

Every Customer Looks For This Before They Buy

A basic tenet of business is...

NEVER, under any circumstances, sell your product itself.

Let me give you an example of why this is a terrible move.

Have you ever heard of the old adage "Sell me this pen"?

Normal people say, "Well, the pen is blue, and it's see through..."

I'm not going to buy a pen because it's blue...

Why would I? It doesn't help me in any way.

The master salesman comes in and sells the pen easily.

Why?

Because he sells your NEED for the pen.

"You need this pen because then you can write your ideas down, you could even write a novel and become the next massive author, like JK Rowling, and make millions, you need this pen."

You could make millions from this pen is 1,000,000x better than this pen is blue.

When you ask for a pen, what you're really asking is...
to write stuff down.

That's what the master salesman sells on.

This basic business principle applies to EVERYTHING.

Buying a drill just means they need a hole in the wall.

Calling a construction company means that they need something built.

Make sure that they know that.

So please, for the love of everything holy, sell on their NEED.