

SELL THE NEED

How do you sell to someone who doesn't even know what they want?

Two ways:

First: Create a need.

Invite seniors to a garden party, give them gallons of beer, lock the bathroom, and swallow the key. Now go ahead and open a stall selling adult nappies.

Feel something strange on your back? That's your moral spine. It's a sign that there's still hope for you.

Second: Find and present a need.

How do you even start with that? You require a need detector.

Interested? Wondering where to get it? How to use it?

That was quick. That's exactly how it should look.

Ask yourself, what will the product be needed for?

Don't praise it or push it forcefully. Don't describe it, because you're not Wikipedia.

Think about why it's essential, what can be achieved with it, and how to use it.

Sell the client a dream, make them feel the need that you have a solution for.

If you still feel you require a need detector, of course, I will sell it to you.

Ready?

Read everything again.

That'll be five hundred. Thank you, goodbye.