

Source:

Sell The Need

Headlines:

1. How do you reply to “Sell Me This Pen” ?
2. If you know this trick, you can sell anything to anyone at ease.
3. How to sell anything with this unpopular tactic.
4. If you know this trick, customers will rush to buy your product

Outline:

Subject: Stop selling your product, instead sell the need of your product.

Problem: Most of us get caught up on explaining all the functions of the product. Before you get to the closing part, the customer has already slammed the door in your face,

Agitate: You have to convince your customers that your product is going to have an impact on their life, or cost them something if they don't buy it. For example, if someone is going to buy an expensive pen from you. You have to sell the reputation that comes from the pen, the need to write down billion dollars worth of ideas. Definitely DON'T talk about how the pen is made from titanium, and it is black colour, and all that BS about your product.

Solve: They only have to know this pen solves their need to prove social status and the need of writing billion dollar ideas. If you can sell them the need to buy your product, they will happily buy it without any hard closing.

Others:

- There's the need and there's the want, people buy things because they need them to an extent it is currently the top priority in their need.
- An expensive pen will get you signing a big contract the cheap pen wouldn't have gotten you.

First Draft:

You can have the absolute best product mankind has ever created. Your service is unlike anything the world has ever seen, and it can lead the world to a whole new spectrum of the universe.

BUT if you can't sell it right, everything is just BS.

Let me take you through this.

What most people tend to do when they are trying to sell their product is they focus way too much on their PRODUCT. They can tell you every function to every material that is used to build their product. That's being informative, right? NO

Here's the problem with that:

No one is going to buy your product/service just because you say it's the best. Take something as simple as coffee, you might say your coffee uses handpicked arabica beans, and brewed in this \$100,000 coffee machine, served with floral aroma.

And I, on the other side of the street, am going to put up a big sign that says "Tired? Treat yourself with some warm coffee" and I GUARANTEE you, there will be more people queuing outside my coffee shop than your arabica beans coffee shop.

See the different approach I had? I might have the exact same beans, or worse beans than you, but I definitely sell better.

The Primal Approach

No, it doesn't mean we have to sell our product in stone age language.

In fact, we have to sell it based on the basic trait of survival of any species, for now we are going to focus on our species, humans, since we are not selling to chimpanzees or apes.

The trait is ——— The Need of Something.

Humans act in a way that fulfills the needs of their current situation. We eat because we NEED FOOD to survive. Same with the coffee example, people drink coffee because they are tired. Maybe 1 out of 10 people really just wants to drink arabica beans, and they are not tired.

But, the majority of people are in a state of tiredness constantly. So why don't you focus on selling the need of being energised, and most of the people will be more willing to pay you for your product/service.

Now, I have given you the secret recipe to sell anything. It is time for you to cook the dish.

Sit down with a pen and paper and answer the questions below to sell 10x better.

1. Why do people need my product/service?
2. What basic needs does my product/service serve?
3. How my product/service improves the life of customers?

After you have discovered your true need for your product, with precise audience targeting (to know more about this topic, [<click here>](#)), you will separate your business from your competitors and rise to the top.

P.S. If you are having trouble answering the questions or don't know how to progress afterwards, get in touch with us [<here>](#) and we can work something out together.