

5Q

Leveraging Neuromarketing

Using the latest in science in marketing to close the sale

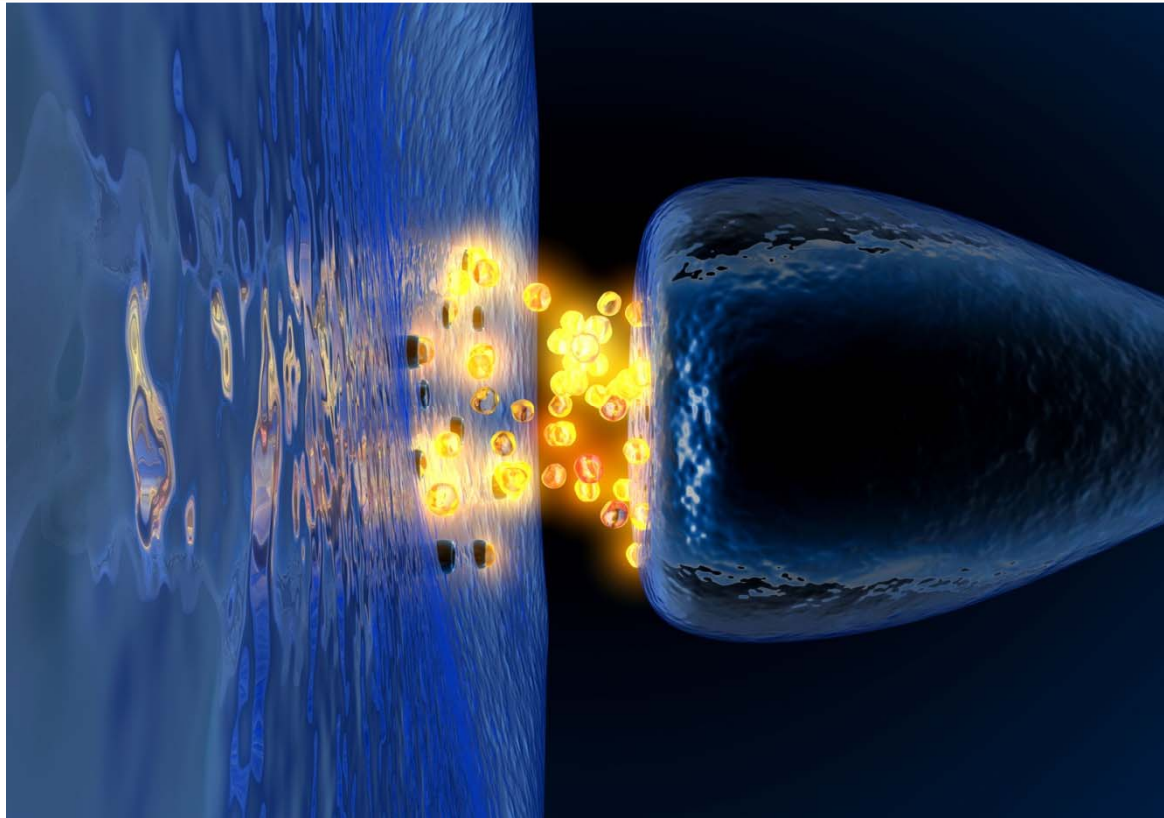


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As a primer, I would like to give you an overview of our thought process and how we view the most effective methods of marketing and closing the sale. These are things we go over in much greater depth at our Training in Minneapolis. My hope is this guide will give you a head start before you come out.

I believe in only using science and proven research to ethically increase the skills and success of our 5Q Members.

- No anecdotes...
- No, "Hey! This guy in Phoenix is making a ton of money doing this."
- No, "Just do it the way we tell you and it will work...trust us."

If it hasn't been scientifically researched and proven to work...I'm not going to teach it or recommend it. Because of this, you will find no selling or marketing system that works as effectively and consistently as 5Q, while still maintaining the highest level of ethical behavior. It's as simple as that.

I have borrowed heavily from these three behavioral psychology disciplines for all of our 5Q Group marketing and selling systems:

1. **Motivational Interviewing**—the discipline of psychology used to get people who are resistant to change...to change.
2. **The 6 Principles of Persuasion**—These 6 core principles of influence identified and enhanced by Dr. Cialdini.
3. **Neuromarketing**—Research and the latest findings on the science of the brain and what makes people want to buy.

You don't have to be an expert to double your business

It is not my goal to overload you with all of the science and data surrounding these three disciplines. In fact, I've already poured over them and converted their findings into real life scripts, stories and techniques that you will be learning over the next couple of months...

The good news is that you will begin making money from day one

Our program is one such technique that will begin making you money immediately, because I've already incorporated all of the science into the actual presentation. You will be using the 5Q presentation to close business the first day you use it.

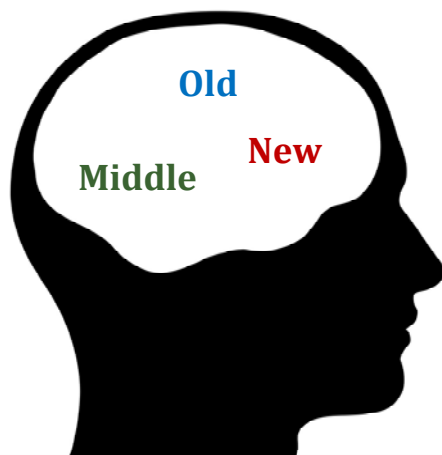
Now with that being said, I am a big believer that if you understand what is actually occurring "under the hood," you are going to be able to more effectively deliver the presentation.

It's in that spirit that I would like you to look over the following summary of the book [Neuromarketing, by Patrick Renvoise and Christophe Morin](#). This will give you a big head start in understanding why we do what we do...and more importantly, why it works.

If you really decide to focus on the 5Q System, you are in for a very exciting next few months...months that will turn into your best year in business! I'm delighted to be able to accompany you on this new journey!

Cheers!

Six Stimuli that Speak to the *Old Brain*



New brain—thinks and processes data.

Middle brain—deals with & processes emotions and gut feelings.

Old brain— the actual trigger of decision. Takes into account input from the other two brains.

- 1. Self-Centered**—only concerned about immediate self. This stimuli explains why 100% of your message should focus on your audience, not you.
- 2. Contrast**—clear contrast (fast/slow, risky/safe, before/after). You must create contrast to get your customers *old brains* attention. Using neutral statements such as we are one of the leading providers... is disastrous to your presentation. This type of vague language does not help your audience to quickly sort out information in trigger a decision
- 3. Tangible Input**—the *old brain* doesn't process written language. It wants something familiar and friendly, concrete, immutable and recognizable. It doesn't like things like flexible solution... integrated approach...it views those types of vague statements

with skepticism. It wants black and white. Easy to understand. Concrete ideas like... more money, unbreakable, 24-hour turnaround time.

- 4. The Beginning and the End**— people easily remember the beginning and the end of the movie, speech, or presentation. What is in the middle gets muddled. One of the greatest pleasures our brains experience is anticipation. When we anticipate we actually produce more dopamine in an area called the reward center, located in the old brain. The dopamine produces a natural high which improves our ability to retain and recall specific details. Always make sure your best material is at the beginning or the end.
- 5. Visual Stimuli**—the *old brain* is visual. The brain processes visual stimuli in 2 milliseconds (ms). It takes 500ms for the brain to ask a process it wants to see. That is why we jump at the surprise of a snake before we realize the branch was not actually a snake. Also, that is why first impressions can be so important... we are hardwired for visual stimulation.
- 6. Emotion**—the *old brain* is only triggered by emotion. We remember events better when we experience them with strong emotion... joy, sadness, anger, surprise, the more emotional, the better. Antonio Damasio says, “we are not thinking machines that feel; rather we are feeling machines that think.”

All 6 stimuli are heavily utilized in the 5Q Presentation...

Methodology

Four Steps to Success

- 1) **Diagnose the pain.**
Everybody wants a solution that will alleviate the pain. **Find the pain.**
- 2) **Differentiate your claims.**
Always use contrast. The brain favors solid and clear contrast. Powerful, unique claims attract prospects because they highlight the differences. Your clients are always asking two things:
 1. **How does this compare to other options?**
 2. **How does this compare to my doing nothing?**Answer those questions well and you have the sale.
- 3) **Demonstrate the gain.**
The brain prefers tangible information over complicated or abstract concepts. Give it solid proof.
- 4) **Delivered to the old brain.**
The *old brain* always makes the final call. The six *old brain* stimuli will affect the decision as much as pain, claim and gain.
 - The more pain your prospect experiences, the better.
 - If you have two competitors who sell the same thing, your effectiveness is divided by three.
 - The stronger proof, the stronger the chance of a sale.
 - Stimulate your imagination—imagine you and your two competitors are in the desert, all selling the same thing. What are you going to do to get your clients attention?

Again
uses step
by-step in
the SQ
Presentation

Step 1: Diagnose the Pain

- 1) What is the source of the pain—assess whether the pain is financial, strategic, or personal.
- 2) What is the intensity of the pain—detect and focus on the high-intensity pain. High-intensity pain manifests itself when large amount of resources or efforts are drawn by the pain.
- 3) How urgent is the need to alleviate the pain—focus on the most time sensitive pain areas..
- 4) Does my prospect acknowledge the pain?—nothing works until the prospect knows they have the pain..

By probing your prospects pain you achieve several goals you:

- Unveil the true source of their pain
- Establish your expertise by asking appropriate questions
- Establish valuable trust with their *old brain*

| Source of Pain | Intensity | Timing | Awareness |
|-----------------------------------|---|--|---|
| | High Level | Immediate | High Level |
| Financial, strategic, or personal | Prospect is allocating multiple resources to eliminate the pain | Prospects life or business will endure instant deterioration if no action is taken | Prospect is highly conscious of actively seeking a solution |

Step 2: Differentiate your Claims

- 1) Always sell something that is perceived to be totally unique.
- 2) Claim that you are the only one who does or has something specific.
- 3) Treat your solution as an invention and build your message firmly on your claims.



In order to be irreplaceable, one must always be different—Coco Chanel

Step 3: Demonstrate the Gain

Tell a man there are 300 billion stars in the universe, and he'll believe you. Tell him the plate you're handing him is very hot, and he'll have to touch it to believe you

—Mick Jagger, Stones

Don't just talk about your gain; prove it!

- ☑ *Financial gain*—positive return on their purchases such as saving money, increased revenue or boosting profits.
- ☑ *Personal gain*—greater peace of mind, more fun, higher pride of ownership, improve chances for promotion, greater sense of accomplishments, self-satisfaction, love, etc..
- ☑ *Strategic gain*—increased quality, faster product diversification, shorter market cycles, or even access to new markets.

SQ uses all of these!

4 ways to prove a gain

1. **Customer story:** Customer stories are the strongest possible proof of gain. However, you must ensure that your story's character has common traits with the person you're selling. **(80-100% Proof)**
2. **Demo: (60-100% Proof)**
3. **Data:** Only use if you cannot demo or come up with a customer story. **(20-60% Proof)**
4. **Vision:** Tell a story or use a metaphor. Create an analogy that closely parallels your client's situation. **(10-40% Proof)**

Step 4: Delivered to the Old Brain

Six "Selling to the Old Brain" message building blocks

1. Grabber
2. Big picture
3. Claims
4. Proofs of gain
5. Handling objections
6. The close

The Seven Impact Boosters

1. Wording with "YOU" in it
2. Your credibility – Credentials, testimonials, etc.
3. Emotions – Tap into them
4. Contrast – You need to contrast their lives, with...and without your solution
5. Varying learning styles
6. Stories – Tell stories...use case studies.
7. Less is more

“Selling to the Old Brain” message building blocks

1

First Building Block: Grabbers

Make a strong first impression by creating a powerful grabber—**present your gain upfront.**

Types of Grabbers

- Again
SQ does all
of this
1. *Mini dramas*—Describe a painful day in the life of your prospect. Contrast with the benefits of a solution
 2. *Wordplays*—Utilize creative language to get attention
 3. *Rhetorical questions*—Let their brain produce the answer you want
 4. *Props*—Use an object that symbolizes what your solution could do for the prospect
 5. *Stories*—Use a parallel story

Grabber #1: Mini-dramas

A mini-drama is basically a reenactment of the day in the life of your prospect without the benefit of your product or service. If done well, it will make your prospect relive the pain he/she experiences daily from not using your product or service.

The most effective mini-dramas close with the second act; a reenactment of the same situation with the benefit of your product or service. A sharp contrast helps the prospect experience the difference and stimulates the contrast sensitive *old brain*.

Grabber #2: Wordplays

The grabbers add another layer of meaning, typically through humor linked to the original content or sentence. As such, they engage the whole brain: *new, middle, and old brain*.

Grabber #3: Rhetorical questions

Get the client engaged immediately with a question designed to engage the brain and seek an answer which coincides with one of your strong benefits.

Some good examples:

- **What if you...?**
 - Carefully choose the questions to reflect on the benefits of your claims.
 - Make sure the questions are simple and short.

- Pause for at least four seconds at the end of each question. Without a pause your audience will not have enough time to engage or think about the answer to that question
- Use, what if you...? questions to appeal to the personal, self-centered aspect of *the old brain*. Make them think about the gain.
- **What do these words have in common?**
 - Challenge the *old brain* to make connections with what, at first, might seem to be unrelated terms. This paradigm shift allows them a glimpse of what benefits can be derived by using this solution.
- **What do these numbers have in common?**
 - Instead of just stating data with the numbers that are related...state the numbers without an explanation... and ask him/her what these numbers have in common—then

Grabber #4: Props

The *old brain* loves concrete objects. People cannot forget a point made with a concrete object.

- **How to use props.**

- Use a prop to illustrate a specific point of your presentation—It must be relevant.
- Choose a prop that is appropriate in the environment in which you are presenting—Make sure it fits into the context of the audience
- Rehearse—It is so powerful, fumbling can severely work against you

Remember
the SQ
"Boat" story?
↓

Grabber #6: Stories

The impact of a good story is that it makes your *old brain* believe that you actually lived it. Stories put the audience in a world of sensory impressions that make it impossible for the *old brain* to differentiate between reality and the story. The *old brain* feels it has lived through the experience even if it has only heard it.

- **Tips for making a good story**

- Be sure that your story has a point and make sure the connection is specifically for your audience. Don't rely on them to make the connection.
- Make the story personal...don't say a man went to a job interview...instead say Billy Bob went to a job interview.
- Put passion into your story—Add details to prove you really experienced that story. Make sensory impressions, it will impact the *old brain* and help prospects envision themselves in the story.
- Draw at least three parallels between the prospects of a story and the client you are presenting it to.
- Contrast what your prospect's life was like before they began using your product and again after using it.
- Present specific tangible benefits of using, not generalities.
- Fix the pain: Financial, strategic, or personal

2

Second Building Block: Big Picture

The quickest way to reach the *old brain* is through the visual.

The big picture

A big picture is a visual or graphical representation of how your solution can impact the world of your prospect....be aware that a graph for an image is not necessarily a big picture:

- If it does not reflect the world of the prospect...it's not a big picture.
- If it is too complicated to be processed in an instant...it's not a big picture.

Contrasted big pictures

Even more effective, contrasted big pictures consist of two images: First, the life of the prospect is shown without your product or service. Second, it is shown with the benefit of your product or service.

The first picture should clearly emphasize the pain, while the second one illustrates the relief of the pain through your product or service (think “before” and “after” pictures).





3

Third Building Block: Claims

Claims are your key selling points to represent the actual value of your solution. It is essential that your prospects leave with a solid understanding of your claims. Layer, by layer, by layer...by repeating your claims you make them more memorable.

Fool proofing your claims.

- **Edit your claims** to make them the shortest and simplest possible. This makes it easier for them to remember.
- **Keep your claims relevant** to your prospects; be sure, they provide a cure to your prospects pain.
- **Repeat your claims** so that their *old brain* will bookmark them as important.

If you have multiple claims...it is best to narrow them down to three or less. People remember things in threes.

4

Fourth Building Block: Proof of Gain

Delivering tangible proof of the gain is where you should spend 70% of your selling effort.

Proof of gain matrix for your claims

| Proof/Gain | Customer Story | Demo | Data | Vision |
|------------|----------------|------|------|--------|
| Financial | | | | |
| Strategic | | | | |
| Personal | | | | |

Customer story

- Find a customer story that would prove the benefit of your claim.
- Name the company, or the people, who could validate your claims.
- Relate three common points shared by the customers in your story and the prospect you are talking to.
- Illustrate the life of the customer before you resolution and again after using it.

If you don't have a customer story, provide it through a demo

- Will showing your product be enough to prove your point?
- Can you really show them visible proof?
- Can you do an A/B comparison demo? Will the prospect clearly see the difference?

If you don't have a demo, do you have data to prove the benefit of your claim?

- Do you have marketing or statistical data that can prove your benefit?

If none of the above is available, how can you use a vision to prove your benefit?

- Can you use a story, analogy, or metaphor to best prove why you believe your prospect would receive some benefit by buying from you?

5

Fifth Building Block: Handling Objections

Objections fall into two categories:

1. **Misunderstanding** - A failure to understand something correctly
2. **Valid objections** - An expression or feeling of disapproval or opposition; a reason for disagreeing



6

Sixth Building Block: The Close

If you faithfully follow the four steps designed for your message to impact the *old brain*, there is no need for sophisticated closing techniques.

Therefore, the most effective closing technique for the old brain is simply as follows:

- Repeat your claims one final time.** We are the only company that...
 - Saves you time...
 - Saves you money...
 - Fulfill your needs...
- Ask for positive feedback**—What do you think?
- Ask for the next step**—Where do we go from here?

Which is why we get so few objections

Seven Impact Boosters

We work on all of these @ the training in Minneapolis



1. Wording with “YOU”

2. Your Credibility is a function of six qualities:

Your Creativity

Being creative cuts through the clutter, it allows your message to be heard.

Tips to achieve creativity.

- Include pictures of document verbiage or video segments whenever possible
- Vary colors and text or copy
- Use a different medium than the status quo—If everyone's using PowerPoint use video, a flip chart or even tell a story.
- Use a different speed. Change the tone of your voice

Your Fearlessness

Fact: Most decisions are based on fear. The old brain is particularly attuned to detecting fear.

Improving your fearlessness.

- Act with high intention but low attachment
- Keep a positive outlook
- Remember that even the best and most brilliant people do not win 100% of the time
- Practice, practice, practice.

Your Integrity

How to show integrity.

- Don't fake it—be yourself...don't try to be somebody else...most everybody can see through that
- Be honest
- Know when to say no or “I don't know”

Your Passion

How to maximize your passion.

- Learn to measure your level of passion
- Surround yourself with passionate people
- Practice and rehearse
- Remember, you can never be too passionate
- Do what you love and love what you do


Your Similarity

We all like people who are similar to us. To be trusted- look, feel, and sound like your prospect's best friend.

Customize your message to fit the profile of your prospect.

Your Expressiveness

Expression depends on three factors (UCLA Study):

- Your words—7%
 - Your voice—38%
 - Your body language—55%
- 

Expression depends on these factors:

Your words

- Finding the exact words will maximize the impact of your delivery.*
- It is vital that you minimize the number of written words to use, especially when using displayed slides.*
- Don'ts of Communication**
 - *Don't use words your audience may not understand*
 - *Don't use expressions like, "I think", "I believe", or "hopefully"*
 - *Don't use complex sentences*
 - *Don't use words that are too abstract or that cannot give a precise measure of benefit*
 - *Don't repeat what is already written on your slide*
 - *Don't say "I will try to demonstrate"*
- Dos of communication**
 - *Do utilize pauses*
 - *Do use simple, precise, and concrete words*
 - *Do use the specialized vocabulary of your prospects*
 - *Do use short and simple sentences*

Your voice

The most effective voice to reach the old brain is your "best friend" voice

- Lower your pitch*
- Speak 20% faster than average—it demonstrates passion*

Your body language

- Maintain strong posture and purposeful movement*
- Use gestures and facial expressions to reflect energy and attitude*
- Make sure you always remain facing your audience*
- Use as much space as reasonably possible—move around*
- Involve the audience*
- Check the following:*
 - *Is your body totally still or are you moving too much?*
 - *Are you making any movements that are distracting for the audience?*
 - *Are you varying your voice and your body attitudes?*
 - *Are your movements synchronized with your words?*

Don't forget the importance of eye contact

- To build trust, make eye contact for at least four seconds.**

3. Contrast

Sharp contrast helps your prospect's *old brain* make a decision more quickly and easily.

Mini-dramas, contrasted big pictures, and stories, are the best way to generate contrast. When seeking to use contrast to your advantage, think of it in terms of:

- Before vs. After
- Without your solutions vs. With your solution
- You vs. Your competitors
- Now vs. Later

4. Emotion

Do you remember where you were on 9/11? The emotions attached to a significant event are powerful memory makers.

The fastest way to influence your audience is through their heart, not their head.

Multiple studies on the brain have clearly demonstrated that strong emotions tend to accelerate and strengthen synaptic connections between our neurons.

No emotion means, no decision. Powerful emotions mark your *old brain* and reach straight to its core.



6. Learning Styles

Some people:

- Like to hear information
- Like to see the big picture before knowing the details
- Like to sleep on new information before making a move
- Need to feel and express to better understand it

7. Stories

The *old brain* cannot tell the difference between reality and a well told story.

To create a good story, it is essential to:

- Create a world of sensory impressions using visual, auditory, and kinesthetic clues that will fool the *old brain* into believing that what you told really happened.
- Clearly connect the story you are telling with the world of your client: why should they care?
- Make sure your story has a point or a punch line.
- The impact of your story depends on two factors:
 - 1) Your content
 - 2) Your delivery

5. Less Is More

To maximize your selling probability **make your message shorter!**

Imagine you are selling a product with 100 individual features. These 100 features could easily be converted into 30 benefits, which in turn, could cure 10 of your prospects pains. Isn't it obvious that you should sell to these 10 cures then?

No! You should **focus only on the top three**, or even just the top one benefit that would cure your prospects number one pain. Why? Because your prospects *old brain* likes to keep it simple.

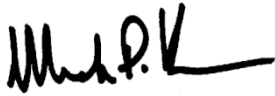
Instead of giving your prospects all the reasons why they should buy from you, **just focus your message on 1 to 3 features that address the top pain.**

Before you finalize your presentation, review all your message building blocks and condense your message until you can no longer remove anything without losing value. Don't be afraid to remove complete portions of your message, if they don't pass the, "**So what!**" test.



I know this seems like a lot of information, but REMEMBER! You don't need to know any of this! I already incorporated all of this into the 5Q presentation. This information is just to familiarize you with the science behind the success.

The entire 5Q presentation and process is proven science and that explains why advisors are able to close cases in the 80% range... and are able to close cases from day one with what seems like no effort. If you have the right tool for the right job, everything seems easy and that's exactly what you are getting with 5Q.

A handwritten signature in black ink, appearing to read "Mike P. Kaselnak". The signature is stylized with a large, sweeping initial "M" and a long horizontal stroke at the end.

Mike Kaselnak
Founder 5Q Group