

-Finding Problems & Goals-

Instant Training by Adam Vizler

(Taken from the **Definitive Cold Sales Course**)

Things to know

People buy for one reason. And one reason only! That is to solve things. Solve issues or problems (and in some cases reach goals).

Keep it in mind. If the prospect sees that the product or service is a solution to his problems (whether imaginary or real), he will buy.

Given that the product/service is on a satisfactory price and it delivers how the prospect wants it to deliver, in the speed the prospect wants it in.

People NEVER purchase something that would create more problems. Or things that will become a burden or extra commitment without the benefits outweighing the costs.

What is a Problem in Sales?

A problem is something that bothers the individual. Remember, it bothers the “individual”, not YOU.

So even if you might think that this person has a specific issue like rotten teeth, if it doesn't bother the individual, you won't be able to use this problem to sell him toothpaste.

Sometimes a bit of education can change on this. But I leave it up to you if you want to bother with it or not.

A problem can also be a goal. Thing to know here, is that a goal doesn't seem like a problem, but oh boi it is!

The problem is: “haven’t reached the goal yet” or “not progressing fast enough towards the goal”.

So watch out for that! People will sometimes say “everything is fine!”

Don’t believe them. There is a problem in every area of life. Sometimes big, sometimes small.

Your job is to find these, and solve it through your product/service.

How do you ask for a Problem/Goal?

There is a super-secret magic technique here that I use.

Ready to hear it?

Are you really ready?

Ok.. Here it goes...

SIMPLY ASK FOR IT!

Ask for it like “When it comes to *white teeth*, what is your biggest concern?”

Or “What would you like to improve most in regards to *insert subject here*?”

Or “What causes the most headache in *insert subject*?”

See? Simple as that!

How do you know you found the right Problem/Goal?

Prospects lie. Not always, but sometimes they do.

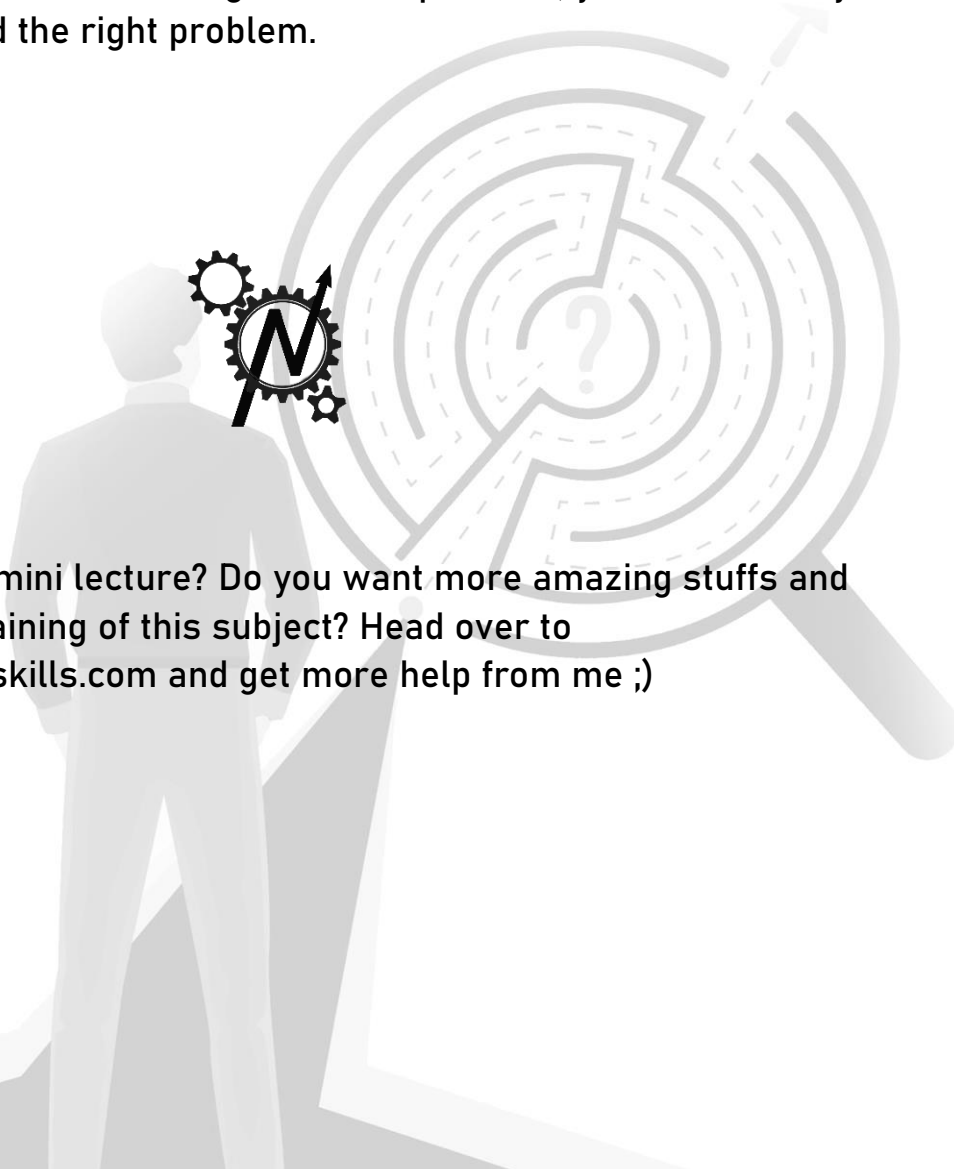
So how do you know if they gave you the right problem/goal? How do you know if they are not just trying to brush you off with a social problem?

Answer: OBSERVE.

Observe the prospect's face expressions. His mood. His attitude. His body language.

Chances are, when he is talking about something that he REALLY wants or REALLY wants to get rid of, he is going to change emotionally and even physically.

Fun Note: If you prospect falls down on his knees crying and begging for your help while he is talking about his problem, you can be fairly certain you found the right problem.



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