

TELEPHONE SKILLS CHEAT SHEET

Chris Mullins, The Phone Sales Doctor™

The Science of Smiling

Humans are a curious species, and given our ability to investigate the world around us, it should come as no surprise that researchers have investigated the question: What happens to our brains when we smile?

Smile and Have a Good Day

Let's say you experience a positive situation, for example, you meet with a friend you haven't seen in a long time. As you walk up to your friend, neuronal signals will travel from the cortex of your brain to the brainstem (the oldest part of our brains). From there, the cranial muscle will carry the signal farther toward the smiling muscles in your face. Your face will light up and you will smile at your old friend, perhaps even laugh as you embrace each other and wonder how you have let so much time slip by.

Sounds simple enough, right? And yet, that's only where it starts. Once the smiling muscles in our face contract, that initiates a positive feedback loop that now goes back to the brain and reinforces our feeling of joy. To put it more succinctly, "Smiling stimulates our brain's reward mechanisms in a way that even chocolate, a well-regarded pleasure inducer, cannot match." Smiling, then, seems to give us the same happiness that exercising induces in terms of how our brain responds. In short: Our brain feels good and tells us to smile; we smile and that tells our brain that it feels good and so forth. That's why in a recent research study, scientists concluded that "smiling can be as stimulating as receiving up to 16,000 Pounds Sterling in cash." *Source: Dr. Paula Niedenthal*

Think about how you can apply the science of smiling in your business's day-to-day operations. Encourage your team members to smile when they see each other, to smile before they pick up the phone, to smile as they speak with each caller. Smiling is contagious, and the research is in: Smiling makes you feel good. So, smile and have a good day!

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