

# Secrets of High-Impact Messaging

Using Modern Sales Science to Grow Your SaaS Business

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Cerebral Selling



What do you do?

# Your message has a mission

Engage



Assess



Remember



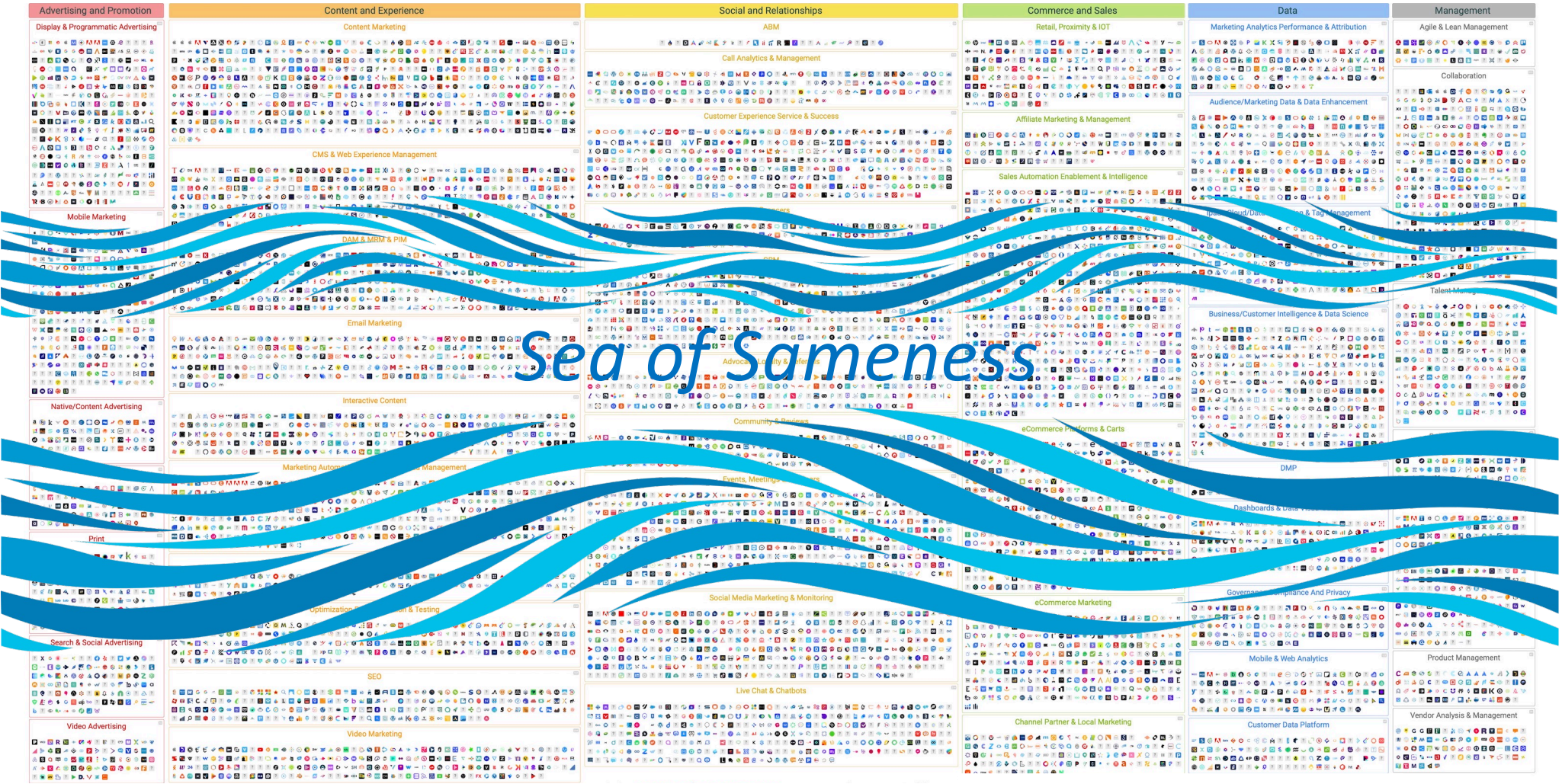
Is this what you say?

“We help [CUSTOMERS LIKE YOU] ...

- **Reduce** - cost, risk, exposure, errors
- **Improve** - efficiency, retention, brand awareness
- **Expand** - reach, insight, automation capabilities
- **Grow** - revenue, customer base, brand loyalty, etc.



# Marketing technology landscape 2023



# Experience Asymmetry: A Hidden Challenge



## How Younger Salespeople Can Win Over Older Customers

by David Priemer



MRPLISKIN/GETTY IMAGES

As companies build out their sales organizations, I find that more and more are putting younger team members—millennials—in charge of connecting with buyers at earlier stages of the sales cycle. That helps explain why, as I train and advise sales teams, many report a rising inter-generational challenge.

I call it experience asymmetry. These young salespeople find themselves pitching older decision makers who have much more experience than they do. Often, the potential buyers are wary, skeptical that the inexperienced representative can offer them ways to improve how they do their jobs or run their businesses.



Sell The Way You Buy



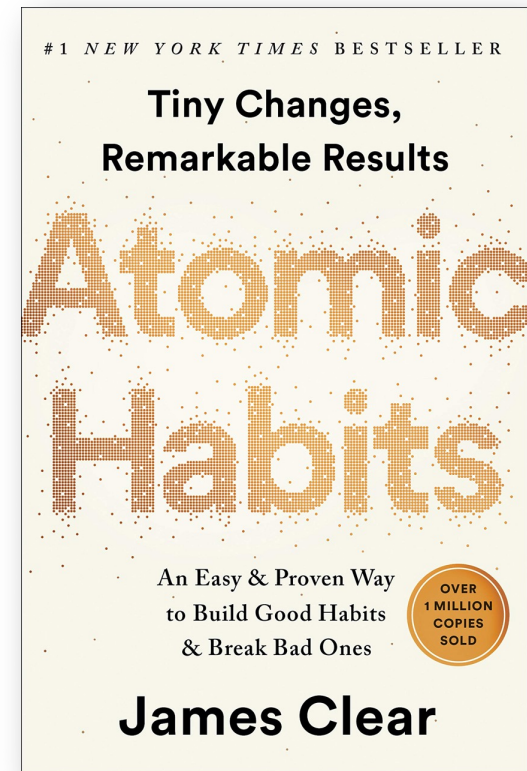


We buy ~~solutions~~ feelings



No feelings = No decisions

“Neurologists have discovered that when emotions and feelings are impaired, we actually lose the ability to make decisions. We have no signal of what to pursue and what to avoid.”



A photograph of a dirt road that splits into three distinct paths leading towards a bright sunset over a green field. The sun is low on the horizon, creating a golden glow and casting long shadows. The sky is filled with dramatic, dark clouds that are illuminated from below by the setting sun. The overall scene conveys a sense of choice and direction.

Your customers have 3 choices

Do nothing

**Your solution**

Another solution

# Problems drive 3 types of feelings

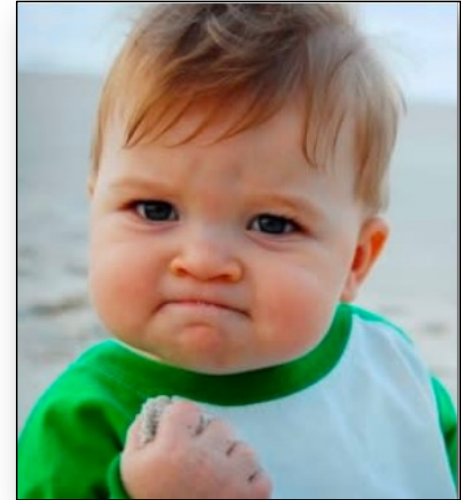
Priority



Clarity



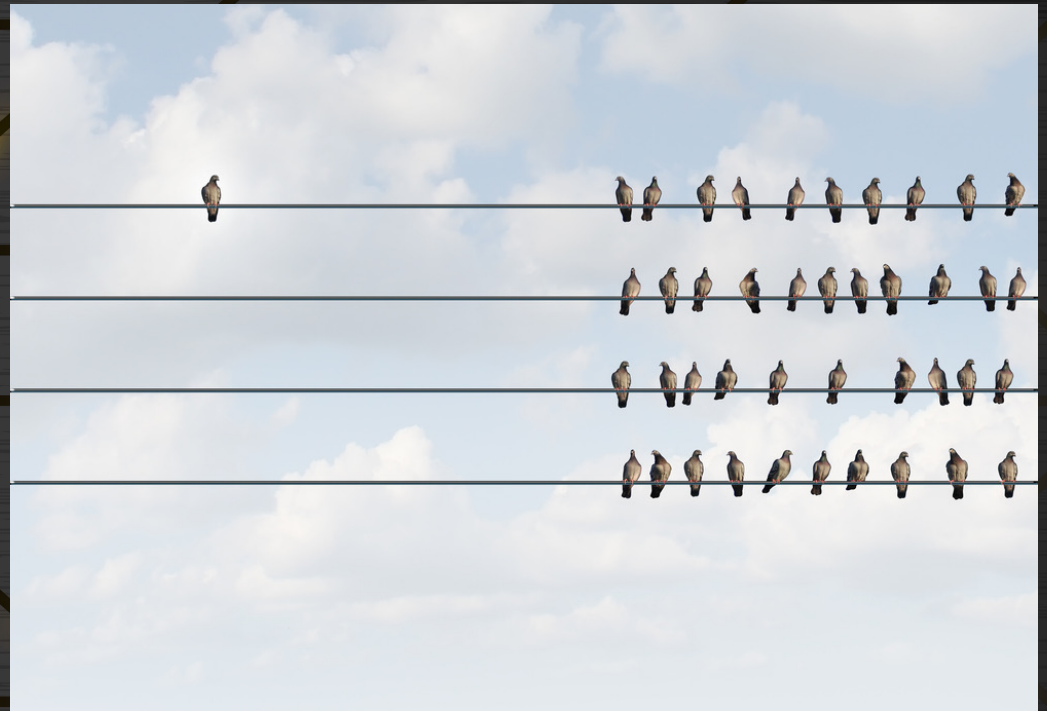
Conviction



# A Simple Messaging Story



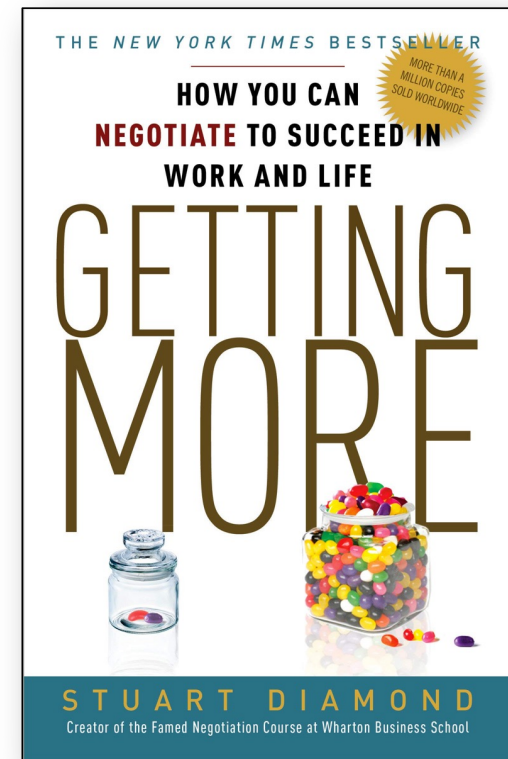
# Polarization



# The Power of a common enemy

“One of the fastest and most powerful ways to bind people together in both new and existing relationships is by establishing **common enemies**.

A **common enemy** puts the people in the relationship in the same foxhole together. Parties that are bound together against someone or something feel closer.”



# Polarizing messages communicate your value quickly!

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**Webinars**

**Don Tapscott**  
Wednesday, Nov 3rd, 1:30pm EST  
[Learn more](#)

**Weekly Rypple Overview**  
November 10th, 3 pm EST  
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# Who is your enemy?

(Hint: it should be your ideal customer's enemy too)



# Things that make good enemies

1. Old, outdated processes and systems
2. Wasted time, money, resources
3. Fear and risk
4. Lack of visibility

Warning: Avoid the sea of sameness!



## Polarizing Statement Builder

Customer persona/title goes here

“We speak to \_\_\_\_\_ all the time  
who tell us that they love \_\_\_\_\_ but  
hate \_\_\_\_\_.”

Enemy goes here

“Value” statement goes here



## In summary...

- Your message's mission: **Engage, Assess, Remember**
- **Solutions** and **benefits** are easily ignored
- People buy **feelings** 100% of the time
- **Problems invoke feelings**
- Use enemies to highlight *compelling* **problems**



Tons of FREE helpful guides

CerebralSelling.com

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The screenshot shows the Cerebral Selling website homepage. At the top, there is a navigation bar with links for Home, Blog, Resources, Training, Speaking, and About David. A search bar is also present. Below the navigation bar, there is a grid of article thumbnails. A dropdown menu is open over the 'Resources' link, listing categories: Messaging, Discovery, Execution, Objection Handling, Leadership, Negotiation, and Career. The article thumbnails include: '3 Surprising Operational Lessons from High-Growth Sales Leaders', 'Are You An "Unconscious Seller"? Why Mastering Art & Science Isn't Enough To Succeed In Sales', 'The Hidden Force Accidentally Driving Your Prospects Away', '5 Tips for Mastering the Art of Listening in Sales', 'Missing Key Details In Your Discovery Calls? Try this simple exercise', 'Want to supercharge your productivity? Learn to say no!', and a partially visible thumbnail for 'Don't Sell Solutions, Sell Feelings!'. A URL 'https://cerebralselling.com/category/discovery/' is visible at the bottom left of the grid.

The screenshot shows the YouTube channel page for Cerebral Selling. The channel name is 'Cerebral Selling' with a handle of @CerebralSelling, 1.7K subscribers, and 116 videos. The bio states: 'Cerebral Selling is a modern sales training practice based on the principles of science and ...'. There are links to 'cerebralselling.com/blog and 5 more links' and a 'Subscribed' button. The page shows a 'Videos' section with a 'Play all' button and a grid of video thumbnails. The thumbnails include: 'SHORTER SALES CYCLES' (49:27), 'HOW ASKING FOR LESS HELPS YOU SELL MORE!' (20:33), 'HOW TO DEFEND AGAINST RECURRING OBJECTIONS' (23:00), 'DON'T HAVE THIS IN YOUR PITCH? #GAMEOVER' (16:00), and 'PREPARE YOUR CUSTOMER FOR THE PUPPY CONVERSATION!' (12:46). Below this is a 'Popular videos' section with a 'Play all' button and thumbnails for 'Selling Feelings' (3:17), 'An Amazingly Simple Technique to Target Your...' (2:59), 'Overcome Objections Using the Most Powerful Word in...' (3:17), 'CONVICTION!!! How to Harness the Massive Conversion Power of...' (3:33), and 'What's the "Pain & Pitch"? (and why you should stop...' (3:01).

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