



# THE ART OF NEURO-SELLING

Sought after speaker and consultant CHANA WANICHAPUN sees neuroscience playing a greater role in predicting and personalising consumer experiences, making business practices more precise and emotionally intuitive.

Words: PASAVAT TANSKUL

**C**hana Wanichapun's journey into applying neuroscience principles to business practices was sparked by a deeply personal experience.

A few decades ago, a family member suffered from a chemical imbalance in the brain, opening Chana's eyes to the profound impact brain function has on emotion and behaviour. This revelation led him to explore the complexities of human perception and the potential of neuroscience. His fascination with how the brain works naturally extended into the business world, particularly in luxury markets, where emotions heavily influence consumer decision-making. By applying insights from neuroscience, Chana's focus on 'neuro-selling' has helped businesses create deeper emotional connections with their clients, predicting consumer behaviour and enhancing their overall experience.

As the CEO and Co-Founder of Chana Consultant, Chana has worked with some of the world's leading organisations, bringing his expertise in Neuro Selling and Personality Sales Systems to a wide range of industries. Through years of collaboration with notable business figures such as Brian Tracy, Robert Kiyosaki, and Jordan Belfort, Chana has developed a leadership philosophy grounded in emotional intelligence, transparency, and continuous learning. He believes that the integration of

neuroscience into business strategy – especially when paired with evolving technologies like AI – will be key to creating authentic, emotional connections with customers in the fast-changing global marketplace.

*Prestige* chats with Chana to hear his thoughts on how neuro-selling can help businesses thrive and adapt in the foreseeable future.

**With rapid technological advancements, how do you think businesses should adapt to integrate neuroscience and maintain a competitive edge?**

Businesses must embrace both the technology and the science behind consumer decision-making. As AI, machine learning, and big data analytics continue to evolve, these tools will enable businesses to collect and interpret vast amounts of data on consumer behaviour. However, without the lens of neuroscience, this data is incomplete. Companies need to integrate neuro-based strategies – like understanding how emotions, attention, and memory work in consumer interactions – to create more authentic, emotional connections with their customers. This integration of tech with neuroscience will allow brands to evolve beyond traditional marketing and sales, offering hyper-personalised, emotionally resonant experiences that will set them apart in the competitive landscape.

**What do you see as the biggest challenges for Thai entrepreneurs in the current global market, and how can they overcome them?**

One of the biggest challenges for Thai entrepreneurs is the balancing act between traditional values and the rapid pace of globalisation. Many Thai businesses are built on trust and long-standing relationships, which can sometimes be at odds with the fast-moving, digital-first global market. To overcome this, Thai entrepreneurs must embrace digital transformation while staying true to their roots, creating authentic experiences that bridges the gap between tradition and innovation.

**You've worked with renowned business figures like Brian Tracy, John C Maxwell, Robert Kiyosaki and The Wolf of Wall Street himself – Jordan Belfort. What are some key lessons you've**

**learned from them?**

From my main mentor Brian Tracy, I learned the value of focus and self-discipline – how these two factors can create exponential results in both business and life. John C Maxwell showed me the principle of leadership. I gained insights into the importance of financial intelligence and how understanding the flow of money is crucial to building wealth from Robert Kiyosaki. And, of course, I learned how to sell anything to anyone from 'The Wolf'. All of them taught me that lasting success comes from cultivating a mindset that is proactive, resilient, and always learning.

**As CEO and Founder of Chana Consultant, where do you envision the company going in the next five to 10 years?**

I envision Chana Consultant becoming the driving force behind positioning Thai businesses as global leaders in high-value markets. We will focus on elevating brands by integrating neuroscience and modern business strategies, ensuring they resonate with international consumers on both an emotional and experiential level.

My goal is to create an ecosystem where Thai businesses are recognised for their quality, innovation, and authenticity. Chana Consultant will not only help Thai entrepreneurs expand globally but also ensure they thrive by building deep, lasting connections with their customers. We will continue to champion the excellence of Thai craftsmanship and hospitality, helping these businesses take their rightful place on the world stage.

**What leadership principles do you live by, and how do you instill these values in the teams you work with?**

My leadership philosophy is built on emotional intelligence, transparency, and continuous learning. I believe that to lead effectively, you need to understand not only your own emotional drivers but also those of the people you lead. Transparency builds trust, and continuous learning ensures that you and your team are always growing.

**After more than 25 years in the business world, how do you continue to grow and challenge yourself professionally?**

Surrounding myself with experts from diverse fields also ensures that I'm always

learning something new, which keeps my passion alive. I am constantly seeking new ways to integrate cutting-edge knowledge into my work, challenging myself to apply new concepts in real-world business scenarios, not just in theory. Recently, I expanded my new golf lifestyle business, Golf Sphere. Bringing in luxury golf membership and a beauty competition – Miss Golf Thailand – it's totally new for me and not easy.

**With such a demanding career, how do you manage to balance your personal life with your professional commitments?**

I don't believe that personal and professional lives can or should be completely separated. Both influence and shape one another, and the key to true balance lies in finding harmony between the two. For me, it's about blending my personal passions into my professional career, allowing them to complement and enrich each other. When you align your personal interests with your work, it doesn't feel like a sacrifice but rather a journey toward becoming the best version of yourself.

My priorities are clear: health, wealth, and relationships. Health is the foundation. Without it, I cannot perform at my best. Wealth allows me the freedom to create, innovate, and contribute meaningfully. And relationships – both personal and professional – are at the heart of everything I do. By nurturing these areas, I find a sense of harmony that fuels my passion and keeps me grounded, no matter how demanding my career becomes.

**What advice would you give to young entrepreneurs who are just starting out and looking to make their mark in the business world?**

In the last 10 years, I have had a chance to work with many young entrepreneurs, including participants in *Prestige's* High Flyers Masterclass seasons one and two. My advice would be to invest in understanding human behaviour. Whether you're selling a product, service, or idea, everything in business comes down to people. The more you understand your customers' emotional and psychological needs, the better you can serve them. Stay curious, be resilient in the face of challenges, and focus on building authentic relationships. These are the keys to long-term success. ■