

Sales tips



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Customer Dissatisfaction is Not Always Apparent

Ever wonder why buyers don't buy even though budget is not the issue? You see the problem so clearly and know how much they could benefit from your offering. Sometimes it is because they don't see the problem. Value is seen in relation to the magnitude of a

problem. They have been doing it a certain way or using a certain product for years and know it works. Their level of dissatisfaction is low. How do you raise it? By asking questions. Telling doesn't work because they don't have enough pain. Ask more implication questions! Top sellers know the value of increasing the sense of dissatisfaction by asking implication questions.

"There are two worlds: the world that we can measure with line and rule, and the world that we feel with our hearts and imagination.." –Leigh Hunt

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