

Neuroscience of selling



Press your customers “buy” buttons

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Top Tips for sales



How can you reduce the threat response and
Increase the reward response?

Remember the **decoy product**
It helps the brain decide
3 is the magic number



Build Rapport
People do business with people they like
Emotions count for 80%

The brain is 200 million years old
Writing is 8000 year old
So, keep your message simple!



What's in it for me!?
Don't push your product; solve their problem
Use "you" not "we" language

Listen generously and ask questions
Don't pitch; let them work it out for themselves



Make it visual
The brain processes pictures 40x faster than words

The brain looks for change, so create contrast
Boring sales messages sends the brain to sleep



Remember the questioning sequence
Fact **P**roblem **I**mpact **V**alue