

REVERSING  
LABS

# THE NEUROSCIENCE OF SELLING

*Leveraging Brain-Based Triggers That Move  
People to Trust and Action.*

Presented by: Jason Jones, Ph.D.



# THE 3 BRAINS

VALUE

CLARITY

## MAMMALIAN BRAIN

Feelings, emotions,  
learning, pleasure/pain

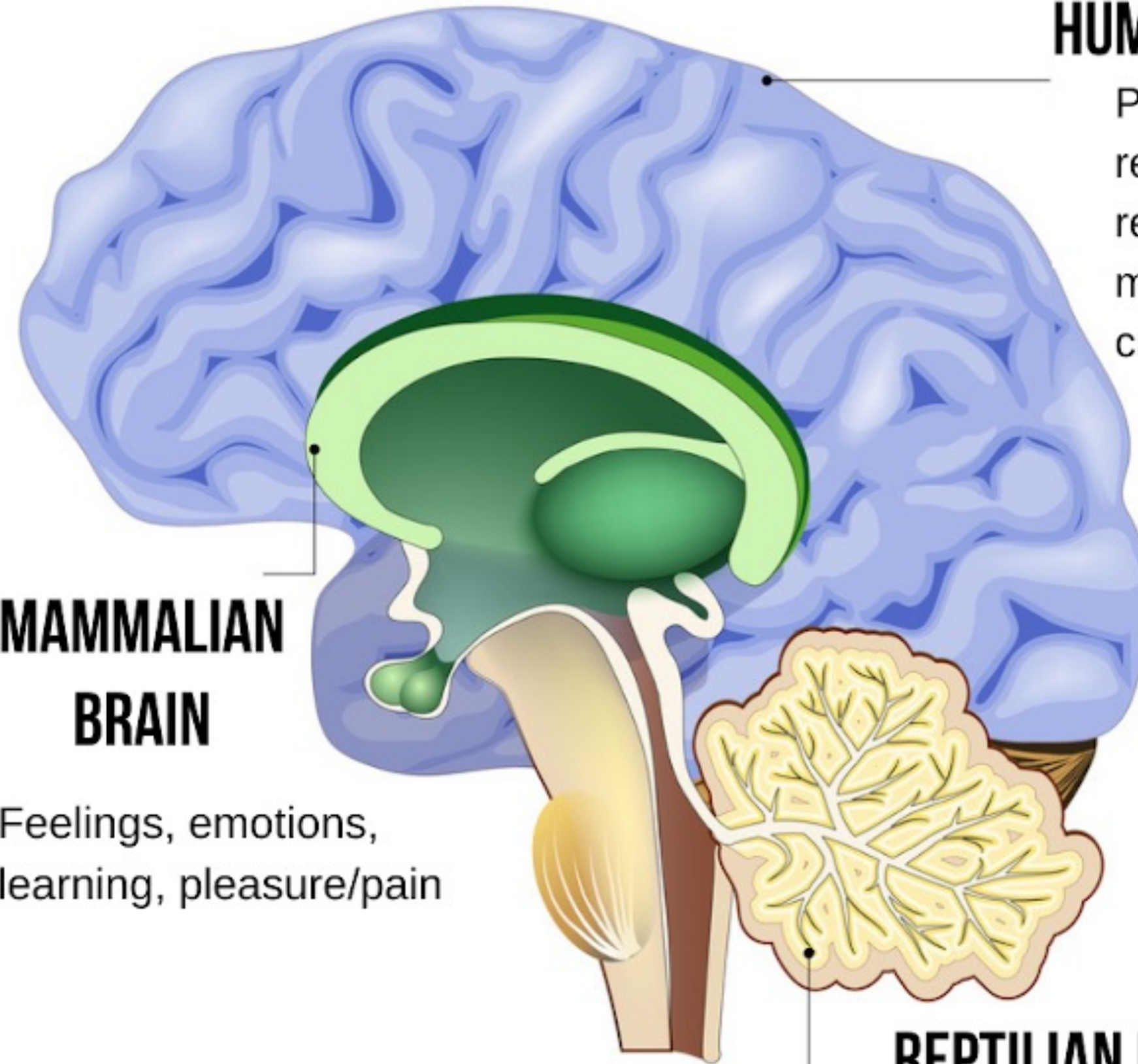
## HUMAN BRAIN

Problem-solving,  
reasoning,  
relationship  
management,  
creativity.

## REPTILIAN BRAIN

Organ function, heart beat  
breathing, digestion.

SAFETY



# SELLING

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**SAFETY**

**CLARITY**

**VALUE**

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# SELLING

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# SAFETY

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# #1 RULE OF BRAIN-FRIENDLY SELLING...





**THE THREAT DEFAULT CREATES  
NEGATIVE THINKING & AVOIDANCE**



**THE BIGGEST DETERENT TO  
CLOSING DEALS...**

**EGO**







# MANAGE YOUR INTENTION

Your daily thinking and behavior in the pursuit  
of a specific outcome.

(CONSCIOUS)

Your Influence on others through  
your internal desires.

(UNCONSCIOUS)



# INTENTION SETS THE STAGE

**TRUST** - Listen

**COMMUNICATION** - Engage

**COLLABORATION** - Explore

**ACTION** - Buy





CARE *(Safety & Support)*

CHARACTER *(Similar Values)*

COMMUNICATION *(Clarity & Consistency)*



# DETERMINE YOUR INTENTION

When I'm at work my #1 objective is to...

---

I will achieve success by...

---

I want my clients to...

---

When I am feeling threaten, mistreated, hurt, or insecure, I will respond by...

---



**PRIME** SAFETY AND TRUST

# ACTIVATION WORDS

Cooperation

Collaborate

Excited

Launch

**Endurance**

**Strength**

**Courage**

**Brave**

**Hero**

*Discover*

Flexible

Enterprising

Dynamic

Impact

Insight

Progress

Achievement

***Wordsmith for Positivity, Emotion, Novelty, Uniqueness, Recall, Rhyming.***

*John Bargh, Mark Chen, and Lara Burrows, Journal of Personality and Social Psychology, 1996.*





**What are some  
Activation Words you  
can implement?**





# WHAT WORDS CAN YOU USE?

Security

Solution

Safe

Trust

Innovate

Protect

Clarity

Insight

Stable

Value

Confidence

Maximize

Reliable

Entrust

Powerful

Efficiency

Dependable

Determined

Intelligence

Stable

Dynamic



# VIRTUAL SALES TIPS

- ✓ HD Video Camera
- ✓ Lighting
- ✓ Eye Contact
- ✓ Smile
- ✓ Energy – Stand or Sit Up High
- ✓ Distant to Start
- ✓ Show Body and Hands
- ✓ Move Closer Throughout Meeting
- ✓ Close-Up Face for Emotion & Trust





# SAFETY STRATEGIES

SET YOUR INTENTION

USE ACTIVATION WORDS





# SELLING

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**SAFETY**

**CLARITY**

**VALUE**

---

**SELLING**

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**CLARITY**

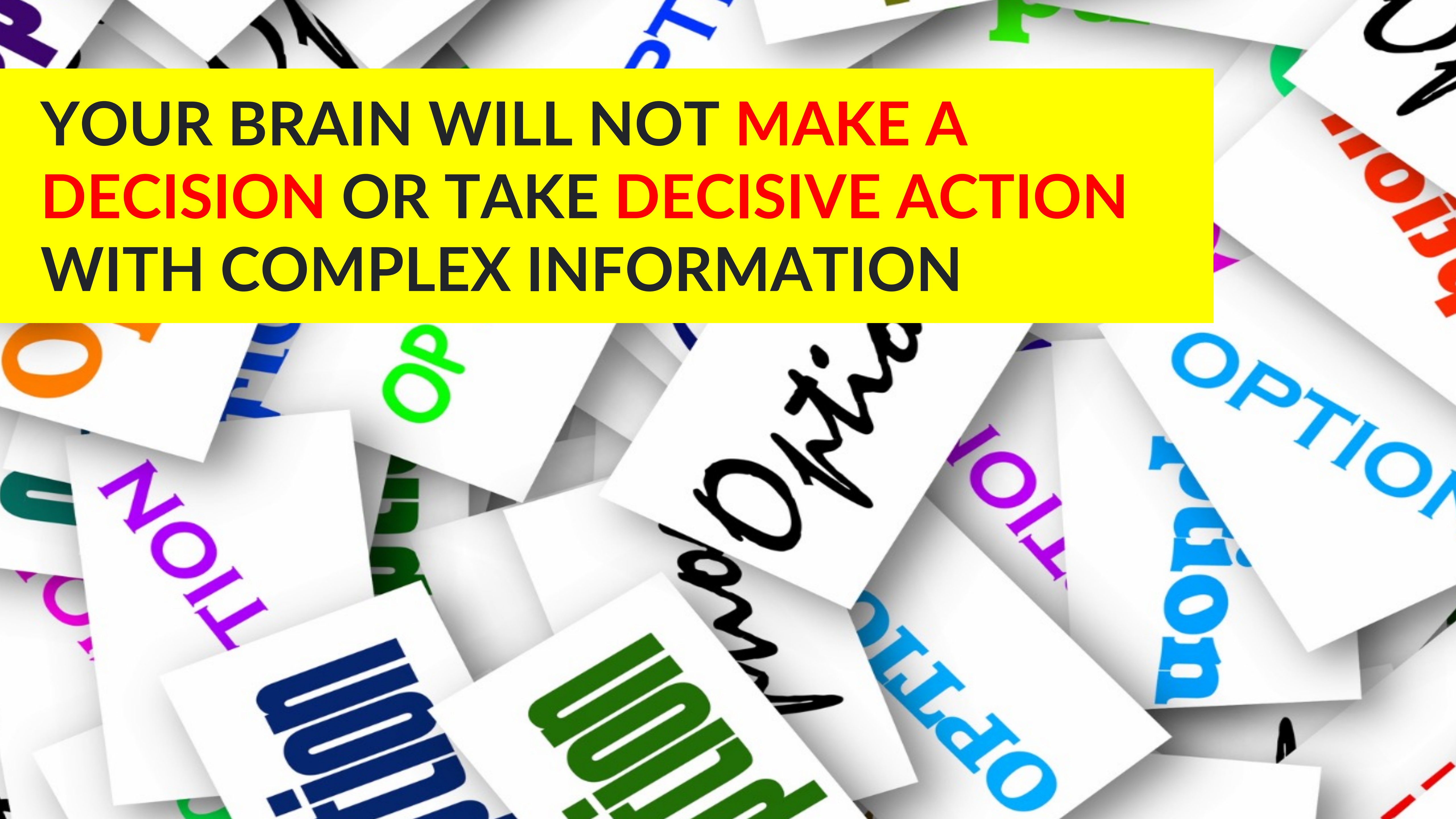
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**YOUR BRAIN WILL NOT MAKE A  
DECISION OR TAKE DECISIVE ACTION  
WITH COMPLEX INFORMATION**





**CLEAR, CONCISE, & SIMPLE**





## EXAMPLES:

Spotify – Music for every mood.

Ulta – The possibilities are beautiful.

Red Bull – Red Bull gives you wings.

AT&T– Your World Delivered.

SAS – The Power to Know.





**FILL THE GAP**



# CLARITY STRATEGIES

**PRIME** IT (words and phrases)

**EMBODY** IT (Body language, voice, and pace)

**SHOW** IT (Visuals)

**ASK** FOR IT (Use Questions)





# SELLING

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**SAFETY**

**CLARITY**

**VALUE**

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# SELLING

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# VALUE

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Three red darts with gold-colored barrels are shown hitting the bullseye of a target. The target has concentric rings with numbers 1 through 10. The background is a light blue gradient.

# WHERE DOES VALUE DERIVE?

Define Success

Visualize Impact



*What about money?*

PEOPLE DEFAULT TO PRICE  
IN THE ABSENCE OF VALUE



# VISUAL IMPACT









A young child with blonde hair, wearing a blue suit, red tie, and a brown leather aviator helmet with goggles, is riding a skateboard on a dark wooden floor. The child has their arms outstretched and is smiling. The background is a light-colored wall with several hand-drawn black ink sketches: a cloud in the top left, a comet or shooting star with a long tail of small stars in the top center, and another cloud in the top right.

STORIES LIFT OUR IMAGINATION AND OUR  
SENSE OF POSSIBILITY







# VALUE STRATEGIES

Mine the Value

Define Success

Help them Visualize Impact





# THANK YOU!

...  
Let's Connect!!



DrJasonJones.com



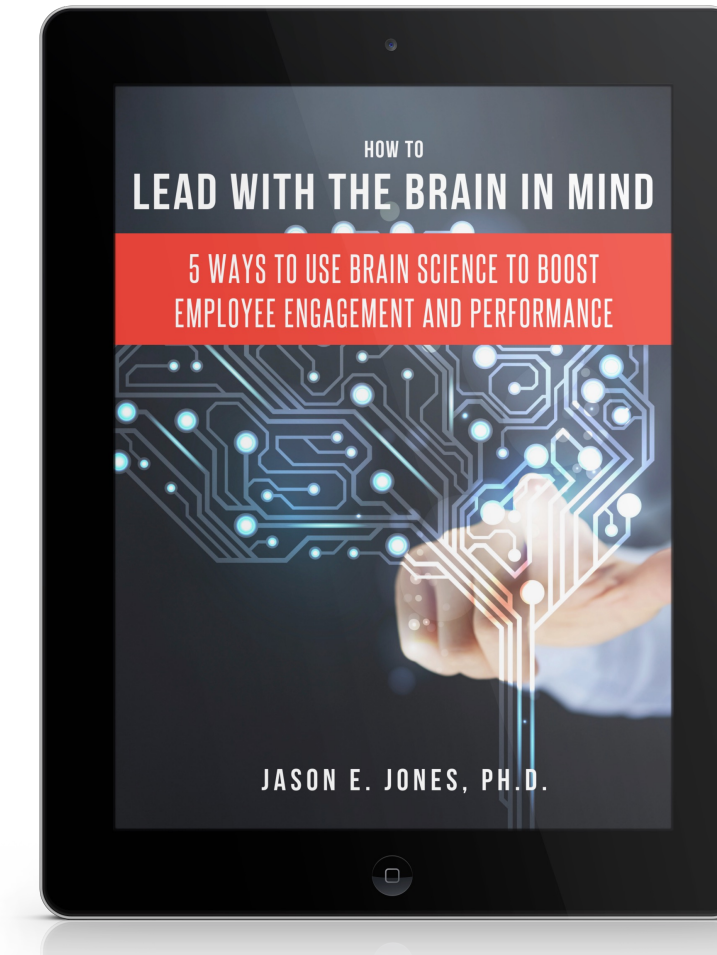
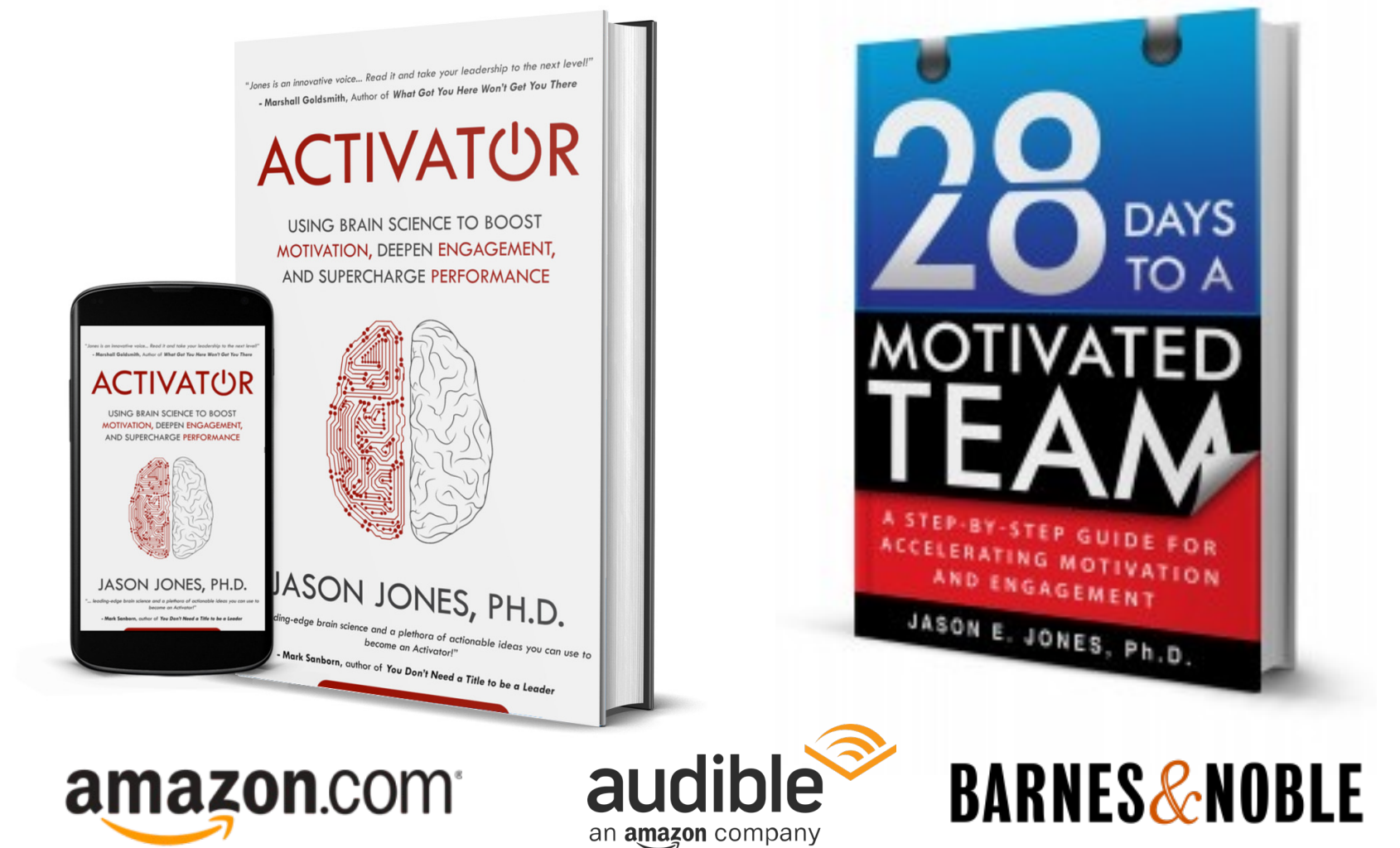
DrJ@DrJasonJones.com



IG: DrJJones



LinkedIn.com/in/DrJasonJones1



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