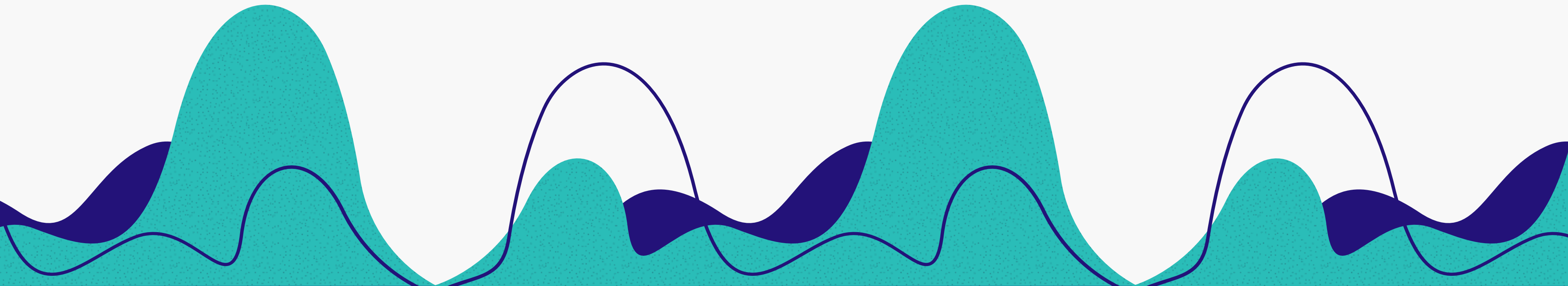


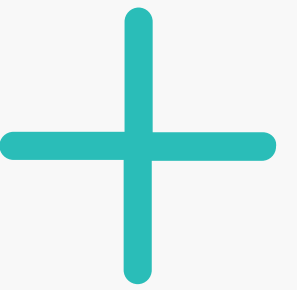
Selling with Neuroscience

Hack Your Brain to Crush Outbound



With Futurist: Justin Michael





TECHNOLOGY QUOTIENT (TQ)

TQ is our ability to assimilate or adapt to technology changes by developing and employing strategies to successfully include technology in our work and life.

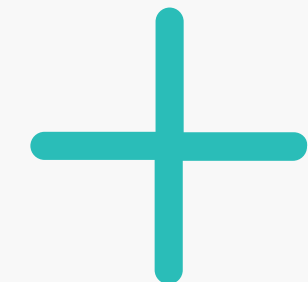
- HBR

World's First TQ Test is Being Developed

- Intelligentsia of sales i.e. professors, scholars, engineers, neuroscientists
- TQ can be developed via exercises
- Few will pass and the outcome is to become a **'Salesborg'** i.e. **Seller + Cyborg**



Source: Villanova University



VISUAL PROCESSING 60X

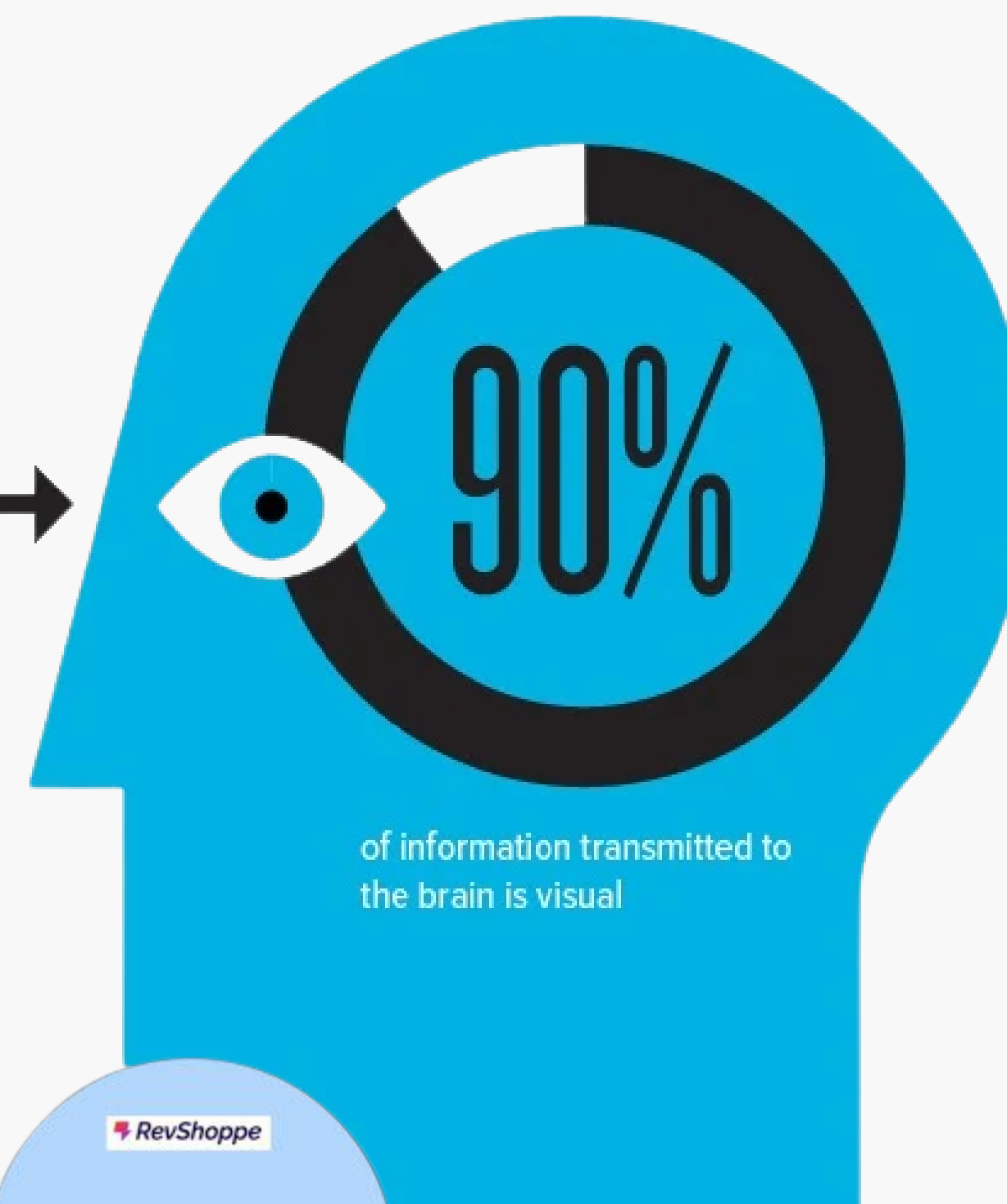
Our brains process visual content at an incredibly high speed.



Visual information gets to the brain

60,000 TIMES FASTER

than text



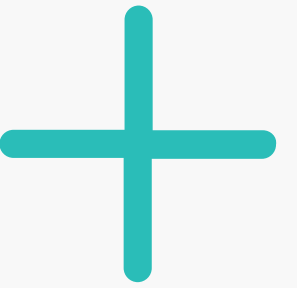
of information transmitted to the brain is visual

Source: Erin McCoy

Why Are We Relying on Words in Email?

- We Should be Using More Visuals Elements
- Think like a Product Marketer - Use Venn Diagrams
- Build GIFs for 'aha!' moments in the demo
- What about spam catches? Nest in 2nd or 3rd touch





POLARITY SHIFTING

Tonality is everything on the phone.

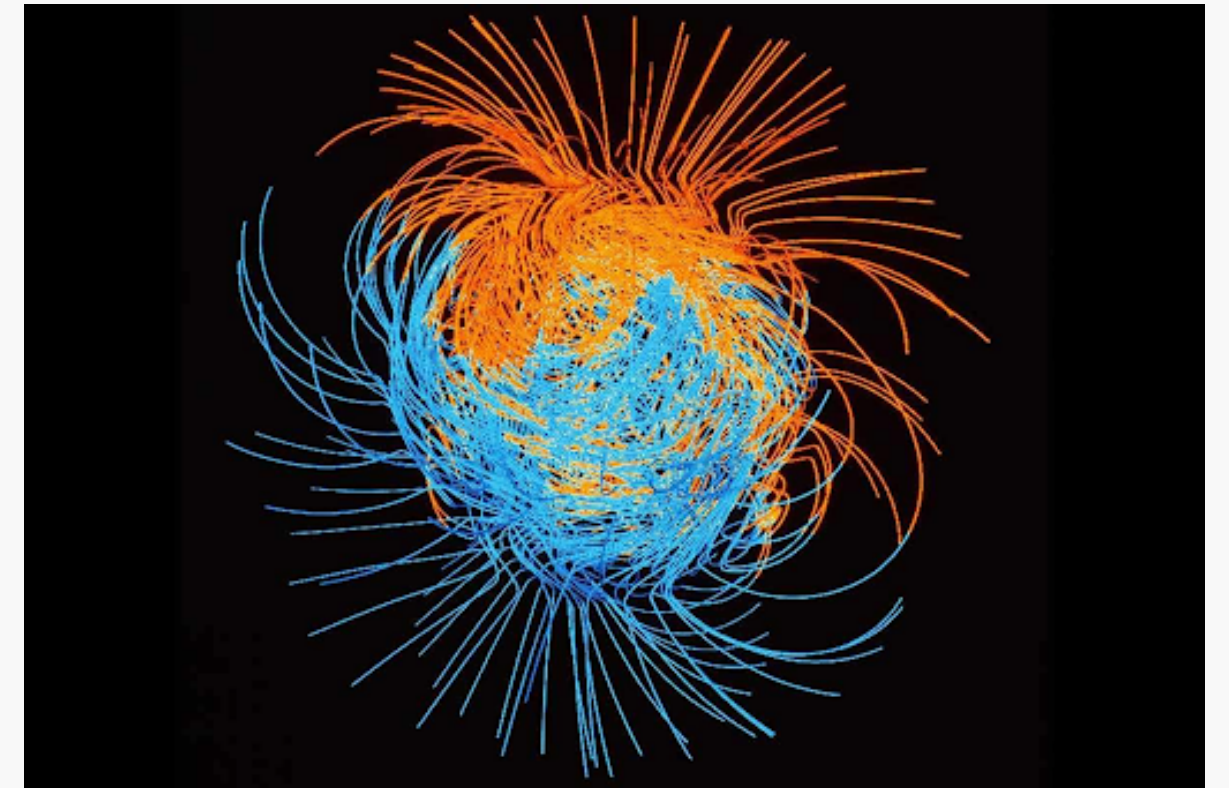
Actively listening stimulates a dopamine hit. Whomever is listening is actually controlling the call. SPIN questions enable this.

The full sales cycle is subject to polarity as is the first call. This should be your goal!

You can hide your face but you can't hide your **voice**.

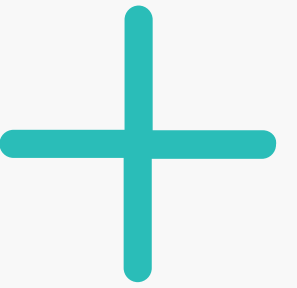
Phone is Tone/Vibration & Transfer of Power

- Contrary to popular belief, it's not about scripts and rebuttals
- Focus on getting the prospect to talk 95% of the time
- Vampire Theory - the vampire must be asked over the threshold



Source: geology.com





NEUROPLASTICITY

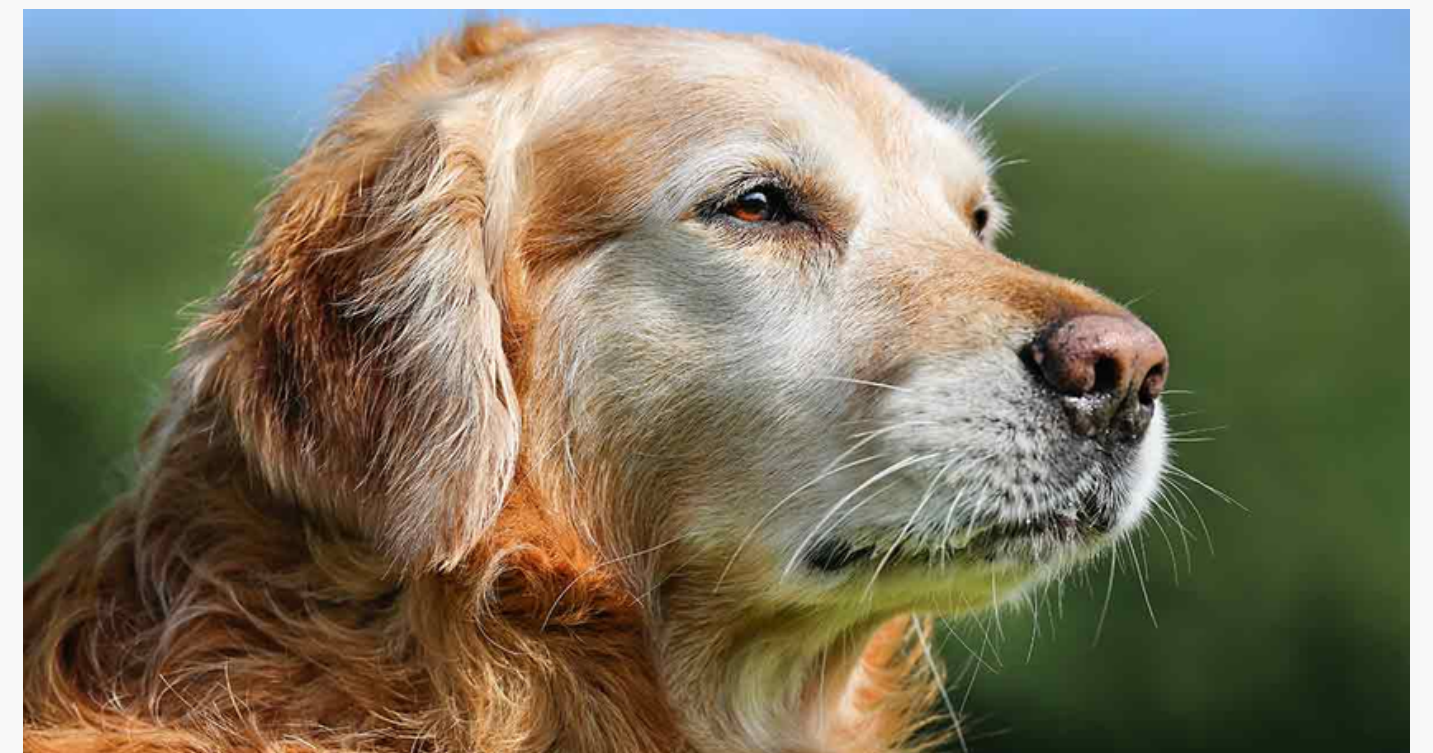
The ability of the brain to form and reorganize synaptic connections (especially in response to learning or experience following injury).

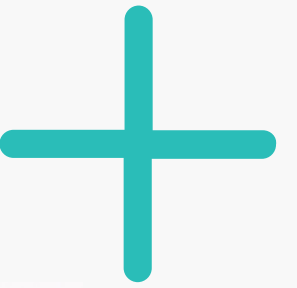


Source: neldc.org

Yes, You CAN Teach an Old Dog New Tricks

- We have had this version of the brain for 40,000 years so not much changed in sales last 20 years
- Spies learn Conversational Romanian at 40 years old via Berlitz / Rosetta Stone
- It takes 18 - 254 days for a person to form a new habit. - European Journal of Psychology





SELECTIVE AWARENESS

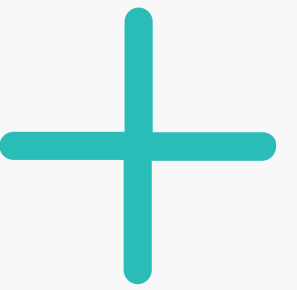
Once a trigger event occurs, you enter a window of dissatisfaction per Craig Elias in which you start to see the outreach.



Source: speareducation.com

The Brain Is a Forgetting Machine

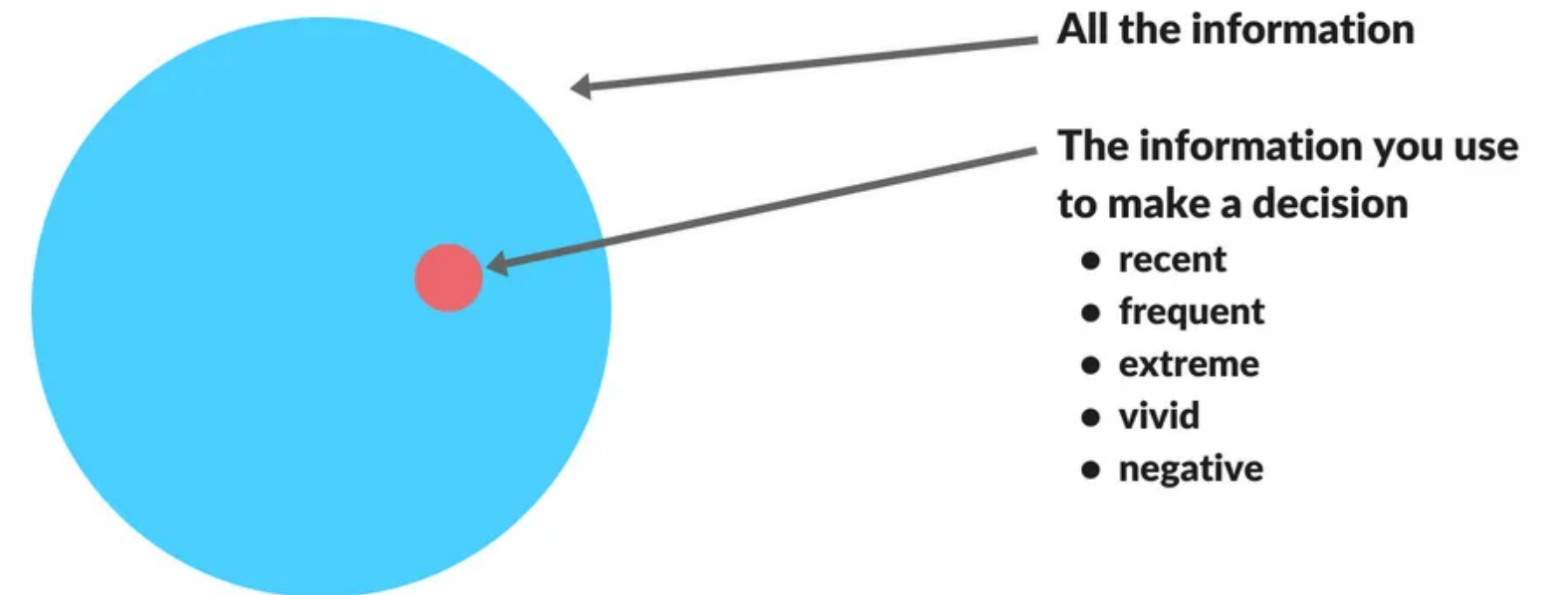
- The truth is most messaging is left brain with facts and figures so it fails
- Forgetting is necessary for maintaining a healthy brain
- One human brain is equivalent to every supercomputer on Earth



HEURISTICS

Any approach to problem solving that uses a practical method or various shortcuts in order to produce solutions that may not be optimal but are sufficient given a limited timeframe or deadline.

The availability heuristic



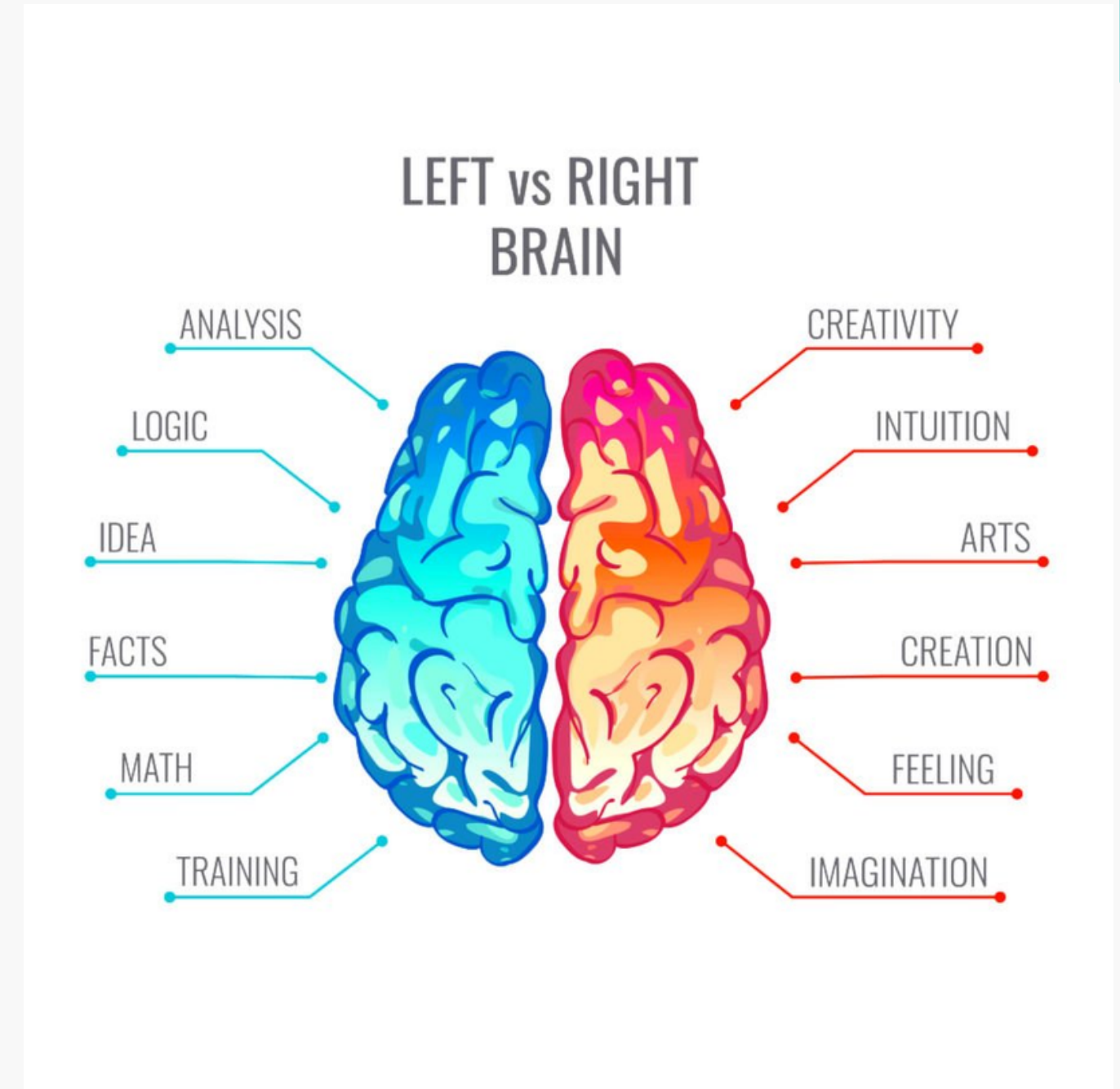
Linguistics & Templates Are Just Heuristics

- What does the text mean on a meta level
- Example = Humor opener, social proof
- Think of writing emails like building puzzles



LEFT BRAIN / RIGHT BRAIN

The theory is that people are either left-brained or right-brained, meaning that one side of their brain is dominant



Emotional Resonance Triggers the Right Brain

- The truth is most messaging is left brain with facts and figures so it fails
- People **buy on emotion** and **close on logic**
- Innuendo and subliminal messaging is a linguistic phenomenon

Source: lucidmindcenter.com



PERSUASION

Cialdini's Magnum Opus relates to neuroscience.

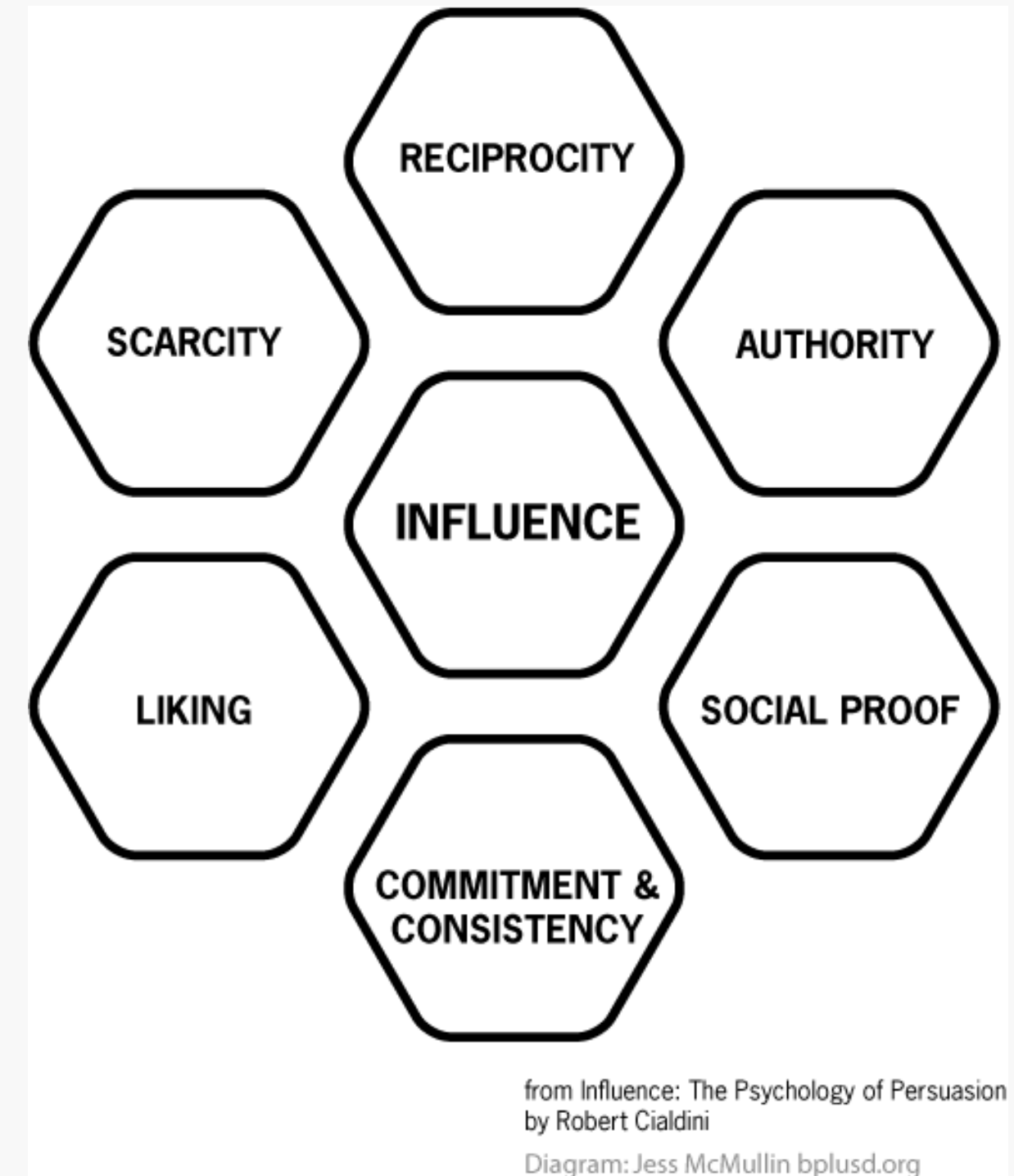
More emotion-focused people are more persuaded by emotionally evocative ads and more rationality-focused people are more persuaded by rational ads.

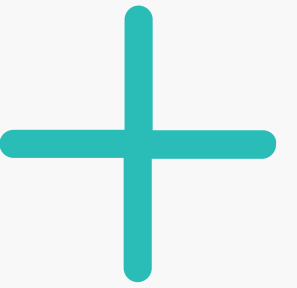
"New evidence suggests tailored messages activate the same self-focused brain areas that we know enhance persuasion."

– Psychology Today

Relevance at Scale Replaces Personalization at Scale

- Focus on a relevant work problem you solve and become very eloquent in it
- Cite specific "social proof" - pertinent customers by vertical that relate to persona/ICP
- When you've been very assertive/assumptive, prospects feel they must reciprocate

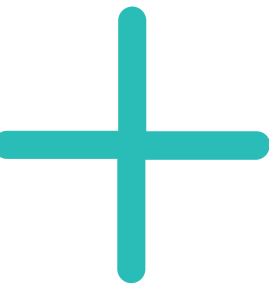




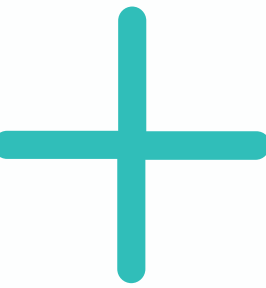
KEY TAKEAWAYS

Think about how your brain is processing information to align your outbound email process:

- **Emails should look like text messages.**
Think about it? FB Messenger, IG DMs, Snap, WhatsApp, Text? Brain processes 3 sentences in 3.3 seconds vs. 13 seconds.
- **18 words between the subject line and preview text.**
You get 18 words between the subject line and preview text - make them count!
- **Emails need to be visual, not just text.**
Explore Venn Diagrams and Product Marketing Visual themes
- **Stimulate the left AND right hemispheres of the brain.**
Ensure there is emotional resonance that triggers Fear/Pain - strongest emotion to CHANGE



Got a Question?



Thanks for Joining Us!
Stay tuned for our next event