

How Do You Know It's The Right Pain

By pain point I mean the problem or goal of the prospect he is trying to solve, that he can solve with your product/service.

It is important you are not looking for just any pain point, but a pain point that is relevant to your product/service, that your product/service can solve.

How do you know you found the right pain point of the prospect?

It is quite simple. When you guys are discussing the pain point of the prospect, the prospect will CHANGE.

CHANGE is what you are looking for.

Anything.

If the prospect was calm before, and during discussions of the pain point, the prospect suddenly looks nervous. That is what you are looking for.

Alternatively if the prospect was nervous before, and suddenly he acts calmly. That is what you are looking for. CHANGE.

Change is an indicator that you are on the right track, on the right subject.

Keep an eye out for nervous body movements, defensive body language, stuttering, avoidance of eye contact, embarrassment etc. These are all indicators, that you found something that really bothers the prospect.

Why does these indicators happen? Because when you are talking about an ACTUAL REAL pain point, the prospect will try to fight, resist and avoid the pain point mentally, and that shows on the body language, emotions, posture and communication of the prospect.

Also, watch out for prospect comments such as “oh that! That is not an issue, I am already working on it!” or comments such as “but I am handling it”. Which is either bullshit, or you didn’t find the RIGHT pain point. As if he ACTUALLY was working on it, it wouldn’t be a problem anymore.

Basic rule: If it could had been solved by the prospect, It would had been solved by the prospect by now already.

All in all, if the prospect reacts, and changes when a certain subject is brought up. You know you found something which bothers the prospect.