Let's Get Neuro

THE PRIORITY SALE®

Discover the neuroscience behind human decision-making and what it means for how we sell.

Click the first lesson below or Start above to begin.

KNOWLEDGE CHECK

SUMMARY

INTRODUCTION

In The Buyer's Playbook, we talked about how buyers move through the phases of Priority, Planning, and Procurement. We also raised the concept of a moment of truth to place emphasis on how significant our interactions with prospects can be, no matter when in the sale we encounter them.

That said, there's a definite difference in what's possible in sale when you enter at Priority versus when you enter at Procurement (remember the race to the bottom and what that does to time and margin potential?). Priority sales offer you a much greater opportunity for influence and margin. But how do you get there? **How do you get the attention of a high-level decision maker who is not necessarily looking for you?**

That's where we're going next. Click Continue to begin.

CONTINUE

Why is it so hard to become a priority?

How do you stand out in a crowded marketplace? Especially when you're selling to larger and larger buying committees who are leaving you out until the very end of the sale?

By understanding how the brain makes buying decisions, you can improve your chances, speed up the sale and win more deals.

In this course, you'll learn:

- Why a different approach is needed for your target audience
- How humans make decisions and why that matters
- How to wake up the brain to gain and keep the attention of your prospects

CONTINUE

MEET YOUR REAL PROSPECT

First, let's think differently about our prospect.

If we ask, "Who do you sell to?"

Most folks say, "I sell to **people**."

That's true, but it doesn't go far enough.

To understand your prospect, you have to understand their **brain**.

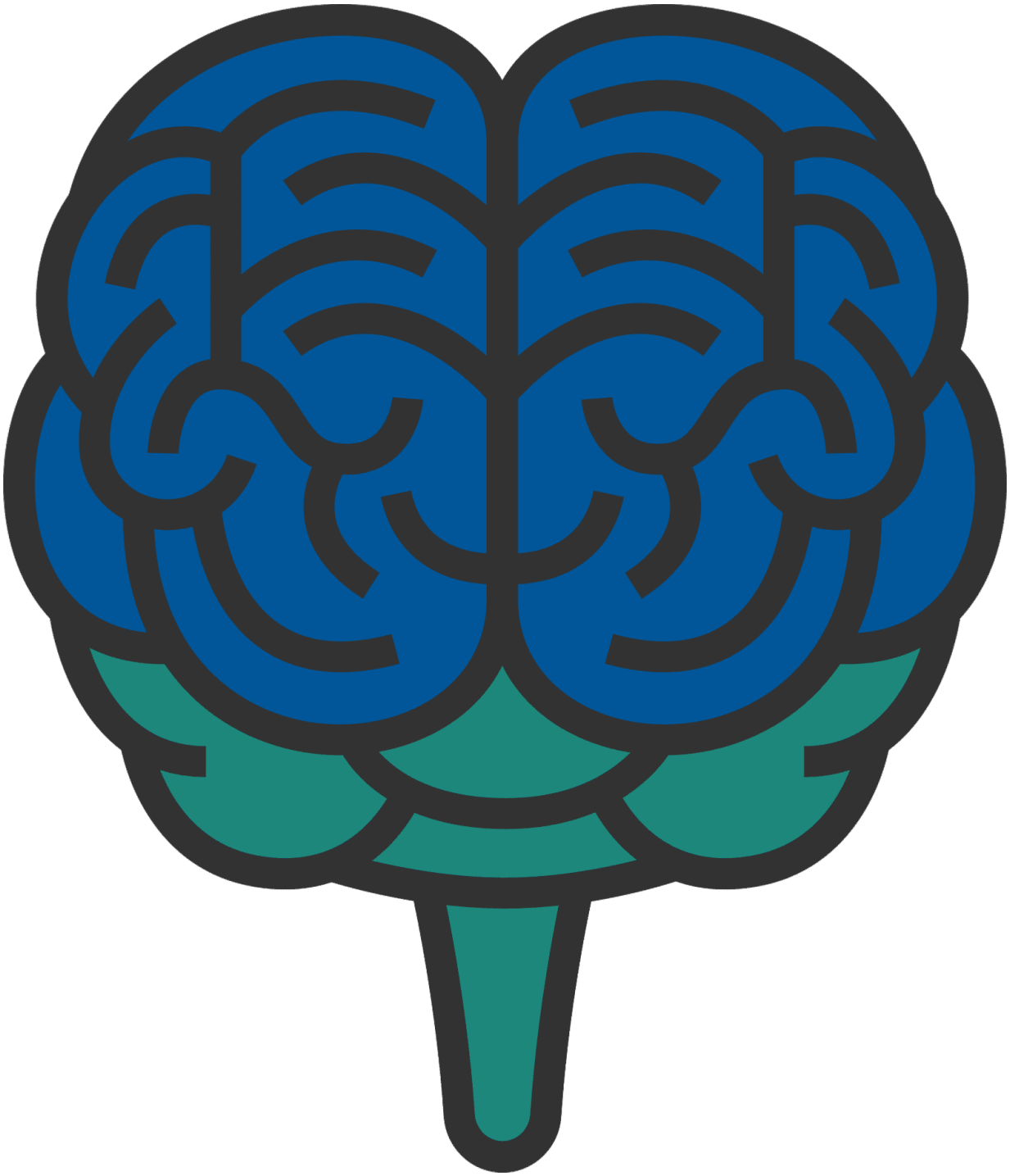
CONTINUE

A CLOSER LOOK AT THE BRAIN

What's REALLY making the calls here?

Let's think about the prospect differently. You're actually selling to a 3.5 lb. organ: **the brain**.

Watch the video below to learn more about the brain.



View the Video Transcript Here —

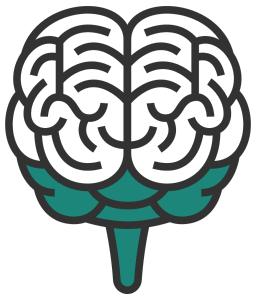
For purposes of decision making, it's helpful to think about the brain in two parts, the limbic system, which we'll call the "Primitive Brain" and the cerebral cortex, which we'll call the "Rational Brain."

The Rational Brain is the part of the brain that processes logic and data. It's able to hold more than one thought at the same time. It can solve complex problems. Because of all this, it requires an enormous amount of energy to operate. It's the second-highest consumer of calories of all the organs, next to the stomach. When it comes to decisions, it's an influencer.

The Primitive Brain is the fast-reacting part of the brain. It can process emotion, memory and simple language, but it can't solve complex problems. This is the part that controls our automatic functions and it's where reactions happen. Its mission is to keep you alive, and it does so consuming relatively little energy. When it comes to decision-making, it's the decision maker.

CONTINUE

Flip the cards below to learn more about the Primitive and Rational brains.



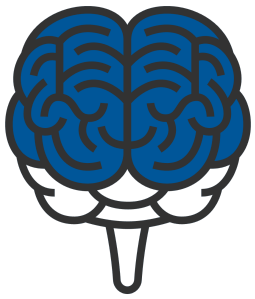
PRIMITIVE

The primitive brain:

- Thinks fast
- Is energy efficient

It is responsible for:

- Instincts



RATIONAL

The rational brain:

- Thinks slow
- Is energy hungry

It is responsible for:

- Logic

Please review the cards above.

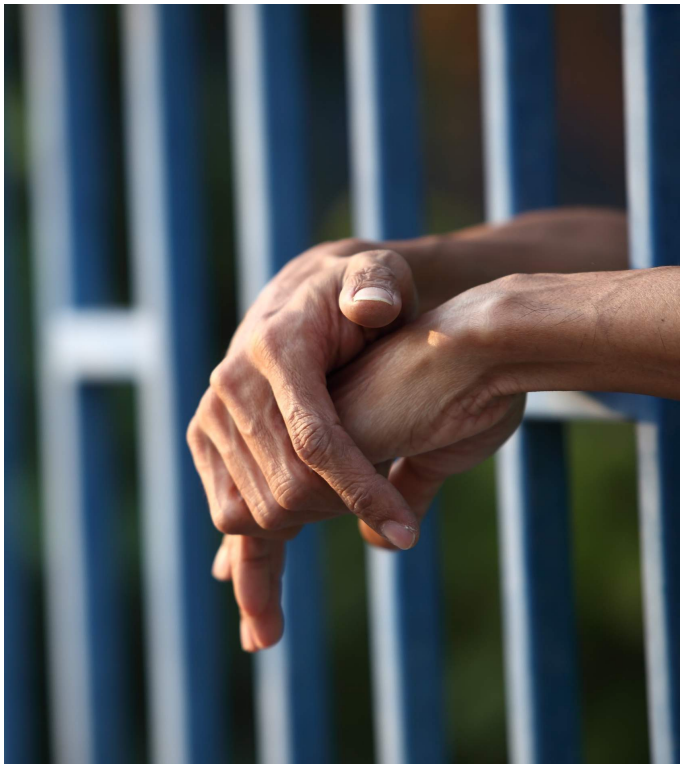
LOGICAL THINKERS

Wait ... but what about those "logical" thinkers?

By this point, you may be thinking this makes a lot of sense for most *other* people, but I'm a logical thinker. *Some of us make decisions differently, right?*

Wrong. Let's read about life-altering lunch breaks, a story about how we're all bound by our shared biology. Click the arrows to read the following story.

Part 1

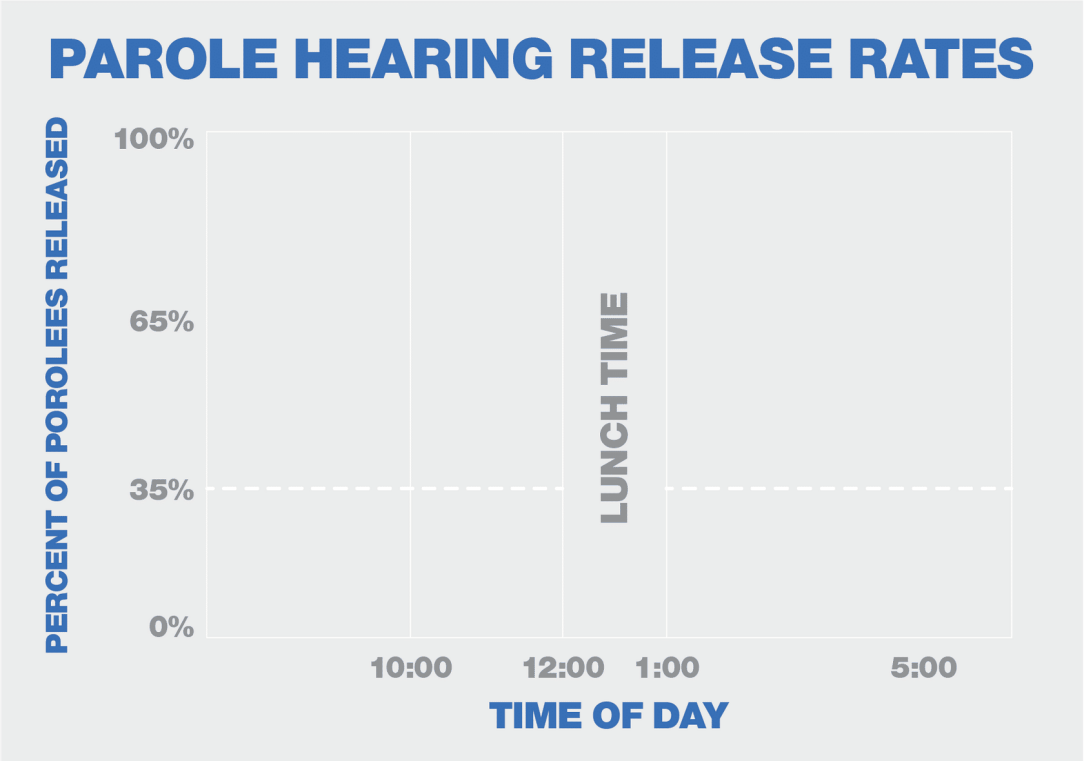


There was a study done in Israel around 2009 about parole hearings and release rates. In these parole hearings, an eligible incarcerated person was brought in front of a judge to ask for parole. One person, one judge with sole authority.

Part 2

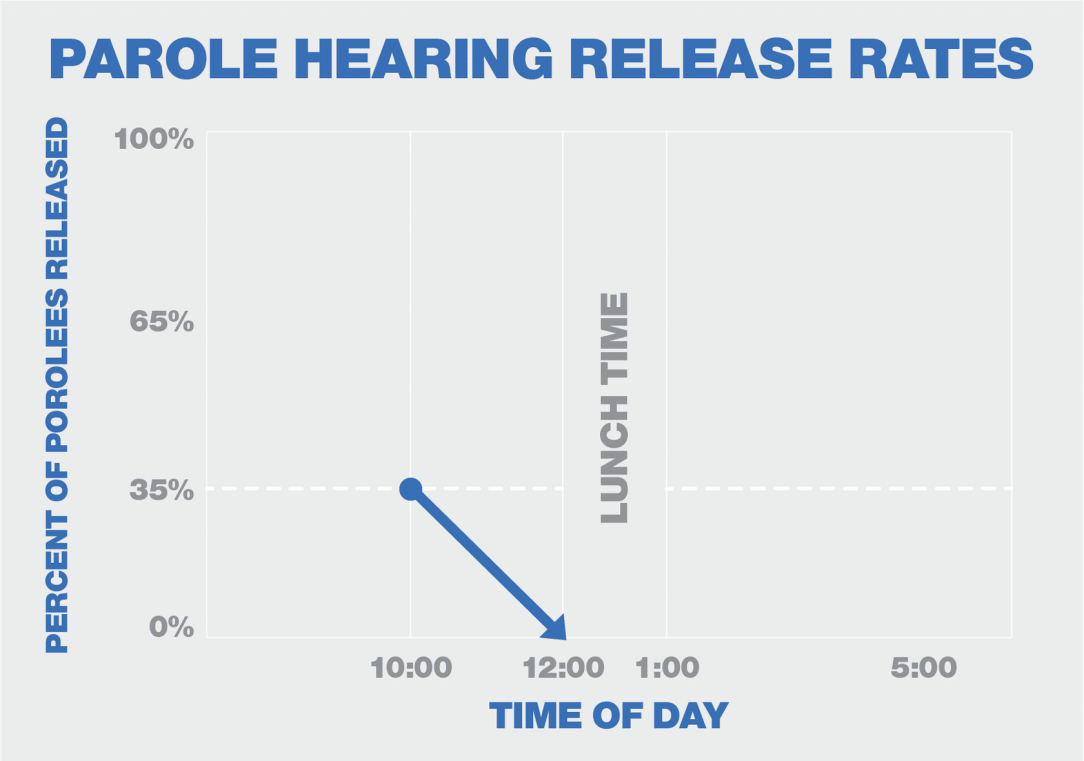
If the judge granted parole, the prisoner was released. If they didn't, they went back to prison. The hearings began at 10am and ended at 4pm, with an hour lunch break at noon.

Part 3



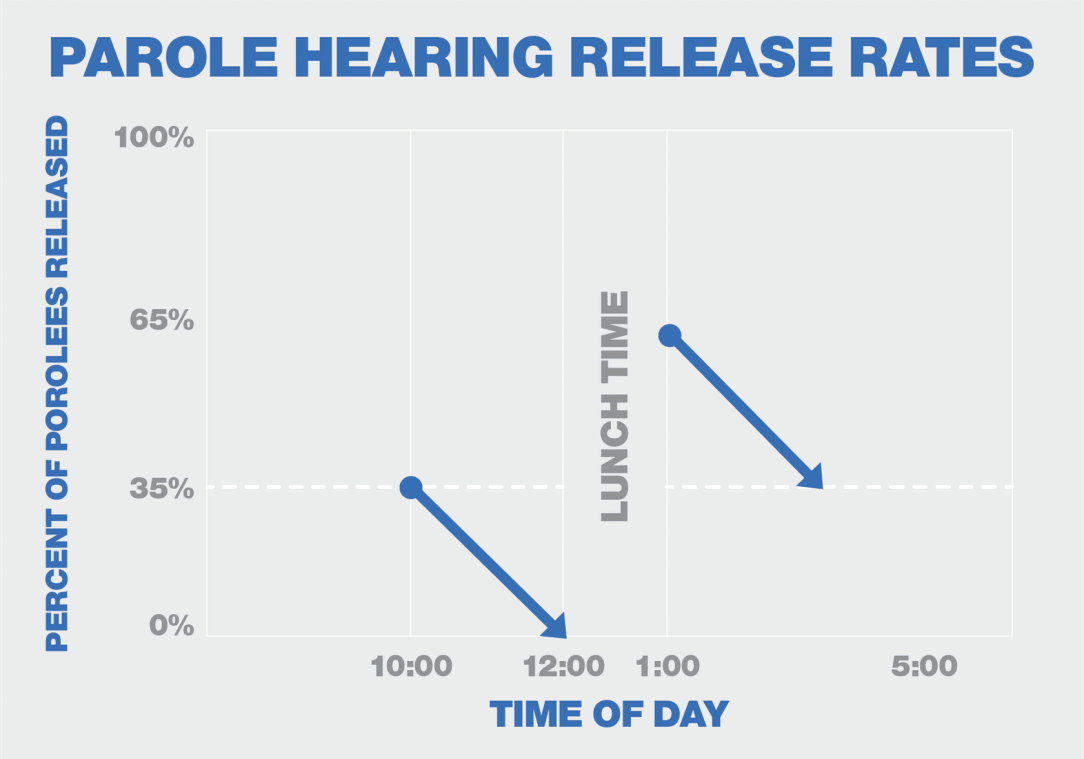
Over the course of the study, there was a 35% parole approval rate. In other words, judges were releasing 35% of eligible offenders, on average. But something curious happened when they started looking at the release rates at different hours of the day.

Part 4



Starting at 10 am, the judges were at about a 35% release rate... Right where we'd expect. But as the day neared noon, that rate plummeted, to almost 0% parole granting. Then the judges went to lunch and something *really* interesting happened.

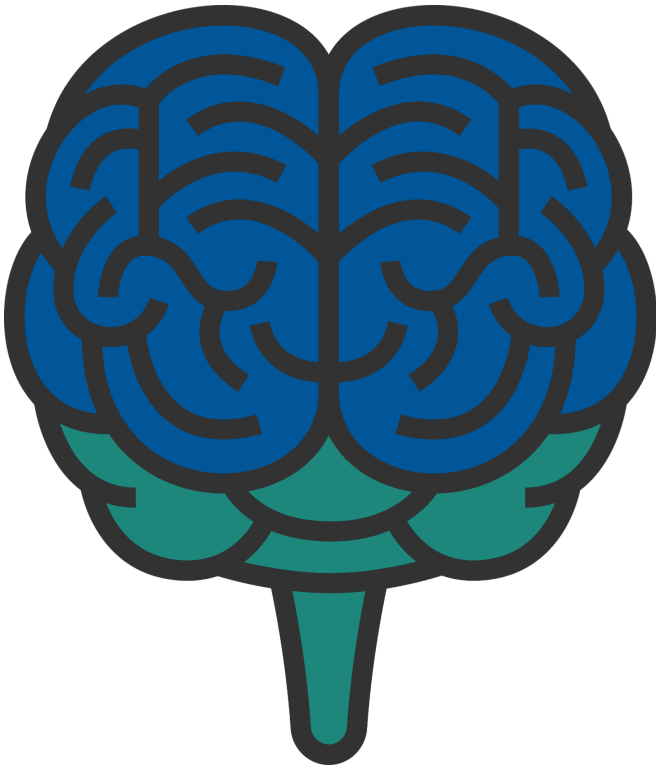
Part 5



After lunch, judges were granting parole releases at a rate of about 65%! As they approached the end of the day, it trended back down to 35%.

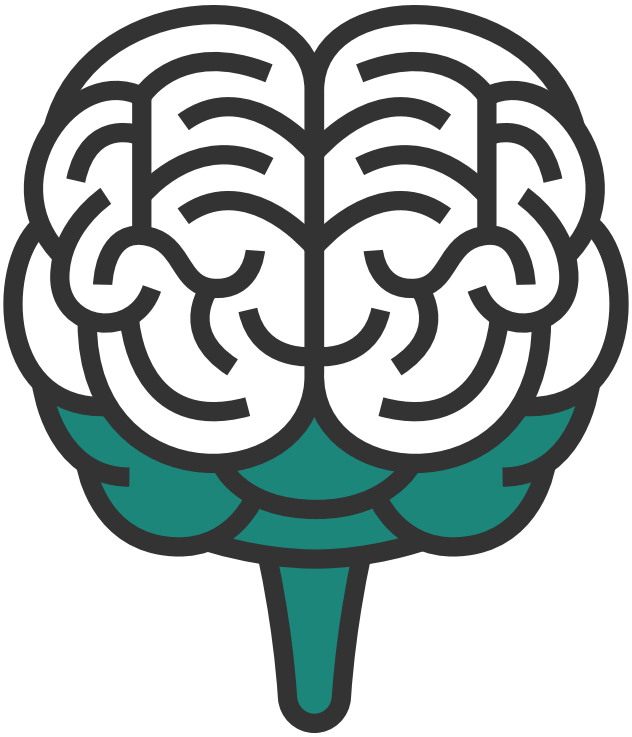
So the question is...what was happening here?

Part 6



When calories are in short supply – right before lunch – our biology prevents us from allowing much to happen in the Rational Brain. It's a survival mechanism to preserve energy and stay alive. When this happens, the gatekeeper – the Primitive Brain – stops allowing access to comparisons, math or logic.

Part 7



That leaves the Primitive Brain all alone to decide what to do. We know that it responds to pains and threats, so when it takes over decision making, it tends to do the safe thing. In this case, that meant granting parole less often.

Part 8

After lunch, the Rational Brain was allowed back into the process. The Primitive Brain was no longer denying access because there were plenty of calories to spare. That meant parole rates went up because comparisons, logic, facts and data could start to take over. Decisions weren't based primarily on avoiding threats.

Before we move on, it's important to note that the findings from this study resulted in policy changes to ensure more equal justice in these and other cases around the world.

Please review the story above.

So, no matter the thinker, we know there is a very distinct process, speed, and emotional context every human being is going to use to make a decision. This cannot be used to manipulate or persuade people to do or buy something they don't want.

But it can, and should, help us to craft our pitch in the way that the buyer's brain needs to experience it.

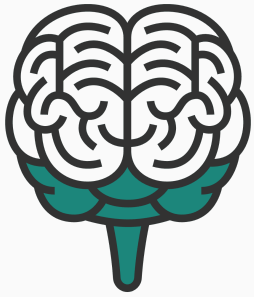
Click Continue to check your understanding of what we've shared thus far about the Rational and Primitive Brains.

CONTINUE

See if you can determine which part of the brain is in control of each of the following types of buying decisions.

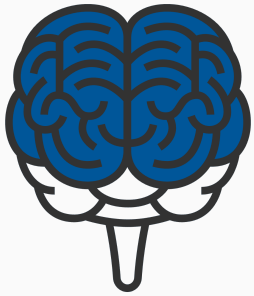
Read each statement, then flip the card to check your answer.

"We think your software is great, but we're just going to keep the Excel file we've been using. It's fine."



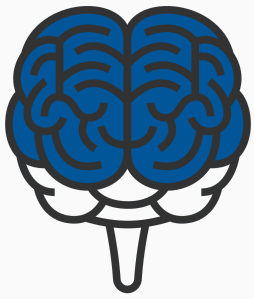
PRIMITIVE

"We're choosing you because you had the highest marks on our committee's scorecards."



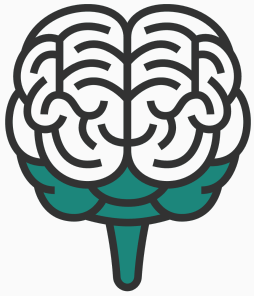
RATIONAL

"I've looked at all three subscription levels, and I think we need full access."



RATIONAL

"All of these options seem the same. Let's just stick with what we have."



PRIMITIVE

Please complete the learning check above.

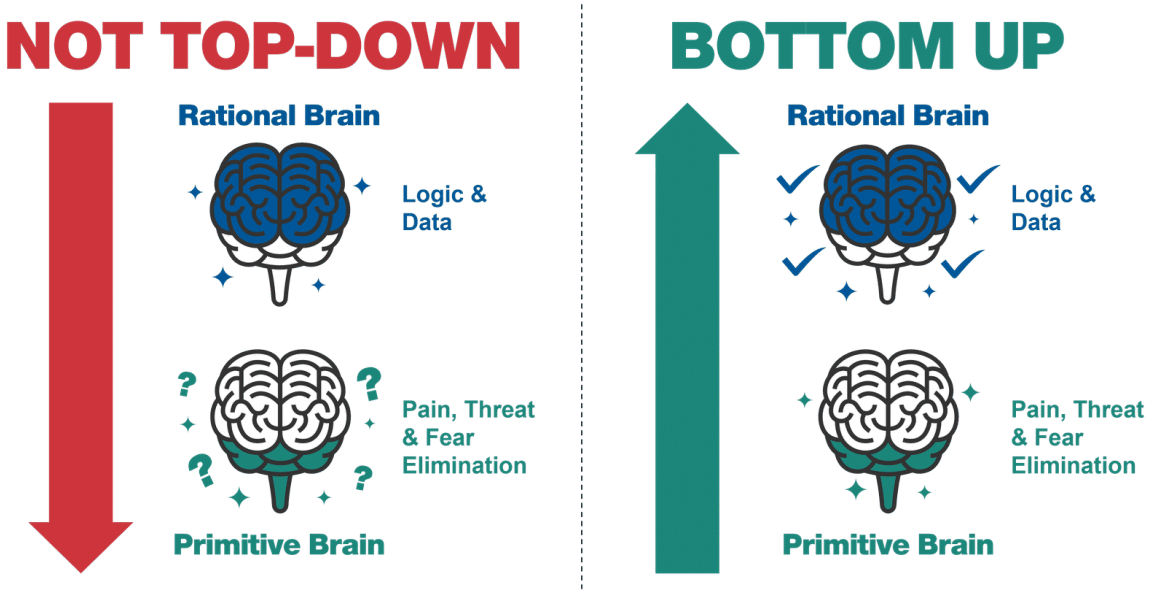
TOP DOWN vs. BOTTOM UP

Great. So what does this mean for selling?

Watch the video below.

Leading with Rational Brain statements (e.g., logic, data, ROI, years of experience, etc.) is a really common way to construct a presentation, probably the most common, actually. *It's also the exact opposite way of how our brains are making buying decisions.*

Let's look at a better way.



So, what we really need to do is:

1. Lead with the pains, threats, and fears we're going to solve for them. (Primitive Brain)
2. Then tell a story about how we did it. (Primitive Brain)
3. Finally, we can close with facts, stats, and figures associated with proving that. (Rational Brain)

The Iceberg

Take a look at the iceberg of decision drivers. What's important to note here is that wishes, wants, and needs (Rational Brain) are just the tip of the iceberg. What's really driving every buying decision is trying to get rid of some pain, or threat, or fear (Primitive Brain).

It's actually pretty easy to get the hang of this, with a little practice. Below are some common things we might say in different kinds of pitches.

Drag and drop each pitch card to the part of the brain it speaks to.

Primitive Brain

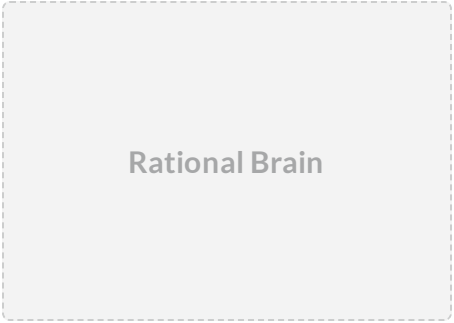
Our speed means you'll never fall behind your competition.

Our support helps you keep more customers.

You'll never miss another shipment, so you won't have to shut down the line.

Our approach means you won't ever be overlooked again.

Let me share how our approach made a difference for this organization.



Our average ROI is 215%.

Here are the three packages we offer. Which seems best to you?

We have ten more machines than our nearest competitor.

Let me explain our approach to service.

Our organization has been in operation for 75 years.

Please complete the learning check above.

DRIVING PRIORITY

Let's see how this approach comes to life in a presentation.

Watch the video below to learn more.

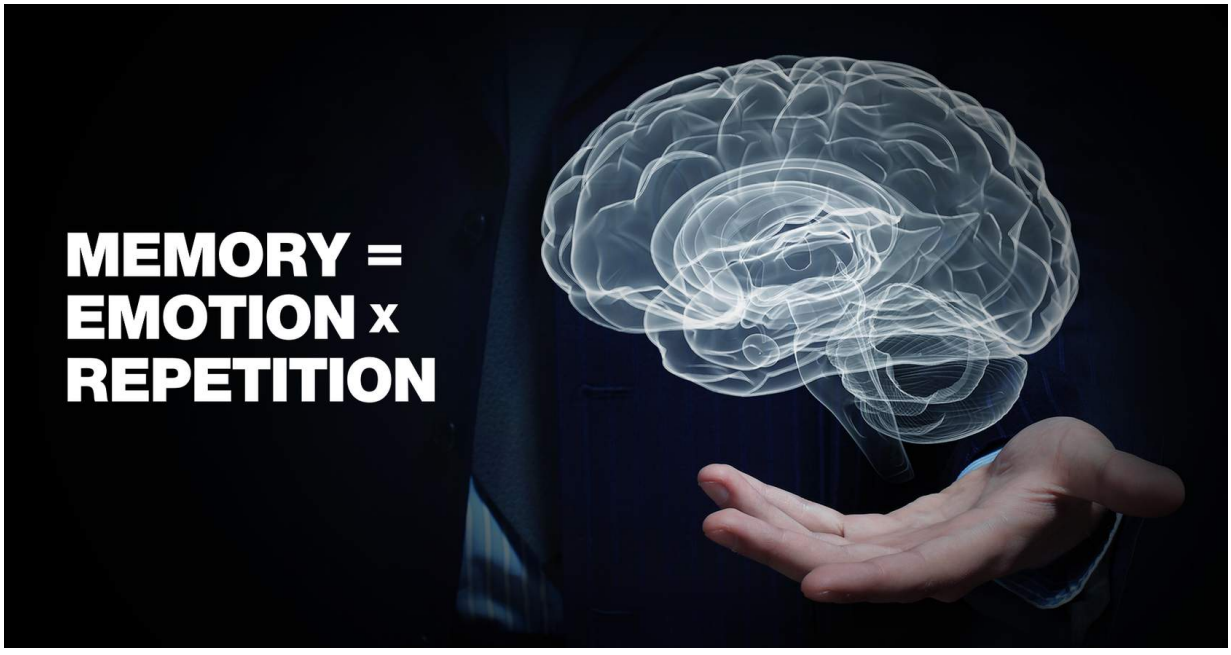
Pains that are connected to threats become priorities.

Please watch the video above.

USING MEMORY TO MAKE IT STICK

Now we've got their attention. Let's dig in our heels.

We want to repeat the pattern of driving priority over and over again in order to make a pitch stick. Memory is a fairly simple formula.



We don't have to re-live emotional events – like the birth of a child, or a graduation, or 9/11/01 – multiple times to remember them. You know what isn't memorable? The phone number to your local plumber. That's why when you're listening to their radio commercial, they have to

cram it in five times in 30 seconds. That's why they have to play the same ad 15 times a day, day after day.

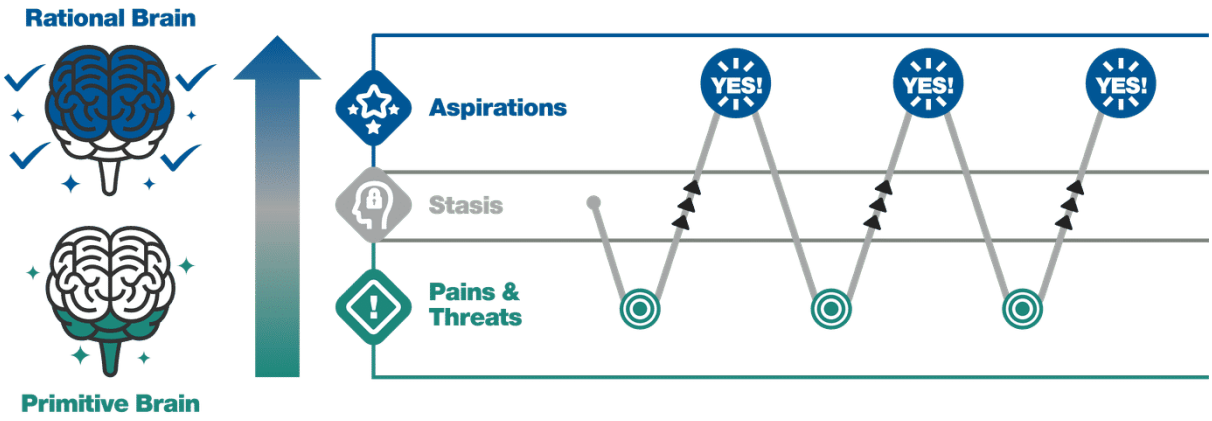
Most memories are a combination of emotion and repetition, not one or the other. This is why so many sports fans can recall an absurd amount of memories about their favorite team. The emotion of watching them win and lose has been repeated so many times, over the course of multiple games and seasons.

The Ideal Pitch

Following this process is how you establish and maintain priority:

- Start with the pain, then establish the threat
- Provide emotional lift by positioning your solution as the elimination of that threat
- Repeat it, to make it memorable

We've built a visual of this perfect pitch, below. Take a closer look, then click Continue.



CONTINUE

A Final Thought

What we're ultimately talking about, with this conversation about the brain, doesn't have anything to do with tricking people into making decisions they otherwise wouldn't. It won't work that way--you can't actually DO that to the Primitive Brain.

What we're trying to do is show you how it's possible to align the way we sell to the way humans naturally want to buy.

CONTINUE

KNOWLEDGE CHECK

Let's take a minute to check your understanding of the Primitive and Rational Brains.

Question

01/10

"Companies that don't evolve their technology risk falling behind and becoming irrelevant."

Which part of the brain does this pitch statement appeal to?

- ◯ Rational
- ◯ Primitive

Question

02/10

"We have 18 manufacturing lines running three shifts."

Which part of the brain does this pitch statement appeal to?

- ◯ Rational
- ◯ Primitive

Question

03/10

"We have 168 years of combined management experience."

Which part of the brain does this pitch statement appeal to?

- ◯ Rational
- ◯ Primitive

Question

04/10

"What will happen to the students that fall behind if you can't get them back on track?"

Which part of the brain does this pitch statement appeal to?

- ◯ Rational
- ◯ Primitive

Question

05/10

"On average, our customers get a 721% return on investment over four years."

- ◯ Rational
- ◯ Primitive

Question

06/10

The following is a fictional pitch by a seller for an office supply manufacturer trying to sell supplies to a chain of college bookstores. It's been paraphrased for brevity.

Read the pitch, then answer the question that follows.

"Hi, I'm Allison, and I'm here to talk to you about Penjoyable being a trusted partner for the supplies in your stores.

"First of all, you probably already know Penjoyable. We're huge. We supply bookstores on 150+ campuses countrywide. We even have experience with schools like yours--we've been working with 7 of the 10 schools in this conference for between 5 and 23 years.

"Speaking of long relationships, Penjoyable has been around the block. We started as a pencil manufacturer in the back of a Manitoba schoolhouse in 1905. Our founder, Peter Penn, believed in hard work and quality products back then, and we carry that on today.

"Our customers love our just-in-time capabilities, and we've found that we're able to reduce inventories of supplies by up to 12% using our advanced supply chain analytics.

"I'd like to show you some of the supplies from our catalog that we'd like to bring to your stores. You'll see how competitive our pricing is, compared to what you have today.

"Thanks for listening. Any questions?"

Allison began her pitch by talking about her company's size and longevity. Which part of the brain is this speaking to?

- ◯ Rational
- ◯ Primitive

Question

07/10

The following is a fictional pitch by a seller for an office supply manufacturer trying to sell supplies to a chain of college bookstores. It's been paraphrased for brevity.

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"I'd like to show you some of the supplies from our catalog that we'd like to bring to your stores. You'll see how competitive our pricing is, compared to what you have today.

"Thanks for listening. Any questions?"

Which of the following, from the pitch, speak to the Primitive Brain? Select all that apply.

- [ ] Being a trusted partner
- [ ] Offering just-in-time capability
- [ ] The company's ethic of hard work and quality products
- [ ] Deployment of advanced supply chain analytics
- [ ] Competitive pricing
- [ ] All of the above
- [ ] None of the above

Question

08/10

In Allison's pitch, she said the following:

"Our customers love our just-in-time capabilities, and we've found that we're able to reduce inventories of supplies by up to 12% using our advanced supply chain analytics."

Framed this way, Allison is speaking to the Rational Brain. What would be a way to express this benefit so that it speaks to the Primitive Brain?

- ○ Frame it explaining how the advanced supply chain analytics work.
- ○ Frame it by talking about wasted money on items that take up shelf space but don't sell.
- ○ Frame it by talking in terms of dollars instead of size reduction.

Question

09/10

In Allison's pitch, she said the following:

"Speaking of long relationships, Penjoyable has been around the block. We started as a pencil manufacturer in the back of a Manitoba schoolhouse in 1905. Our founder, Peter Penn, believed in hard work and quality products back then, and we carry that on today."

Framed this way, Allison is speaking to the Rational Brain. What would be a way to express this information so that it draws in the Primitive Brain?

- ◯ Further define what quality means to Penjoyable.
- ◯ Explain more about what hard work means.
- ◯ Remove the reference from the pitch altogether.

Question

10/10

The following is a fictional pitch by a seller for an office supply manufacturer trying to sell supplies to a chain of college bookstores. It's been paraphrased for brevity.

Read the pitch, then answer the question that follows.

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"I'd like to show you some of the supplies from our catalog that we'd like to bring to your stores. You'll see how competitive our pricing is, compared to what you have today.

"Thanks for listening. Any questions?"

Based on what you know about the Primitive Brain, the Rational Brain, and the role each plays in decision making, did Allison make a compelling case for her prospect to switch suppliers?

- ◯ No
- ◯ Yes

SUMMARY

Congratulations!

You've successfully completed this course, and your progress has been marked as complete.

Next Steps

- Download the **Let's Get Neuro Quick Reference Guide**, below, to help you remember key ideas about connecting with the Primitive Brain.
- Click any lesson title in the menu to review that course content.
- Close your browser tab to exit the course.

PDF

Let's Get Neuro Quick Reference Guide_v2.pdf
170.6 KB