

Connect Your Offer To The Problem

In sales to sell you need to find the prospect's pain point (Goal or Problem).

Once you found that, in order to successfully sell, you need to market your product.

What I mean by market your product, is make your product make sense in the eyes of the prospect.

Build up logic around your solution (product), so it makes sense to get it!

Now, what is one of the steps in making your solution seem logical?

Connect it with the problem!

This might take some exercise, but you can do it! In fact, you can connect any solution to any problem!

If I am selling a car, and the prospect's problem is that he isn't popular with women, I can tell the prospect that with a nice looking car like this one, he will be that much more attractive.

What if the prospect's problem is that he is always too lazy? Great! The car that I am selling is not going to make him less lazy, but it will make being lazy more comfortable! Hate getting out of the bed and walking to work?

Well, you still have to get out of bed, but how about sitting to work in the car seat instead of walking?

If the prospect's problem is to be wealthier? No problem! Guess how much more money you can make in the extra time you free up by using a car instead of commuting everywhere!

Prospect wants to feel younger? With a car like this, that is popular amongst the younger generation, you will take off at least 10 years of your actual age!

And so forth. You get the point.

Good selling to you!