

Selling With Imagination

If somebody can imagine it, he can bring it to reality.

Before any action, there is always a thought.

Thought precedes action.

You want the prospect to take the action of buying. So what is it that you need?

You need the thought in the prospect's head!

My best way of selling. Is through imagination.

Getting the prospect to imagine himself in the future without the problem he is trying to solve.
Imagine himself reaching the goal he wants to reach.

I do:

“Can you imagine yourself without this problem?”

“Tell me about it.”

“In this made up picture, what are you doing?”

“How are you doing these things?”

“What/how are you in this picture?”

“I love it! You know what? Lets make this happen! Sign right here.”

What this does? Getting the prospect to imagine, and then live through this picture (a future without his pain point).

This makes it more and more real, and more and more achievable. Then I give the prospect a way to reach this imagined scenario (by getting the prospect to purchase my solution).

Just make sure the prospect doesn't fly too far from reality! Haha.

If the prospect is not telling you much of his imagined scenario/picture. Then it means its not realistic for him yet that much. You want him to really talk in details about his imagined scenario.

What you can do in the case if the prospect is answering you only in a few words, is take the process away from them a little bit, and YOU start painting this imagined scenario for them. THEN pass it back to them so now they can take care of “painting” this scenario/picture.

That is how you sell with imagination.