

If You Really Want To Become The Man Who Can Scale ANY Business With ANY Product, Then READ THIS.

From selling common things as water to selling extraordinary things as planes, no matter what your industry is, if you master this one fundamental of selling, then you can become the person who sells the most in that industry.

After reading this article, you will not only improve your product sales massively, but you will also have the ability to enter any business with any product and maximize its sales immediately.

But This is only possible, once you truly master this one fundamental of selling. In this article, I will tell you exactly what that fundamental is and how you can master it.

Let's dive in.....

The majority of people try all sorts of marketing to sell their product but still fail to reach their potential. They settle with the reason that there is too much competition. But the real reason for their failure is that they don't even know about this principle.

As soon as you apply this fundamental of selling to your business, you will see people throwing their money at you.

This powerful fundamental is:

DON'T SELL THE PRODUCT. SELL THE NEED.

The way you sell anything is by convincing people that they **NEED** it. This is one of the basic tenets of business.

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

Here's what I mean. Let's take the most famous example of selling the need:

"Sell Me This Pen"

When you ask this, most people start with:

“This pen is blue and it has a metal body. It is extremely durable and cheap...blah...blah blah..”

Instead, here's what you should really say:

“You need to be able to write things down. How are you going to write down all the things and life-changing ideas that come to your mind? You need a pen to do that. You could become a novelist if you have a pen. You need this....”

Did you notice, How we Sold the need for this pen?

Most people either don't know about this fundamental or they ignore it.

If your business is not thriving, I want you to take a hard look at it. And I'm pretty sure you will catch yourself not selling the need for your product.

Let's take another example of Coffee Shops to show it really works for any industry.

Most coffee shop owners often make this mistake. They don't sell the need.

A coffee shop will try to sell you on price (they think that's the only way to beat the competition), and they have a nice look. But they very rarely sell on need.

If you have to sell the need, you won't put a board saying:

“ARABICA BEANS IN A CUP...”

Come on...no one cares about the beans.

Instead, you would put up a big sign board saying:

“..TIRED? NICE AND WARM COFFEE..”

Because everyone is somewhat tired, when they read this, they would walk in.

Even if you sell something as small as Raspberries, sell the need for them.

Do research on them. Tell customers how it's good for their immunity, eyesight, etc. Talk about its benefits. Make a way to make them need your product.

You can really do this for every business. I just gave you examples of very common businesses. Did you notice the difference?

Once you apply this to your business, with the right need, your sales will skyrocket.

EXERCISE

Now, since this is an extremely important fundamental of selling, I don't want you to just read this information and then forget it in the next two hours.

If you really need to master this fundamental, here's one thing I want you to do:

From now onwards, whenever you go out to a coffee shop, clothing store, etc, Pay close attention to their marketing. Observe how they are selling to you. What made you choose this place over others? Analyze it deeply.

Then ask yourself:

"If I owned this store and had to improve it, how would I do it? How will I sell the need?"

Move through life keeping this in mind and you will master this Rare but Most Important fundamental of Selling.