

A great pitch is not about procedure. It's about getting and keeping attention.

When you listen to three or four pitches a day, your "BS detector" becomes finely tuned.

Premise

Triune Brain



triune brain

Triune brain

As you are pitching your idea, the croc brain of the person sitting across from you isn't "listening" and thinking, "Hmmm, is this a good deal or not?"

Its reaction to your pitch basically goes like this: "Since this is not an emergency, how can I ignore this or spend the least amount of time possible on it?"

If it's not dangerous, ignore it

If it's not new and exciting, ignore it

If it's new, summarize it as quickly as possible and forget about the details

Do not send anything up to the neocortex for problem solving unless you have a situation that is really unexpected and out of the ordinary.

given the limited focus and capacity of the croc brain, up to 90 percent of your message is discarded before it's passed on up to the midbrain and then on to the neocortex. The crocodile brain just doesn't process details well, and it only passes along big, obvious chunks of concrete data.

unless your message is presented in such a way that the crocodile brain views it to be new and exciting—it is going to be ignored.

if your pitch is complicated—if it contains abstract language and lacks visual cues—then it is perceived as a threat. Not a threat in the sense that the person listening to your pitch fears he is going to be attacked, but a threat because without cues and context, the croc brain concludes that your pitch has the potential to absorb massive amounts of brain power to comprehend

There are millions of people in the business world, and each brings a frame to his or her social encounters.

Whenever two or more people come together to communicate in a business setting, their frames square off and then come into contact, but not in a cooperative or friendly manner.

Frames are extremely competitive—remember, they are rooted in our survival instincts—and they seek to sustain dominance.

When frames come together, the first thing they do is collide. And this isn't a friendly competition—it's a death match. Frames don't merge. They don't blend. And they don't intermingle. They collide, and the stronger frame absorbs the weaker.

Our brains process what our senses tell us and quickly react with a series of questions: Is it dangerous? Should I eat it or mate with it? This is the croc brain at work, doing what it does best—detecting frames, protecting us from threats, and using dominance and aggression to deflect attacking ideas and information.

Strong frames are impervious to rational arguments. Weak arguments, made up of logical discussions and facts, just bounce off strong frames.

You must also take care not to abuse the power you now hold. The frame master, which is what you will be when you get good at this, knows that dominating the frame is not how you win the game but rather a means to win the game. No one likes to be dominated, so once you own the frame, use this power in ways that are fun and mutually exciting.

Everyone uses frames whether they realize it or not

Every social encounter brings different frames together

Frames do not exist in the same time or place for long. They crash into each other, and one or the other gains control.

Only one frame survives. The others break and absorbed. Stronger frames always absorb weaker frames.

The winning frame governs the social interaction. It is said to have frame control

Important points about Frame Control

Frame Control

The most common opposing frame you will encounter in a business setting is the power frame. The power frame comes from the individual who has a massive ego. His power is rooted in his status—a status derived from the fact that others give this person honor and respect. You will know that you are facing a power frame when you encounter arrogance, lack of interest (a vibe that conveys "I'm more important than you"), rudeness, and similar imperial behaviors.

Defiance and light humor are the keys to seizing power and frame control.

Power frame

When you approach an opposing power frame, your first and most important objective is to avoid falling into the other person's frame by reacting to it. And

make absolutely certain that you do nothing that strengthens the other person's frame before your frames collide.

No matter what happens, no matter how much social pressure and discomfort you suffer, you must stay composed and stick to your frame. This is called plowing. So you prepare yourself to plow, as an ox might plow a field. Always moving forward. Never stopping. Never any self-doubt. And, as you are about to see, when two frames collide, the stronger one always wins.

if you want to know who has the frame, it's easy to observe. When you are reacting to the other person, that person owns the frame. When the other person is reacting to what you do and say, you own the frame.

When you own the frame, you control the agenda, and you determine the rules under which the game is played.

Unless you are a celebrity, a tycoon, or the guy who just landed your company the largest deal it has ever done, in most cases you enter a new business setting with a low social position. The harder you try to fit into this social scene, the lower your perceived social value becomes.

Every interaction is affected by pecking order—who is the dominant group member and who are the subordinates.

If you have to explain your authority, power, position, leverage, and advantage, you do not hold the stronger frame. Rational appeals to higher order, logical thinking never win frame collisions or gain frame control.

If you are pitching from a lower-level platform, or low social status, your ability to persuade others will be diminished, and your pitch will be difficult, no matter how great your idea or product. However, if you hold high social status, even on a temporary basis, your power to convince others will be strong, and your pitch will go easily.

Status

The first thing you do when you meet with a target is to establish local star power. If your meeting happens to be on your turf, like the golf pro or the French waiter, use your domain expertise and locational knowledge to quickly take the high-status position.

If you are meeting in the target's domain—his (or her) office or at an off-site location—you must neutralize the person holding high status, temporarily capture his star power, and redistribute some of his status to others in the room who will support your frame.

Elevating Social Status

Have fun. Be popular. Enjoy your work. There is nothing as attractive as someone who is enjoying what he or she does. It attracts the group to you and allows you to build stronger frames and hold them longer.

If you think you'll start a meeting from the beta position, always be on time for the appointment. When you are late, you are giving away power. It's difficult to establish strong frames when you can't play the game of business by its most basic rules.

Showing signs of neediness is about the worst thing you can do to your pitch. It's incredibly bad for frame control. It erodes status.

Eradicating Neediness

here is how we fall into validation-seeking behaviors

When we want something that only the target can give us

When we need cooperation from the target and can't get it, it's frustrating and causes us anxiety.

Neediness is created inside of us when we firmly believe that the target can make us feel good by accepting our pitch and by saying "Yes."

validation-seeking behaviors are triggered in us when the target seems uninterested in our pitch, begins to withdraw, or shifts his or her attention to something else.

solution to eradicating neediness

Want nothing

Focus only on things you do well

Announce your intention to leave the social encounter

The 48 Laws of Power applied to Frame Control, Status and Eradicating Neediness

Law 6: Court attention at all cost.

Law 9: Win through your actions, never through argument.

Law 10: Infection: avoid the unhappy and unlucky.

Law 36: Disdain things you cannot have: ignoring them is the best revenge.

Law 47: Do not go past the mark you aimed for; in victory, learn when to stop.