

How To Find Pain Points Of Prospects

How do you find the pain point, the problem or the goal of the prospect?

Very simply!

Just ask for it!

You can ask for the prospect's pain point in various ways.

Here are some examples:

"What would you like to improve on in the subject of _____)

"What causes you the biggest headache when it comes to _____)

"What is your biggest problem in _____)

"If you could make one thing better in _____, what would it be?)

"Would you like to be better at _____? If so, what is holding you back from being better at it?)

Etc.. The list goes on.

If you don't get the answer you were looking for, simply say. "Ok, got you. Let me ask this differently."

And proceed to ask the same question in a different way (examples above).

Do this until you get something you can work with, something that you can solve with your product/service.

Note: Sometimes people will give you generic answers like "money, time, stress, happiness" as their pain points. In these cases it is sometimes advisable to dig a bit deeper, to the root of the issue. Like, "what would more money solve for you?" and "what would more time allow you to do or have?" and "How would less stress benefit you?"

This can give you a better, deeper understanding of the prospect's pain point, and why its important to him. Also sometimes, the actual pain point is under these generic answers! So keep a look out for it!