

## Problem Or Goal?

The only thing you can sell is solutions.

Normally only problems require solutions, right?

Well, yes and no.

Here is the thing, often times when you are looking for a pain point of the customer, to find out how you can help him with your solution you will get problems. But sometimes they will say everything is fine in their life and business and activities, and have no problems at all.

What do you do then? You ask for the prospect's goals.

And he will tell you all about them. Like be wealthier, more popular, more handsome, better health, less stress, more free time etc.

But how can you sell the prospect based on these things? You might think you cant!

But that's not true actually!

**Know this: each and every goal has a problem.**

-If I have goal to look better, my problem is that I don't look good enough.

-If I want to have less stress, the problem is that I have too much stress.

-If I have to goal to have more free time, my problem is that I am too busy.

You see? **Every goal can be turned into a problem.**

**Also every problem actually can be turned into a goal.**

- Problem with balding? Goal: have more hair!
- Problem with health? Goal: be healthier!
- Problem with being broke? Goal: have more money!

In fact, if I draw a vertical line, and on the bottom of the line I write “problem” I can write on top of the line “goal”.

The only difference between the two, is a problem is a negative approach of the subject.

And a goal is a positive approach of the subject.

A problem is something we want to get rid of or solve.

A goal is something we want to get closer and achieve.

But it's one and the same thing!

So just take any goal the prospect gives you, translate it into a problem and work on that to sell your solution (which pushes the individual away from the problem, and towards the goal on this vertical line).