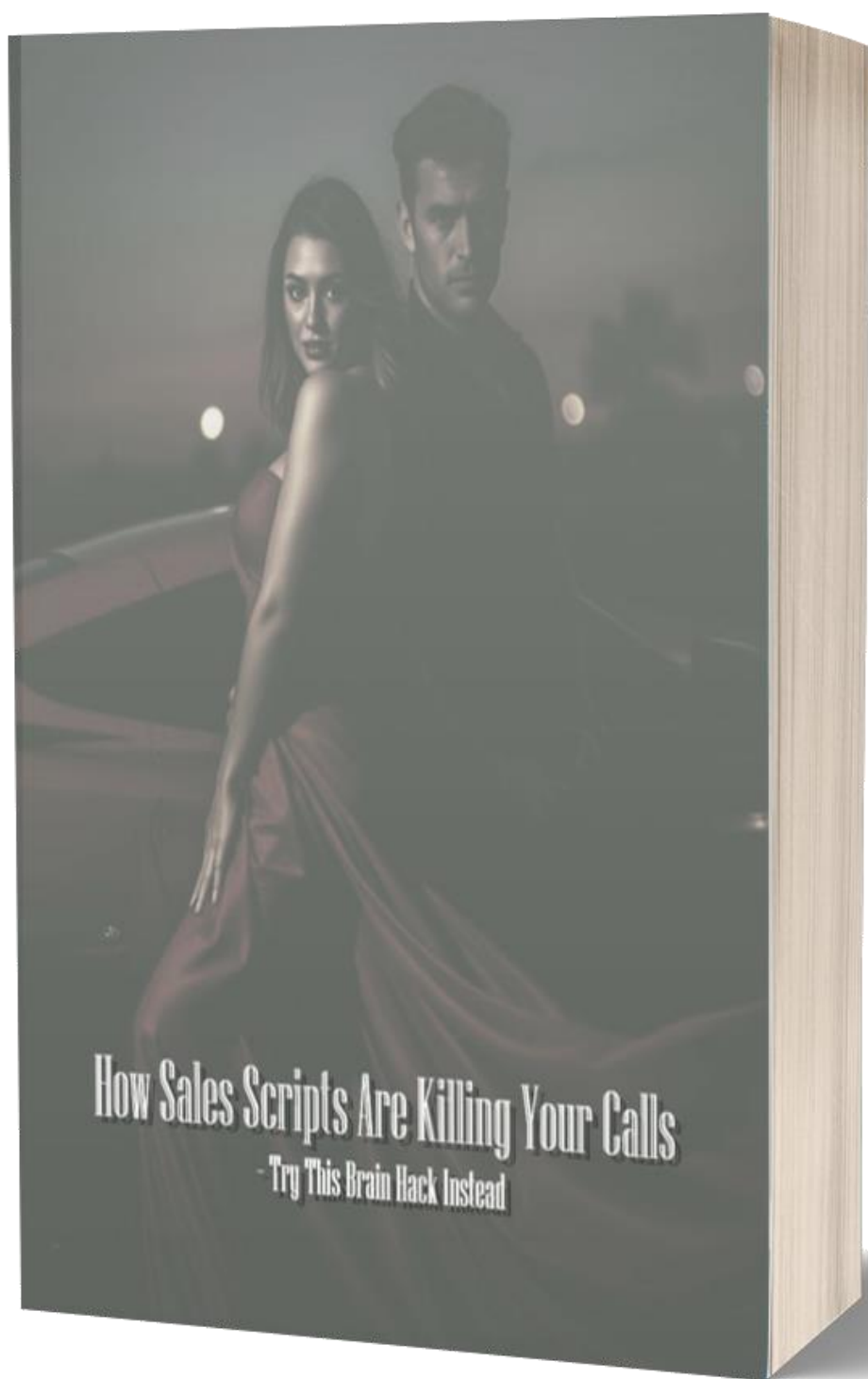




How Sales Scripts Are Killing Your Calls

- Try This Brain Hack Instead

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"So... what do you do?"

That used to be my go-to opener on sales calls.

Polite. Harmless. Standard.

Until I realized it was also the fastest way to kill the conversation before it even started.

I'd said all the “right” things.

Sounded professional. Polished. Prepared.

And still... the calls fell flat.

No spark. No real connection. Definitely no sale.

It took me a while to realize it, but here's the truth:

It wasn't me—it was the script.

All the classic “rapport-building” questions?

They weren't building anything.

They were killing the vibe before the call even got going.

Because the way we've been taught to “build rapport” is broken.

But what if I told you...

There's a simple brain hack that gets total strangers to light up, open up, and actually want to talk to you?

It took me years—and a handful of painfully awkward Zoom calls—to figure it out.

But once I did, everything changed.

And no, I didn't become more persuasive. Or charismatic.

I just learned how to trigger dopamine with words.

Let me explain.

Everyone Says “Ask Better Questions”

If you've read any sales book—or sat through any sales training—
You've probably heard this advice on repeat:

“Ask questions. Uncover their pain points. Get them to talk more than you.”

Great advice.

In theory.

But here's the part no one talks about:

How do you get a total stranger to actually open up in the first place?

You just met them. It's been two minutes.

They're guarded. Distracted. Half-wondering if you're just here to pitch them something.

And suddenly you're supposed to dive deep into their business struggles and personal motivations?

That's not just ambitious.

That's **naïve**.

Because people don't open up on command.

They open up when they feel safe.

And that's what most sales training skips:

Before you **extract**, you have to **connect**.

And connection doesn't start with,

“So, what keeps you up at night?”

It starts with chemistry.

The First 30 Seconds Are Everything

Most people think the sale starts when you pitch.

It doesn't.

It starts the moment you speak.

And if your first few sentences are boring, robotic, or rehearsed?

Your prospect tunes out.

Maybe not visibly. But neurologically?

Their brain is already looking for an exit.

That was me—stuck in small talk purgatory.

Same questions. Same answers. Same results.

Until one day, mid-conversation, I decided to try something different.

The Question That Changed Everything

It was a Friday morning.

Another cold call. Another polite stranger on the other end.

I almost said, “How’s your week been?”

But something stopped me.

Instead, I asked,

“Working on anything exciting lately?”

There was a pause.

Then a chuckle.

And then... something I didn’t expect:

They actually told me something exciting.

Not work-related. Not polished. Just real.

They lit up.

The energy shifted.

And for the first time, it felt less like a sales call... and more like a real conversation.

Why That Worked (According to Science)

I dug into it later, curious what had just happened.

Turns out, the brain responds very differently based on **how** you frame a question.

When you ask something like, “Been busy?” or “How’s work?” —
You're prompting the brain to scan for **stress**, **deadlines**, and **pressure**.

Not ideal when you're trying to build connection.

But when you ask about **excitement**?

The brain flips.

It starts searching for **dopamine hits**—those moments of joy, pride, creativity, or progress.

And here's the kicker:

According to Dr. John Medina, dopamine acts like a mental ****Post-it note****.
Whatever causes it... sticks in the memory.

So when your question makes your prospect feel good?

They don't just enjoy the chat—they remember ***you***.

Rapport Isn't About Being Liked. It's About Being Felt.

When I stopped trying to be “professional” and started focusing on **emotional chemistry**, things changed.

People opened up faster.

Laughed more.

Shared more.

And they stopped treating me like a vendor...

and started seeing me as someone they actually wanted to talk to.

Here’s the truth no one tells you:

People don’t buy when they understand you.

They buy when they feel understood.

But they won’t show you what’s under the surface until they feel safe.

And safety doesn’t start with clever qualification questions.

It starts with curiosity—the kind that makes their brain go:

“Oh... this is different.”

The 3-Minute Rule That Changed My Sales Game

After testing dozens of openers, I came up with a personal rule:

Win the first 3 minutes.

Not by pitching.

Not by proving myself.

But by making the other person feel good.

Here's how:

1. I stopped asking default questions.

No more “How are you?” or “Where are you based?”

Those are *safe* but they're also forgettable.

Instead, ask:

* “Caught up in anything fun or fulfilling lately?”

* “Curious—what's something you've been thinking about a lot recently?”

* “If your week had a title, like a Netflix episode... what would it be?”

Weird? Maybe.

But that's the point.

Weird is *memorable*.

Weird breaks the pattern.

Which brings me to...

Pattern Interrupts Are Underrated

Prospects are used to the sales script.

So when you sound like everyone else, you *blend in*.

But the moment you say something unexpected?

They wake up.

Literally—dopamine spikes with novelty.

The brain LOVES new patterns.

Which is why I once opened a call by saying:

“Before we dive into business... serious question: if coffee didn’t exist, what would keep you going?”

We ended up talking about tea, power naps, and morning routines.

You know what else we ended up talking about?

The sale.

But only because I *earned* that trust first.

“Rapport” Isn’t a Box to Check

A lot of sales training makes rapport sound like a technique.

Smile. Ask a personal question. Mirror their body language. Done.

But people can smell fake warmth a mile away.

Instead of thinking “build rapport,” I started thinking:

****How Do I Trigger Their Trust?****

Not by saying the right things.

But by sparking the right *feelings*.

Which led me to a surprising truth:

The Best Sales Calls Don’t Feel Like Sales Calls

You know you’re doing it right when the prospect says:

“This doesn’t feel like a sales call.”

That's happened to me more than once.

And every time it does, I know I've created the perfect zone:

- * Low resistance
- * High engagement
- * Authentic emotion

Because here's what I realized:

When someone enjoys a conversation, they *lower their guard*.

When they lower their guard, they're more open.

When they're open, they *sell themselves*.

And you? You just guide the process.

But only if you get the first few moments right.

So... How Do You Use This in Real Sales Calls?

Here's the simple framework I now use every single time:

Step 1: ****Break the Script****

Say something, they don't expect—without being weird for the sake of it.

Example:

“Before we talk shop—mind if I ask something totally random?”

Curiosity triggered. Guard lowered.

Now you've bought yourself attention.

Step 2: ****Ask a Dopamine Question****

No surface-level small talk.

Go for questions that make them reflect on ****wins, joy, curiosity, or growth****.

Example:

“Has anything exciting or unexpected happened for you this month?”

They pause. Think. Smile. Boom—you've just made their brain feel good.

Step 3: ****Mirror Their Energy, Not Their Words****

If they light up about something? Ride that wave.

If they're mellow? Don't force hype—just be curious.

This builds ***emotional alignment***—what most call rapport.

Step 4: **Anchor the Emotion Before the Pitch**

Before you transition to your offer, say:

“I love the energy around that—you clearly care about what you do. That’s actually why I reached out...”

Now your pitch feels *connected* to something that already matters to them.

Not random. Not pushy.

Just relevant.

Final Thoughts: People Buy When They Feel Something

Not when they’re informed.

Not when they’re impressed.

When they **feel something**.

Most salespeople skip to the pitch.

But the best ones?

They prime the brain for pleasure—then attach the pitch to that emotion.

And if you’re thinking, “That sounds manipulative...”

It's not.

It's **empathetic**.

It's **strategic**.

It's **human**.

Because no one wakes up excited to take another generic sales call.

But everyone craves connection—even your prospects.

You just have to be the one who gives it to them first.

So next time you hop on a call?

Skip the “How are you?”

And ask something that actually makes them **feel alive**.

You might not just build rapport.

You might become the only salesperson they actually **look forward** to hearing from again.

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