

ARTICLE 11

Source: Sell the need

Notes:

You have to convince people they need whatever you sell.

You don't talk about the product. You talk about their need.

(use an example of selling something instead of the need. Water. Drill. Pen.)

You have to sell the amazing end result.

Don't talk about features. Talk about the need.

It's the need that sells, not the product.

Coffee shop example. A coffee shop will try to sell you on price, they will sell on aesthetics(nice chairs, tables, lights etc.). They never sell the need. If I had a coffee shop I would have a huge sign saying "Tired? Nice warm coffee.". Everyone is tired, everyone is stressed. After they look at the sign, they will reassure themselves they are tired and they will think that coffee is the perfect solution. Instead they say arabica beans, beans directly shipped from brazil. No one cares about beans.

People ALWAYS buy things they NEED. They SOMETIMES buy things they WANT.

Headlines:

- How to sell anything
- Just by changing your selling approach, you can massively increase your sales.
- Sometimes they buy what they want, but they ALWAYS buy what they NEED.

- I can beat you in sales 10/10 times because I sell the...

Outline:

Subject: Businesses when trying to sell, make the mistake of selling themselves or product or service. They do this because this is what everyone does. They see that is what their competitors are doing, so they also do it. Here's the catch people only care about themselves. It sounds harsh, but they don't care about your business, or about your products/services. So what we need to do is sell the need.

Problem: Businesses when trying to sell, make the mistake of selling themselves or product or service.

Agitate: They do this because this is what everyone does. They see that is what their competitors are doing, so they also do it. Here's the catch: people only care about themselves. It sounds harsh, but they don't care about your business, or about your products/services.

Solve: So what should they do instead? They have to convince people they need whatever they sell. You don't talk about the product, you talk about the need. You have to sell the amazing end result. Don't talk about features.

Close: If you want help identifying your customer's needs, get in touch and we will figure it out.

Draft 1

**Sometimes they buy what they want, but they ALWAYS buy what they
NEED**

Your selling approach is killing your sales.

I can beat you in selling your own products because I do what everyone else does not.

I am sure before you started to market your business, you hopped on the internet and checked out how your competitors are selling.

What are they saying?

What strategy do they use?

What things do they focus on?

What offers are they doing?

You got a rough idea of what everyone does and then you figured out how to do it for your business. Now that's where you have made a huge mistake.

You have assumed that what your competitors are doing works and is good. To be fair, it does make sense that if almost all of them use this selling approach then it must work.

But that's where you're wrong.

Why?

Because I am sure when you were looking at what your competitors were doing, you saw something along the lines of:

"At [Business Name] buy now your new..."

"Join our family here at [Business Name]"

"Our new product..."

"Our service has..."

"We have more than 20 years of experience in..."

Why is this bad?

People only care about themselves. It sounds harsh, but they don't care about your business, products or services. Before we make any purchase, we always ask "What's in it for me? Do I need this?".

Sell the need

So when you sell, you have to convince people that they need whatever you sell. You don't talk about the product, you talk about the need that the product solves.

I always like to use the example of a coffee shop to show this.

Imagine you are opening your own coffee shop, what would you do to get customers?

You can do what every other coffee shop does:

- 1) Sell on price. Because there is lots of competition. "Our coffee is only \$2.99!".
- 2) Sell on aesthetics. So, they will have a nice looking coffee shop, with fancy chairs and tables.
- 3) Sell the coffee. "The purest, highest quality arabica beans, grown and shipped straight from Ethiopia."

What I would do is put up a huge sign saying: "Feeling tired? Grab yourself a quick cup of coffee."

Everyone feels tired all the time. So, when someone looks at my sign they will think:

"Yes, I'm tired. Quick cup of coffee? Why not?".

Do you see the difference?

It's the same for all businesses.

If you were a chiropractor. What would you say?

"Choose our clinic, we have the most up to date equipment."

Or

"Does your back hurt?"

Don't talk about features of your product or business. Sell the need at all times. You must identify what needs does your product or service solve.

Think about your latest purchase. Did you buy because you had a need or just really liked the business that you bought from?

People sometimes buy what they want, but they always buy what they need.

If you want help identifying your customer's needs, click the button below to get in touch and we will figure it out.

Draft 2

Sometimes they buy what they want, but they ALWAYS buy what they NEED

Your selling approach is killing your sales.

I can beat you in selling your own products because I do what everyone else does not.

I am sure before you started to market your business, you hopped on the internet and researched how your competitors are selling.

What are they saying?

What strategy do they use?

What things do they focus on?

What offers are they doing?

You got a rough idea of how your competitors' selling approach and then decided to implement it to your business. Now that's where you have made a huge mistake.

You have assumed that what your competitors are doing works and is good. To be fair, it does make sense that if almost all of them use the same selling approach then it must work.

But that's where you're wrong.

Why?

Because I am sure when you were looking at what your competitors are doing, you saw something along the lines of:

"At [Business Name] buy now your new..."

"Join our family here at [Business Name]"

"Our new product..."

"Our service has..."

"We have more than 20 years of experience in..."

Why is this bad?

People only care about themselves. It sounds harsh, but they don't care about your business, products or services.

Before we make any purchase, we always ask "What's in it for me? Do I need this?".

Sell the need

So when you sell, you have to convince people that they need whatever you sell. You don't talk about the product, you talk about the need that the product solves.

I always like to use the example of a coffee shop to show this.

Imagine you are opening your own coffee shop, what would you do to get customers?

You can do what every other coffee shop does:

- 1) Sell on price. Because there is lots of competition. "Our coffee is only \$2.99!".
- 2) Sell on aesthetics. So, they will have a nice looking coffee shop, with fancy chairs and tables.
- 3) Sell the coffee. "The purest, highest quality arabica beans, grown and shipped straight from Ethiopia."

What I would do is put up a huge sign saying: "Feeling tired? Grab yourself a quick cup of coffee."

Everyone feels tired all the time. So, when someone looks at my sign they will think:

"Yes, I'm tired. Quick cup of coffee? Why not?".

Do you see the difference?

It's the same for all businesses.

If you were a chiropractor. What would you say?

“Choose our clinic, we have the most up to date equipment.”

Or

“Does your back hurt?”

Don't talk about features of your product or business. Sell the need at all times. You must identify what needs does your product or service solve.

Think about your latest purchase. Did you buy because you had a need or just really liked the business that you bought from?

People sometimes buy what they want, but they always buy what they need.

If you want help identifying your customer's needs, click the button below to get in touch and we will figure it out.

Draft 3

**Sometimes they buy what they want, but they ALWAYS buy what they
NEED**

Your selling approach is killing your sales.

Before you started to market your business, I am sure that you hopped on the internet and researched how your competitors are selling.

What are they saying?

What strategy do they use?

What things do they focus on?

What offers are they doing?

You got a rough idea of your competitors' selling approach and then decided to implement it in your business. But you were deceived.

You have assumed that what your competitors are doing works and is good. To be fair, it does make sense that if almost all of them use the same selling approach then it must work.

I am certain, when you were looking at what your competitors are doing, you saw something along the lines of:

“At [Business Name] buy now your new...”

“Join our family here at [Business Name]”

“Our new product...”

“Our service has...”

“We have more than 20 years of experience in...”

Why is this bad?

People only care about themselves. It sounds harsh, but they don't care about your business, products, or services.

Before we make any purchase, we always ask “What's in it for me? Do I need this?”.

Sell the need

You have to convince people that they need whatever you sell. You don't talk about the product, you talk about the need that the product solves.

I always like to use the example of a coffee shop to show this.

Imagine you are opening your own coffee shop, what would you do to get customers?

You can do what every other coffee shop does:

- 4) Sell on price: "Our coffee is only \$2.99!". Because there is lots of competition.
- 5) Sell on aesthetics. So, they will have a nice looking coffee shop, with fancy chairs and tables.
- 6) Sell the coffee: "The purest, highest quality arabica beans, grown and shipped straight from Ethiopia."

Now, what I would do is put up a huge sign saying: "Feeling tired? Grab yourself a quick cup of coffee."

Everyone feels tired all the time. So, when someone looks at my sign they will think:

"Yes, I'm tired. Quick cup of coffee? Why not?"

Do you see the difference?

No one buys coffee because of the beans.

It's the same for all businesses.

If you were a chiropractor. What would you say?

"Choose our clinic, we have the most up to date equipment."

Or

"Does your back hurt?"

Don't talk about the features of your product or business. Sell the need at all times. You must identify what needs your products or services solve.

Think about your latest purchase. Did you buy because you had a need or just really liked the business that you bought the product from?

People sometimes buy what they want, but they ALWAYS buy what they NEED.

If you want help identifying your customer's needs, click the button below to get in touch and we will figure it out.