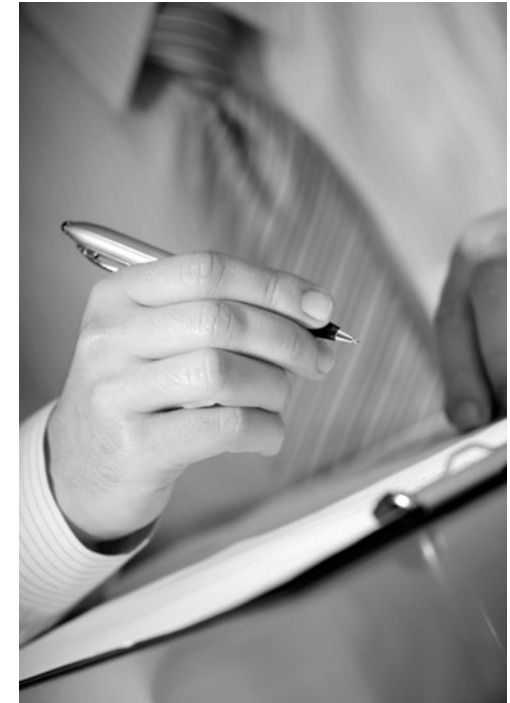


Practical Application (Presentations)

Do not start your presentation with a description of **YOUR** capabilities
Start your presentation with your understanding of **THEIR** needs

The 1st Old Brain Stimulus (ME! ME! ME!)

- The buyer's Old Brain is NOT stimulated when listening to the seller talk
- When first engaging with the buyer, get them to talk about themselves:
 - The good feelings generated in the buyer's Old Brain exceed those generated by eating or romance



Practical Application (Rapport Building)

Use Crystal Knows and LinkedIn to thoroughly research the buyer
In the conversation with the buyer, use the word “*you*” frequently

The 2nd Old Brain Stimulus: Easy to Understand



We have a flexible, scalable, integrated solution that has 15 exit waypoints.

Practical Application: "KIS"

The 3rd Old Brain Stimulus: Beginning/End



The 3rd Old Brain Stimulus: Beginning / End



1. Tell them what you are going to tell them
 - Describe the impactful story from the Bible
2. Tell them
3. Tell them what you told them

The Architecture for a Great Sermon

The 3rd Old Brain Stimulus: Beginning/End

Practical Application

ALWAYS begin and
end with **EMOTION!**



The 4th Old Brain Stimulus: Clear Contrast

- The Old Brain will make a quick **NO** decision about similar (boring) patterns
- The Old Brain likes what's **NEW** better than what is improved
 - The Old Brain loves bright, shiny, stark differences
- We are one of the leading ... (Old Brain yawns)
- **We are the ONLY provider** (Old Brain wakes up)



Practical Application

To make a difference, you must be different

The 4th Old Brain Stimulus: Clear Contrast

“We have been in business for 35 years! We have great customer service. We have a strong engineering team.”

BLAH
BLAH
BLAH



Practical Application

Even the new brain stays asleep

The 4th Old Brain Stimulus: Clear Contrast



“We are the only global sales training company where every trainer is a former CEO of a company.”

“ REALLY?!”

- Use a maximum of 3 differentiators.
(Why buy from your company?)

Practical Applications

Your message must be **different/unique** to wake up the Old Brain

Unique Selling Propositions (USP) show the difference

A company **WHY** can show how your company is different

The 5th Old Brain Stimulus: Images

- The Old Brain only stores images
 - Uses them for pattern matching
 - Written words have little influence

Practical Application

The Old Brain does not
hear your words;
your pictures/videos
should be
self-explanatory



The 5th Old Brain Stimulus: Images

- When we watch a movie, our New Brain knows it is Hollywood (*a made-up story*)
- Most movies evoke strong emotions in the Old Brain
 - **The Old Brain thinks that it is part of the movie**
 - A flood of hormones are released and we cry or laugh



Practical Application

Use pictures and videos in your proposals, presentations and on your website

The 5th Old Brain Stimulus: Images

- Props create memory pictures in the Old Brain

Practical Application

Use 3D props in your presentations and show booths whenever possible



The 6th Old Brain Stimulus: Engagement/Excitement

- The biggest generator of emotion is a **customer story**
- The buyer's Old Brain can **feel itself in your story**
- Equivalent stories for them are created in their brain

Practical Applications

Use stories when convincing prospects
The great salespeople are **great storytellers**

The 6th Old Brain Stimulus: Engagement/Excitement

The Optimum Story Architecture

- Must directly relate to the buyer.
- Make it personal about one of your customers.
- Must have a clear point.
- Include details to show that you really lived it with the customer.
- Include the **financial ROI that your customer realized.**

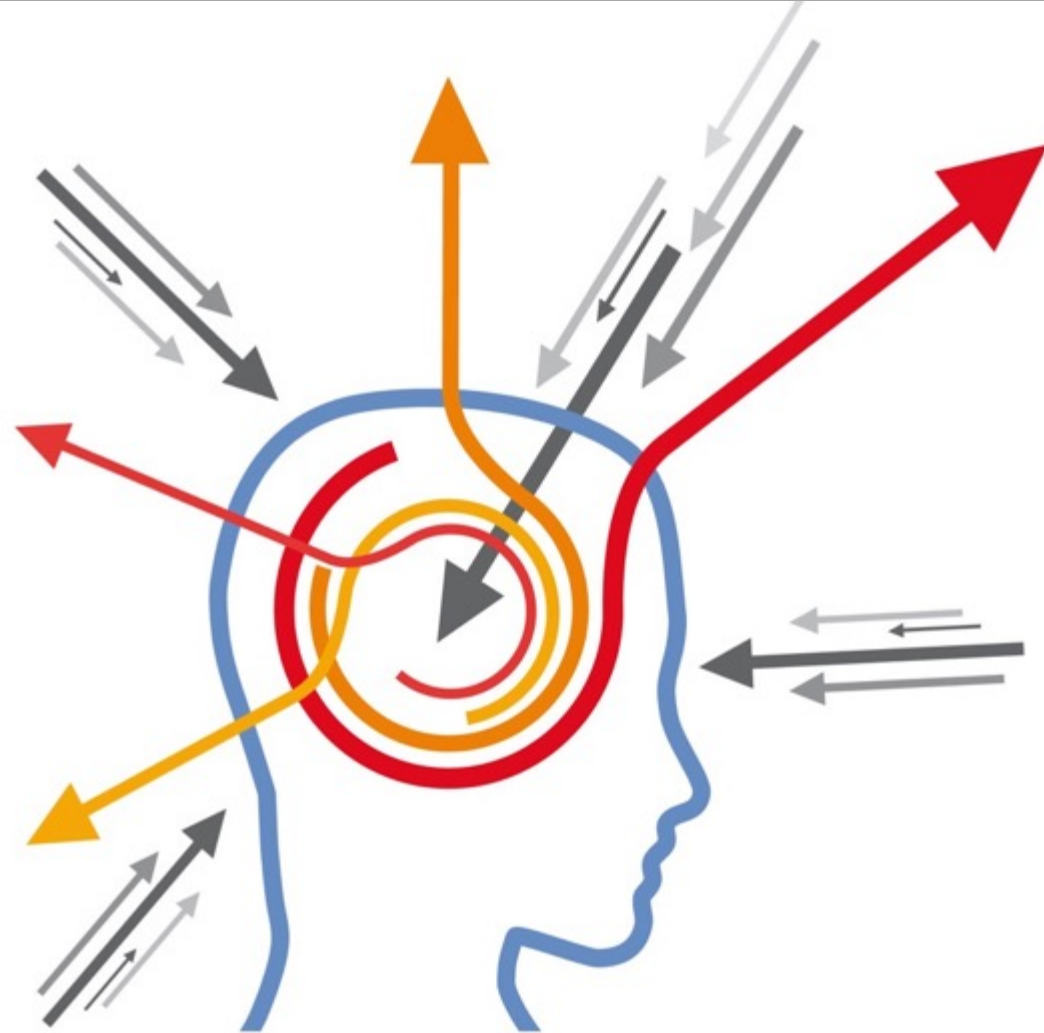


Practical Application

- Provide website videos of your customers expressing how you have helped them
- Provide marketing one-pagers of other testimonials

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The Old Brain Creates Cognitive Biases (Shortcuts / Rules of Thumb / Tendencies)



- Complex organ:
 - 100 Billion neurons
 - Each neuron has 10,000 connections (synapses)
- Decisions take lots of energy
- At rest the brain expends 20% of the total calories burned by our body
- The Old Brain has developed shortcuts to save energy

Practical Application

Use the cognitive bias to positively influence prospects

Cognitive Bias Example

Where there
is **smoke**,
there is...



Cognitive Biases

Compliment

Reciprocity

Similarity

Anchor

Status Quo

Single Option Aversion

Choice Paradox

Rationale

Consistency

Commitment



Compliment Bias



- We are biased towards people who compliment us
- The compliment can be about them, their product, their website, their spaces or their company

Practical Application

**Compliment
the buyer**
early in the conversation

Reciprocity Bias

- When we give something to another person, their Old Brain feels obliged to reciprocate
- Reciprocity is a stronger motivator of behavior than the likeability bias
- The buyer will reciprocate with increased responsiveness and insight into their needs
- At a trade show if you take their gift, you are more likely to listen to their pitch



Practical Applications

In every interaction, give something extra

Add useful content to all interactions with the prospect

Similarity Bias

- We like people who are like us in dress, looks and interests
- We are more likely to buy from salespeople who are similar in age, religion, politics and sports preferences



Practical Applications

Find similarities using thorough research (e.g. LinkedIn/Crystal Knows)

Use NLP techniques to help the buyer feel safe with you

Anchor Bias



- The Old Brain creates information anchors to be able to make rapid future judgments
- There is a tendency to look for the negative aspects of subsequent information

Practical Application

If you can, always be the **FIRST COMPANY** to present

Status Quo Bias

- The Old Brain prefers the default position (knows it's safe)
- Your biggest enemy is the status quo
 - Not your competition
- Change involves risk and pain for the buyer
 - Switching costs from one supplier to another
 - All change is painful, even good change
 - Buyers will not change for a small improvement (e.g. 4%)



Practical Applications

Provide a switching cost strategy.
Emphasize how easy your solution is to implement (painless).
It takes 15% improvement in a significant financial metric to get a prospect to switch to your solution.

Single Option Aversion Bias

Based on multiple study results:

- Offer one solution:
10% will buy
- Offer two different similar solutions:
64% will buy one
(a 640% difference in closing rates)



Practical Application

Never offer just a **single solution**

Choice Paradox Bias

- The Old Brain likes to have choices, but not too many
 - Three is the maximum
- Too many choices leads to indecision and confusion
 - Will a confused Old Brain make a decision? (No!)



Practical Application

Never offer more than three options

Rationale Bias

- We are much more likely to take ACTION when provided a reason to do so (“because”)
 - Even if the reason doesn’t make sense at all!

A woman with curly hair is sitting on a couch and talking to a young girl. The woman is pointing her finger towards the girl. The girl is looking at the woman with a curious expression.

Practical Application

When asking the buyer to agree to the next step, give them a reason to do so

Consistency Bias



- The Old Brain likes to stay consistent with previous decisions
- It's easier to make a large commitment when the Old Brain has made a series of small commitments of the same type

Practical Applications

At the end of every customer interaction, **close the next step**
Complete the step by asking a question (get the buyer to say “yes”)
Always give them a reason why the next step is important (because)

Commitment Bias

- The stronger we commit, the more likely we will follow through.
- Increased levels of commitment occur when we:
 - Make an intentional decision to commit to a goal
 - Write our commitment down
 - Share our commitment with others
 - State our commitment publicly
 - Periodically review the status of attainment with our boss.
- Berkshire Hathaway's 50 years experience with the executive team shows an increase of about 20% in the probability of goal attainment with each step.



Practical Application

Insist that salespeople completely commit to their goals.

Cognitive Biases

Compliment

Reciprocity

Similarity

Anchor

Status Quo

Single Option Aversion

Choice Paradox

Rationale

Consistency

Commitment



The Bottom Line for Sales

Buyers become extremely attached to salespeople who demonstrate that they:

- Get the buyer (emotional connection)
- Get the buyer's unique problem (listen)
- Bring customized solutions that solve the buyer's problems
- **Know how to sell to the buyer's Old Brain throughout the sales process**



Practical Application

Problem solver salespeople are the
CHAMPIONS OF THE BUSINESS WORLD

Call to Action

Are your salespeople experts on how to sell to the buyer's Old Brain?

What if they were?

Imagine the impact on you and your company

Feel your Old Brain wake up?



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