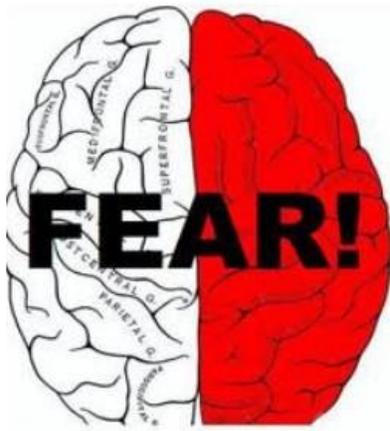


THE CROCODILE BRAIN SYNDROME

“BRAIN FEAR” MEANS SELLING/FRAMING/PITCHING FAILURE!



The crocodile brain is the most primitive part of our cognition, the earliest to develop. It filters most of the incoming messages the brain receives, and is responsible mostly for figuring out whether something is an immediate danger (Simply because that's how our brain is wired, like a crocodile that can only see the front of its nose!). It's basically got just two response buttons: danger (run!) and boring (ignore.) It produces strong emotions, too: love, hate and desire among them, but it's not really good at, well, thinking.

The midbrain, the next most developed cognition center, is **used for determining the meaning of things through sensory input and the context of social situations/environments. The Neocortex is the most evolved part of our brain; it's where we process complex thought and solve problems.**

And that's the problem. We prepare for presentations (including interviews, pitches, and conversation) using our complex thought center, the Neocortex. But that's not where the message is screened; it's screened in the crocodile brain, yes it is first filtered there whether you like it or not! And the crocodile brain views new information in only two ways: a danger (something to avoid or eliminate) or not a danger, in which case it can be safely ignored. Either way, your message is bouncing off without creating any desire for what you're selling, pitching or conversing.

A bit more in details now:

Ever wonder how fear plays a role in limiting our lives?

Well that same fear can destroy your sale as well.

Brain fear always means selling failure and here's why.

In the brain, there are 3 primary areas:

- (1) The cortex;
 - (2) The mammalian brain -- that houses the limbic system;
- And;
- (3) The crocodile brain -- the crocodile brain that is all about survival – fight, flight, and reproduction.

FEAR is about a threat to SURVIVAL

So if there is any kind of fear that is stimulated in the brain, your prospect's CrocBrain will immediately put up the Filter to take flight from the fear.

The CrocBrain kicks into overload and will do whatever it takes both mentally, physiologically or kinesthetically to avoid that fear or survival threat.

In the world of selling and pitching when we talk about brain fears, it's all about what you say or what you do that could be perceived as a SURVIVAL THREAT by the prospect's crocodile brain. What results is your prospect is going to shut down mentally or they will physically move away from you.

To understand what I'm talking about, ever had a situation where someone came up behind you and yelled, "BOOOO!!" What happens is your CrocBrain kicks in and you involuntarily jump and run for your survival.

It's because your crocodile brain is perceiving a threat to your survival and so the mechanisms of jumping back or jumping away is an automatic involuntary action.

That's exactly what happens in the crocodile brain when you say something that the crocodile brain perceives as a threat. The Filter goes up and you're done. You've failed in the sales, pitch process.

So how do you keep the CrocBrain Filter down?

We can teach ourselves the way to speak to the crocodile brain to keep the Filter down so that it doesn't cause any kind of survival threat that typically in some form of rejection or saying, 'No I'm not interested' or the prospect being very 'standoffish'.

The key is to learn how to keep that Filter down so you can access the limbic system and the Feel Good Brain [or Reward Circuit]...more about that in future posts. The Reward Circuit is where the acceptance magic happens in the brain.

How does the brain work? It has been proven that the brain does physically change in response to learning and adaptation. So it is plausible to imagine that the cortex is a matrix for social learning. It stores all the intermediate states on the long social journey each one of us takes from infancy to adulthood and on to the grave.

The cortex does not store individual experiences as you would store marbles in a bag, but it would store developing subsystems. You need some kind of storage to accumulate and integrate experience over time, experience like complex social understanding; like intersubjective social learning. It is the skills of social mind-reading that are accumulated and integrated and refined in the cerebral cortex.

Those cortical representations of complex social understandings are not retrieved, as from a file (because there is nobody to read such a file anyway). Rather the representations are the basis for creatively responding to new social situations. They form the basis for creative projection beyond what is known, to what might be, and at the same time, they constrain creativity to what is feasible and acceptable within the social community. So each time a new situation comes up (and every situation is

new in some way), you do not need to start from square one. You start your response from what you already have in the vast network of your cerebral cortex and creatively project something from that.

We know that sensory signals coming from the receptors eventually end up in the cortex. Visual data, for example, ends up at the back of the head in the so-called visual cortex. What it does there, we do not know. And we know that parts of the cortex send signals out to the muscles, presumably as part of coordinated actions. But what about the 99% of a cortex's activity that goes on within the cortex itself? What is that about?

We don't know what the function of the cortex is, but scientists believe, based on observations of people with brain damage, and on animal studies, that somehow, activity in the cerebral cortex produces meaningful experience of the world, and also, somehow, abstract thinking, planning and language. How that could be possible is a mystery, but that seems to be what is going on.

OUR ATTENTION SPAN: LESS THAN A GOLDFISH



According to the National Center for Biotechnology Information, U.S. National Library of Medicine, and The Associated Press, the average attention span of a human is now at 8 seconds. The report published in January 2014 show a drop in attention span from 12 seconds as measured in 2000. What is ironic is our attention span is now less than the average attention span of a goldfish which was measured in their research at 9 seconds.

According to the study...Attention span is the amount of concentrated time on a task without becoming distracted. Most educators and psychologists agree that the ability to focus attention on a task is crucial for the achievement of one's goals. It's no surprise attention spans have been decreasing over the past decade with the increase in external stimulation.

Other interesting statistics related to the research include:

- Percent of teens who forget major details of close friends and relatives – 25%
- Percent of people who forget their own birthdays from time to time – 7%
- Average number of times per hour an office worker checks their email inbox – 30
- Average length watched of a single internet video 2.7 minutes
- Percent of words read on web pages with 111 words or less – 49%

MEMORIES Fade But STORIES Are Remembered...

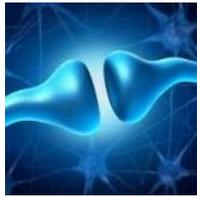
Have you ever wondered why two different people can remember the exact same event very differently? It could be a childhood memory, catastrophic world event, or how your father or mother treated you versus your brother or sister.

When you talk about the memory with a person who was there, they recall very different details of the same situation you were both involved in or witnessing. Why is that? According to Karim Nader, a

Neuroscientist at McGill University in Montreal, it's a combination of how the memory was made and the very act of remembering that can change our memories.

Especially memories that we tend to replay over and over in our mind. Each repetition has the potential to alter them. What Nader believes, through his research, is that memories can be partially rebuilt every time they are recalled.

Recalling an experience or memory to other people may allow distortions to creep in. "When you retell it, the memory becomes plastic, and whatever is present around you in the environment can interfere with the original content of the memory", says Nader.



What's interesting, though, almost the exact opposite happens when people hear a story. According to Princeton University's brain research center, when a story is told the teller and receiver have the exact brain wave patterns. Their neuroscience research using eeG technology suggests you can tell a person a story and the neuron patterns in the brain of person who is hearing the story are formed identical to the way your neuron patterns are formed from telling the story.

So why is this so powerful in selling? While memories may fade and become distorted, stories stick. Because brain wave patterns are identical, the sales story you tell gets remembered and the accuracy of recall is very high.

Think about that for a second.

If you could learn how to tell a powerful story filled with emotion and relatability and connect your product, service, or opportunity to that story, you'd have a selling powerhouse on your hands.



Well, you can just do that and have having stellar results using stories in selling, pitching and relationship building. And you can learn how to unlock the power of storytelling to help you, your career, your business, and your sales. You just have to know how to tell the right story in the right sequence to get attention, make connection, and inspire action.