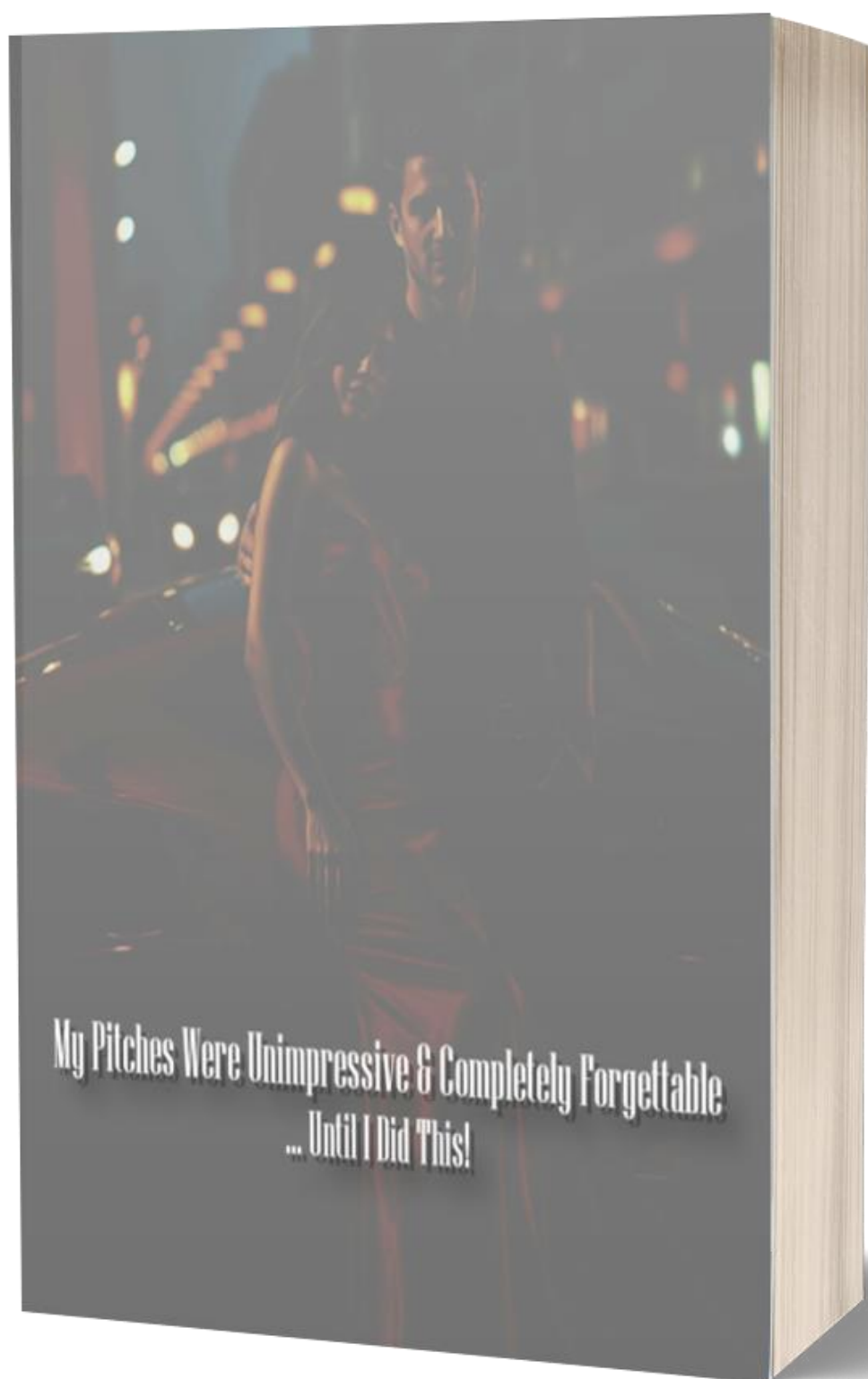




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How to Chemically Change How People Feel in Sales Conversations

Most people think great communicators are just smooth talkers.
Good with words. Clever. Charismatic.

I used to think so too.

Until I realized something that completely flipped the way I think about conversations:

The best communicators don't just speak well—
They *chemically* change how you feel.

Not in some woo-woo, “energy healing” kind of way.
In a *literal*, biological, brain-chemistry kind of way.

And once I saw it, I couldn't unsee it.
It explained why some people leave you buzzing with excitement while others leave you drained.

It explained why certain sales conversations felt electric—and others just... didn't.

It also explained why some people seem *magnetic*.

Because they're not just talking.
They're creating emotional states in others that make them want to move forward.

Let me explain.

The Brain Chemistry of Magnetic Conversations

We like to think decisions are made logically.
But in reality?
They're chemical.

Here's what I mean:

When you're in a conversation and someone says something that makes you feel excited about the future?
That's dopamine.

When someone makes you feel more capable, more confident, more in control?
That's testosterone.

And when someone makes you feel understood, safe, and like you belong?
That's serotonin.

If you can learn to trigger those chemicals in your prospect's brain...
you don't have to "push" them into a sale.

Because they *want* to move forward.
They feel good about moving forward.

Why This Works Better Than Selling Hard

The mistake most salespeople make?
They try to *convince*.

They throw logic at the other person: ROI numbers, features, timelines, bullet points.

But here's the problem:
Logic doesn't move people—emotion does.

Logic is how people justify a decision *after* they've made it.
Emotion is how they make it in the first place.

So, if you can lead someone into an emotional state where saying yes feels *good*...

You've won the sale before you've even talked about the offer.

Step 1: Trigger Dopamine (The Spark)

Think about the last time you felt genuinely excited about something.
Maybe a trip you booked.
A new project you couldn't wait to start.
A big opportunity on the horizon.

That's dopamine.

The brain's motivation chemical.

In sales conversations, dopamine is your “spark.”
It's what makes people lean forward and think: *This is going somewhere good.*

How to do it:

Ask questions that get people thinking about *possibility*.

Instead of:

“How's business?”

Try:

“What’s something exciting you’re working on right now?”

Instead of:

“What’s your revenue goal?”

Try:

“If you hit your big number this year, what would that allow you to do that you can’t do right now?”

The brain starts scanning for *wins*, *good moments*, and *future possibilities*.
That’s dopamine being released—and now you’ve got their attention.

Step 2: Boost Testosterone (The Capability Hit)

Dopamine sparks the *desire*.
Testosterone sparks the *belief*.

When someone feels confident—when they believe they can actually reach their goal—they’re far more likely to take action.

This isn’t about macho bravado.
It’s about giving your prospect a sense of *capability*.

How to do it:

Reflect back moments where they’ve already proven themselves.

Example:

“You’ve already built this from scratch—that’s not easy. That tells me you’re the kind of person who sees things through.”

Or:

“You’ve done the hard part—you’ve got the foundation. Now it’s just about scaling.”

You’re anchoring them to a sense of strength and competence.
This triggers the belief that they *can* do it.

And when people believe they can, they want to.

Step 3: Release Serotonin (The Safety Net)

The third piece is serotonin.
This is what makes people feel *safe, seen, and connected*.

Without serotonin, they might be excited (dopamine) and confident (testosterone)...
but still too nervous to commit.

Because no matter how capable someone feels, no one wants to feel alone in the journey.

How to do it:

Show them you *understand* their fears—and that you’re in this with them.

Example:

“I get why you’ve been hesitant—you’ve been burned before. That’s exactly why I want to make sure this feels safe for you.”

Or:

“A lot of people in your position worry about X. Totally normal. Here’s how we take care of that together.”

Serotonin is about trust.

It tells the brain: *You’re not in danger. You’re with someone who gets you.*

Why All Three Matter (And What Happens If You Skip One)

If you only trigger dopamine?

They get excited... but excitement fades.

If you only trigger testosterone?

They feel capable... but without excitement, there’s no urgency.

If you only trigger serotonin?

They feel safe... but without belief or excitement, there’s no drive to act.

When you combine all three?

You create a conversation where they feel:

- **Excited** about what’s possible (dopamine)
- **Confident** they can do it (testosterone)
- **Safe** moving forward with you (serotonin)

That’s emotional leadership.

That’s magnetic communication.

The 10-Minute Magnetic Sales Framework

Here’s how I put this into practice in sales calls.

Minute 1-3: Spark Dopamine

Ask about something exciting in their world.
Future-pace their wins.
Paint possibilities they care about.

Minute 4-6: Boost Testosterone

Reflect back their strengths.
Anchor them to moments where they've succeeded before.
Frame the challenge as something they *can* handle.

Minute 7-10: Release Serotonin

Acknowledge their fears.
Show them you understand.
Position yourself as a partner, not just a provider.

By the time you've done this, they're leaning in.
You haven't pitched a single feature.
But they're already thinking: *I want this.*

Real Example: The Prospect Who Said "Yes" Before I Pitched

A few weeks ago, I was on a call with someone who had been sitting on the fence for months.

They'd spoken to three other providers.
They'd gotten the proposals.
They still hadn't decided.

Instead of going straight into my offer, I followed the framework.

I started with dopamine:

"What's something you're genuinely excited about in your business right now?"

They lit up. Told me about a new partnership they were exploring.

Then testosterone:

“That’s smart. You’ve clearly built strong relationships over the years—you don’t land partnerships like that by accident.”

I could hear their voice lift.

Finally, serotonin:

“And I get why you’ve been hesitant—big decisions like this are a lot to weigh. My goal is to make sure you feel supported the whole way through.”

They exhaled.
We were aligned.

When I finally explained my offer, they said:

“Yeah, I’m in.”

No push. No hard close. Just alignment.

The Mindset Shift: From Talking to Transforming

When you stop thinking about sales as “presenting information” and start thinking about it as “creating a chemical shift”...

Your whole approach changes.

You stop pushing.
You start leading.

You realize you don’t have to be the loudest, the slickest, or the most “salesy” person in the room.

You just have to help someone feel:

- Excited about the future
- Confident they can reach it
- Safe taking the next step with you

Do that... and the close becomes the natural next step.

Final Thought

Great communicators don't leave people the same as they found them.
They don't just pass information.
They create transformation—*in the moment*.

That's the difference between a salesperson who's tolerated...
And one who's magnetic.

It's not manipulation.
It's emotional leadership.

And it's the secret to becoming the person people *want* to say yes to.

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