



## MASSIVE SUCCESS STRATEGIES FOR BUSINESS

### Effective Applications of Influence Psychology, Persuasion Science and Neuromarketing

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#### I. THE PSYCHOLOGY OF INFLUENCE

*Your influence is determined by how abundantly you place other people's interests first.  
The Go-Giver, John David Mann and Bob Burg*

##### **Influence Quiz**

The American Sociological Review studied the hiring practices of three elite industries: law, investment banking, and management consulting firms to discern the primary criteria for those qualified to make the final round of interviews.

- Intellectual prestige (where obtained degree)
- Grade point average
- Sharing similar experiences as the interviewer
- Expertise in area of position sought
- Recommendations for the position

**Influence:** To enhance the likelihood of a choice, to heighten the probability of agreement and predictability. Influence moves people to a desired outcome while helping them feel genuinely good about themselves and you.

##### **The Brain Science of Story**

What draws you into a story?

What sustains your engagement as a listener or reader?

What are you responding to when a story engages you?

What determines best sellers from non-sellers?

Neuroscience reveals that what draws us into a story and keeps us there is the firing of the dopamine system, the pleasure chemical, signaling that intriguing information is unfolding.

### *The Influential Story Pattern*

Three Story Components:

- *Challenge*
- *Development*
- *Resolution*

A specific application: To recommend your professional services clearly and succinctly in 3 sentences:

- Summarize client's challenge (Challenge)
- How you can help (Development)
- Recommend Mentor Coaching framework and fee (Resolution)

### **Four Primary Tools of Influence**

#### **1. The Influential Story Pattern**

For the ultimate influence, we must first ask the question, *What's in it for them?*

The greatest story command: Make me care: emotionally; intellectually; aesthetically.

#### *The Role of Identity in the Influential Story Pattern*

Numerous studies have the same message: to influence someone, it is essential to connect to their underlying *identity*.

What are your prospects' fundamental ideals and needs?

People buy what they identify with.

The goal is to sell people who believe what you believe.

When people feel a unity with others, they feel a shared sense of identity.

#### *Self-Talk*

The direct result of change is due to self-talk: What a person says to him or herself after receiving a message.

#### *The Power of Trust*

Trust is the foundation of developing rapport, of creating an influential story pattern.

#### **2. Defining Your Story**

In a dialectic between emotion and rationality, emotion wins, hands down.

The first rule of telling stories is to give the listener an emotional experience.

Define your story based on what your followers really need.

### *Confidence and Connection*

Our most immediate intuitive response to someone is based on two things: confidence and connection.

### **3. Your Body of Work**

Three crucial questions to consider:

- What are your *client's* primary needs and challenges?
- What makes *you* distinct, unique, and memorable?
- What is the premium the client gets by doing business with you?

### **4. The Mindset**

Focus on the *experience* you deliver. A winning business engagement creates an emotional connection with the consumer to align with you.

*People don't care how much you know until they know how much you care.*

Theodore Roosevelt

### **A Summary Application of the Influential Story Components**

- From birth, our brain's primary goal is to make causal connections: *If this, then that*—the unconscious operating system.
- We don't think in abstract, but in specific detail.
- An active verb tense makes an experience more concrete and believable than a passive verb, which is abstract.
- Our brains are hard wired to want to be a member of a group.
- A good brand shares the same impact, as we become confident in the predictability and trustworthiness of a brand.
- Every brand is a story including history, expectations, promises, and emotions.
- Your brand is a story. Stories are more important than facts in changing minds.
- Passion brands create passionate followers.
- We buy something when it activates the part of our brains associated with our sense of self. We buy what is consistent with our identities.
- Your authenticity is crucial: the most valuable gift you have to offer is yourself, to *care*.

## II. THE NEUROSCIENCE OF PERSUASION

*Whenever two people meet, the person with the greatest amount of confidence will influence the other.*

### **Persuasion Quiz**

Ohio State University studied several hundred undergraduates and asked them to rate how much they wanted and liked various pleasurable activities.

- Receiving a paycheck
- Seeing a best friend
- Engaging in sexual activity
- Receiving a compliment or getting a good grade
- Eating a favorite food

**Persuasion:** An active process of choice architecture to get a prospect to clearly associate a desired feeling and outcome with your product or service.

### **Persuasion Science: The Twin Forces of Pleasure and Pain**

From psychology and social neuroscience, we know the twin forces of motivation that drive all human behavior:

- Desire to avoid pain
- Desire to seek pleasure

A master formula of persuasion: *To associate buying with getting pleasure and not buying with pain:* the greater gain if they do act; the loss with failure to act.

### *A Simple Pain/Pleasure Formula Using the 3 Story Components:*

1. The challenge: Find the need or interest that's not fulfilled.
2. The development: Show how to meet the challenge.
3. Resolution: Clarify both the emotional and logical reasons to act.

People want emotionally, but justify logically. So, find emotional motivators:

- To have or be the best for their clients
- To have the best relationship or skill set
- To be fully informed
- To be confident

Consumer psychology tells us that people will gravitate toward purchasing decisions that:

- Reduce the fear of making a mistake
- Make them feel more in control
- Simplify the decision process

- Offer simple, clear, immediate emotional benefits
- Eliminate any obstacles

## **Six Principles of Persuasion**

### **1. Liking**

We like people who like us, who are similar to us in some way. We buy from people we like. We prefer to say yes to people we know, like, and trust.

*The application:* Find something in common. Discover real similarities, genuine connection, and offer authentic comments.

*What are the factors that cause one person to like another person?*

- The “halo effect”. A halo effect occurs when one positive characteristic of a person dominates the way that person is viewed by others.
- Similarity. We like people who are similar to us.
- Compliments.
- Contact and cooperation. Things that are familiar to us are most likely to persuade.

### **2. Reciprocity**

We repay in kind. People return favors. When we help people, they will want to help us. This induces oxytocin, the brain chemical of connection and bonding.

*The application:* Give what you want to receive. Your income is determined by how many people you serve and how well you serve them.

### **3. Social proof**

We follow the lead of similar others. Especially in ambiguous situations, and when we’re uncertain, we do things we see other people doing, even more so if those people seem similar to us.

*The application:* Provide a context to guide or demonstrate adaptive behavior.

### **4. Commitment and consistency**

We have a deeply held motivation to behave consistently with commitments we have made. Especially those commitments that are made public to others.

*The application:* Write down *and* publically declare a commitment. We’re then more likely to follow through.

### **5. Authority**

We defer to experts and those in authority. The authority principle is an application of the halo effect.

*The application:* Expose your expertise; don’t assume it’s self-evident.

## 6. Scarcity

We want more of what we can have less of. People value things more when they perceive them to be scarce. Opportunities and objects seem more valuable to us when their availability is limited.

*The application:* Highlight unique benefits and exclusive information.

*The way to love anything is to realize that it might be lost.* GK Chesterton

A brief overview of these universal principles of persuasion that apply the mind and brain principles:

- *Liking* and *Reciprocity* highlight connectedness with others to generate positive association.
- *Similarity*—being together and acting together—creates a sense of unity, which activates the hormone of connection, oxytocin.
- *Social proof* and *authority* both reduce uncertainty.
- *Consistency* and *scarcity* both motivate action.

## The Four Primary *Tools* of Persuasion

### 1. Relatedness/Connection

For a long-term impact, you must care about people and find a way to communicate that feeling of caring and of connection.

### 2. Autonomy

Having control over our environment and the choices we make generates the experience of significance: to feel important, unique, and effective.

When you understand what people believe and need, you can then show how your product or service will help them be effective to reach their goals and experience mastery.

### 3. Certainty

The need to be certain that we can avoid pain and achieve pleasure is a basic human need. The brain is a pattern-recognition machine that constantly tries to predict the near future.

Change generates uncertainty. Even a small amount of uncertainty cues the brain's error detection mechanism, contributing to our resistance of change.

We can increase certainty by making concepts tangible.

### 4. State Management

Manage your emotions and states of mind.

Focus is one of the two most powerful ways we regulate state of mind.

### **The Art and Science of Explanation**

- The 4 principles of good writing as well as good speaking: clarity, brevity, simplicity, and humanity.
- We fully process and recall 10-12 words before retention slips.
- Don't bury the lead.
- Listen carefully.
- Knowledge speaks; wisdom listens.
- Reduce noise.
- Have fun. States of mind are contagious.

### III. MINDSET MASTERY DEVELOPMENT

*People do not buy products, they buy states.*

#### **Mindset Mastery Quiz**

Carnegie Mellon University did a large study to determine the major factor for professionals earning the trust of others. Which was most important?

- Established, proven expert
- Confidence of the professional
- Demonstrated current expertise
- Reputation

**Mindset:** A set of assumptions and beliefs that determines how we perceive, process and behave. Analogous to the software program of each state of mind, our mindsets consciously and unconsciously determine our choices.

A significant persuasion and leadership competency is self-regulation and self-management – knowing your own skills and deploying them effectively in a mindset specifically matched to the task.

#### **Mindset Strategies of Successful Persuasion**

How do you get a potential prospect you may not know or don't even see in a state of mind to consider your service or product?

The next time you want someone to get onboard with your idea or service, simply tell a story where you spell out the best outcome.

Getting in state needs to be *before* you engage your reader or listener.

#### **Mindset Tools of Persuasion: Four Principles**

1. Rapport
  - For a long-term impact, establish authentic caring and emotional investment
  - Ask what you can do for them
  - Highlight mutual interests
  - Tell a story that solves a challenge
  - Give an authentic compliment
2. Ask Questions
  - Redirect the focus from problems to possibilities (Appreciative Inquiry)
  - Move to a mindset of openness, exploration
  - The focus determines the state of mind



- Paint a picture of a positive outcome: When people imagine, it becomes real for them
- 3. Personal Congruity
  - What you say verbally and nonverbally match
  - The person who feels the most certain is the greatest influencer
- 4. State Management
  - Of yourself
  - To impact emotions and state of mind of the prospect

## **The Difference Between Success and Failure**

The two most important determinants of success:

- Beliefs
- State management

### **1. Beliefs**

Belief is the blueprint—the software—of the unconscious mind. Belief is the mind's command to the brain. Focus aligns the energy field of the brain, and repeated focus rewires the brain.

Two types of beliefs:

- Global Beliefs
- Rules

### **2. State Management**

#### *Recognize and Understand Emotional Couplings*

Regardless of how logical we think we are, our first register of a new stimulus is emotional

## **Regulation of States of Mind**

Your state of mind determines the meaning you attach to a stimulus. The meaning you attach then determines your behavior.

There are two primary ways to regulate your state of mind:

1. Physiology
2. Focus

*Physiology:* How you use your body—to change your body – your biochemistry – to change your state of mind. Three primary tools: relaxation, deep breathing, and meditation.

*Focus:* What and how you direct conscious attention.

## **Optimum Performance State of Mind**

The difference between a professional and amateur – between massive success or less – is the ability to manage your state of mind. To achieve and sustain a peak performance state.

### *Mindset Formula for Optimizing Persuasion*

Find the challenge/problem—the deep want or interest that is unfulfilled.

- Show prospects how to solve the problem or meet the challenge
- Associate positive consequences if they do
- Associate negative consequences if they don't

*The primary reason that we do what we do is how we imagine we'll feel when we do it.*

The three primary reasons someone fails to persuade:

- Not consistently managing mindset. This is often the difference between success and failure.
- No compelling purpose during a challenging time
- Limiting beliefs such as, "It won't work," "I tried it before," "I don't think I can do it."

Selling is transferring emotion. Your state of mind will have *emotional contagion*.

Manage your state because it *induces* a state in others.

- *You* associate your state to your product or service.
- *People* associate your state to your product or service.

*People buy a state.* State change is activating.

### *Mindset Management Principles:*

- *State* is what you are selling more than a product or service.
- Selling is influencing the prospect's focus: the value, the benefits, the pleasure, and to avoid pain.
- Questions determine what we focus on and the state we are in.
- The mindset of self-reflection fosters thoughtfulness, depth, and wisdom.

## **Peak State**

Match your optimum state of mind to the specific task and the person/audience.

## **Confidence Is A State of Mind**

People naturally associate confidence with expertise. The induction of a shared experience, a mutual influence of energy fields, play a role in our affinity for confident people. .

## Mindset And The Circle of Persuasion

Stick figure exercise.

- To communicate effectively, your first job is to get in the circle.
- Listen carefully. Identify the kinds of emotions your prospects feel
- If your prospects do not see you as belonging in that circle, they will not listen.
- Outside: No one will listen to you. To Enter: Identify your prospect's biggest challenge. Resonate with that experience.

### Mindset Mastery Summary

- People buy for emotional reasons and justify with logic; emotions drive us.
- Find the emotional reasons for buying now; find the logical reasons for buying now.
- The purpose of a conversation—written or spoken—is to find the prospect's needs and mutually create conviction.
- Conviction starts with you first; then, the prospect.
- Selling is the transfer of emotion; for someone to buy they must feel certain they will get what they want.
- When two people interact, the person with the greater confidence will influence the other.
- Prospects have to buy for their reasons, not yours.
- Facilitate the prospects' conviction they will get what they want out of your service or product by matching their core identity/value.
- Find the predominant emotional reason for buying; remember, they will translate it into logical reasons.
- For brain processing, do one feature at a time; not the whole list.
- The authentic connection and *how* you say will make more difference than *what* you say.
- Consistently focus on prospects' benefits, values, and avoiding pain.

Additional Resource: *Master States of Mind* Webinar on the home page of my website: [www.MentorPath.com](http://www.MentorPath.com)

## IV. NEUROMARKETING YOUR PROFESSIONAL SERVICES AND PRODUCTS

*Selling is the transfer of emotion.*

### Neuromarketing Quiz

The Wharton School of Business surveyed several thousand professionals to examine the major factor that determined whether someone engaged or declined services from the professional. Which was most important?

- Years of experience
- Reputation
- Amount of fee
- Degrees and certifications
- Stating recommendations and fee clearly and confidently
- State of the economy

Four questions to consider.

1. Do you earn your living by offering others goods or services?
2. Do you work for yourself or run your own operation, even if part-time?
3. Does your work require elastic skills – the ability to do a variety of different functions throughout the day?
4. Do you work in education, training, human resources, or healthcare?

**Neuromarketing:** Integrates biological and social sciences to understand unconscious choices and the underlying brain activity that determines consumer behavior.

### Misconceptions About Selling

1. Selling is a natural gift.
2. The best sales people have no call reluctance.

These *two questions* form the heart of the sales exchange:

1. If the person you are selling to agrees to buy, will his or her life improve?
2. When your interaction is over, will the world be a better place than when you began.

### The 1%

In an attempt to understand anything, the key is to focus on the “1%”. To not get lost in the details, but to think about the essence of what is really important – the 1% that gives life and meaning to the other 99%.

*If you can't state your position simply, you don't understand it well enough. (Einstein)*

*If you can't state your position in eight words or less, you don't have a position. (Seth Godin)*

## The Value Proposition: 3 Common Types

1. *The One Word Pitch*
2. *The Question Pitch*
3. *The Twitter Pitch.*

### Listen to Learn

Asking the right questions has more power than giving people the right answers.  
Appreciative inquiry can get much better results than seeking out and solving problems.

*Think of your preparation as having 2 parts or steps: Your Purpose + Your Plan.*

*Your Purpose:*

1. What do you want them to *know*?
2. What do you want them to *feel*?
3. What do you want them to *do*?

*Your Plan:*

1. What would we talk about that would be the highest value objective for a client in that interaction?
2. What are 2-3 good questions to ask the prospect?
3. If this discussion is successful, what is the next best action for that person and for me to take?

## Sales Mastery: 3 Phases

### 1. Engage: To Connect and Create Interest

Important to your story is your hero. Who is the hero of your story?

#### *6 Keys to Preparation*

1. Know your prospect's *challenges* and *needs*.
2. Know your own product and its *advantages* and *benefits*.
3. Know your competition; but never depreciate a competitor.
4. Know the potential objections to have answers ready.
5. Expect the best; a state of positive anticipation.
6. Create demand; ideally, for the prospect to convince himself or herself.

Anchor yourself for success. Peak performance comes from being in a peak state. The hallmark of a true professional is the ability to manage a state of mind.

#### *4 Keys to Making Effective Contact*

1. Set specific goals.
2. Be creative, playful, and fun. *If you're not having fun, you're not doing it right.*
3. Have a plan for what you're going to say.
4. Do it in abundance to qualified contacts

### 3 Psychological Tactics for Earning Instant Credibility

1. Argue against your own product or service.
2. People believe precise numbers.
3. When you make a claim, provide proof to back it up. Different forms of proof if no scientific studies exist:
  - Statistics
  - Personal stories
  - Testimonials
  - Research
  - Professional or media-given accolades

## 2. Enroll. Discover Your Prospects' Needs and Challenges

Needs: What does the prospect really need?

Wants: What does the prospect really want?

Challenges: What are their primary needs/challenges?

Authority: Do they have the authority to make the decision?

### *An Exercise*

Each night for seven nights come up with three ideas about how you can get potential prospects to feel like they *already own* your product or service before even buying it.

The total sensory and emotional experience with the salesperson matters. Get creative. Brainstorm. There is always a way to make it real and effective.

1. Ask questions.
2. Create an experience.
3. Point – tell – show.

You want a \_\_\_\_\_ that will \_\_\_\_\_. Is that correct? You want an investment that will bring you security and income. Is that correct?

## 3: Compel. Create Conviction

People don't buy facts or features, they buy benefits for themselves.

*Selling is the transfer of emotion.* For someone to buy they must feel certain they will get what they want.

Conviction starts with *you* first – then your client.

But they have to buy or attend an event for *their* reasons, *not yours*.

The number one way: give them the experience and conviction they will get what they want out of your product or service. The number two way: match to their number one value. For example, if it is freedom, show them how it will enhance their freedom.

*The task of sales involves the science of neuromarketing.  
The questions you ask people determine what they focus on.  
People buy for emotional reasons and justify with logic.*

## **Convert Objections into Commitments**

An objection is a question in disguise. An objection provides an opportunity to do 3 things:

- *Hear* the primary concern (it crystallizes it) so it can be addressed and reframed.
- *Understand* the person's belief/fear.
- *Listen* to the real question.

Objections are signposts, your resources. Some considerations to convert objections into commitments:

- Don't engage the objection by countering it. Focus directs attention.
- Hear them out.
- Feed it back as a question.
- Get more information. Is it the real objection?
- Align with the prospect—to collaborate.
- Turn the objection into a question. Reframe. Questions are the genesis of focus.
- Focus on the *benefit* rather than the *concern*.
- Assume the sale. The best persuaders assume the sale.

## **The Psychology of Closing**

*Major requirements for closing:*

- Engage a positive, enthusiastic mindset.
- Clarify the client's requirements.
- Help the client understand what you are offering.
- Facilitate rapport, friendship, and trust.
- Focus on the benefit the client will get.
- Match the product or service to the prospect.

Four aspects: Prospects must want it, need it, afford it, and use it.

**Remember:** The hero is the person, place, product, or brand that enables someone to *feel the change your story promises*. How can you make your client the hero of his or her story?

## **Make it Easy and Create a Future**

Create a relationship that lasts through the years. The most important part of the engagement is to give more than expected, and to generate an ongoing relationship.

### ***Strategies of Successful People/Top Sellers: A Summary***

1. Enter your optimum state for the task. Reset after the last experience.
2. Qualify prospects. Find their deepest needs
3. Manage the prospect's state.
4. Give prospects a way to justify buying to satisfy a need.
5. Remain flexible. The person most flexible controls the situation.
6. Become a team player. Consistently attune to the prospect's needs.