

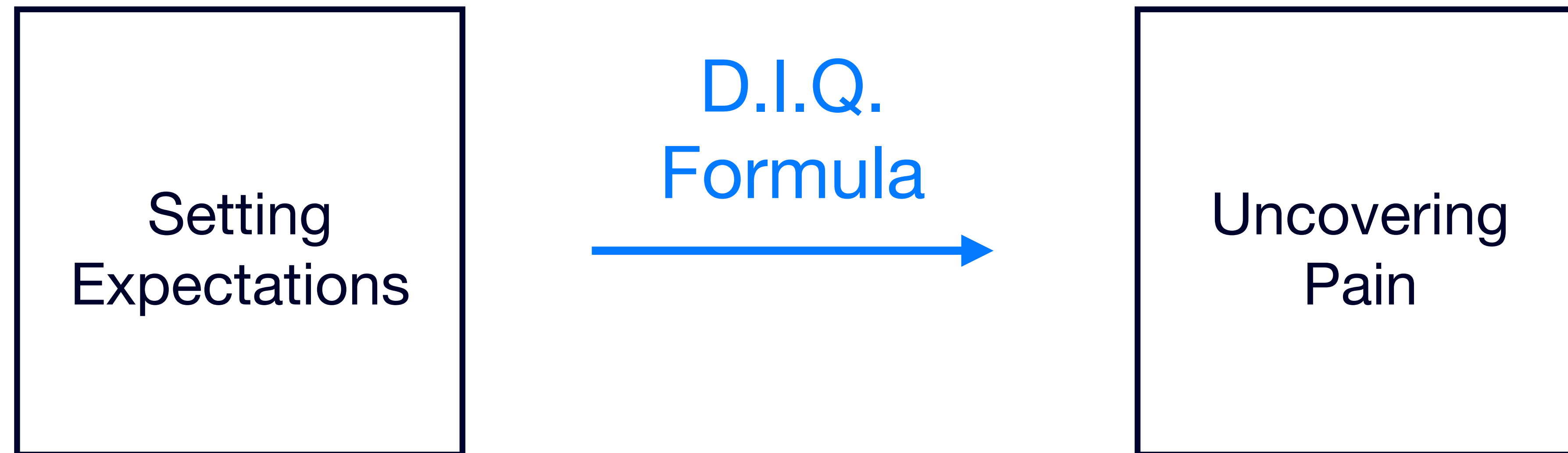
# UNCOVERING PAIN

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# TRANSITIONING “SETTING EXPECTATIONS” TO “UNCOVERING PAIN”

# Transition

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Earn the right to ask a  
question

# Transition: DIQ Formula

- **DIQ Formula:**

- **Example:** “Can I get your number?” Or what’s your budget?
- **vs** “Hey I saw you over there and...how about we exchange numbers and if we’re both feeling it, we can grab coffee sometime and get to know each other”
- Typically when we’re working with clients who face a similar challenge, they’ll invest around \$10K to \$20K to solve their problem. Now if you were to ballpark how much you’re willing to invest, what would that look like?

# Transition: DIQ Formula

- **DIQ Formula:**
  - **D - Data:** an insight, statistic, observation, etc.
  - **I - Insight:** an explanation or opinion on the data
  - **Q - Question:** a question you ask another person based on the data and insight you just shared

# Transition: DIQ Formula

- **DIQ Formula Example:**
  - **D** - I noticed a lot of cafes in the LA area have been using Instagram to promote their business
  - **I** - And it seems like they're getting a lot of foot traffic and generating more revenue because of it
  - **Q** - I was curious to know what were your strategies around Instagram marketing

# INTRO TO UNCOVERING PAIN



# Traditional Sales vs. Sales Machine Methodology

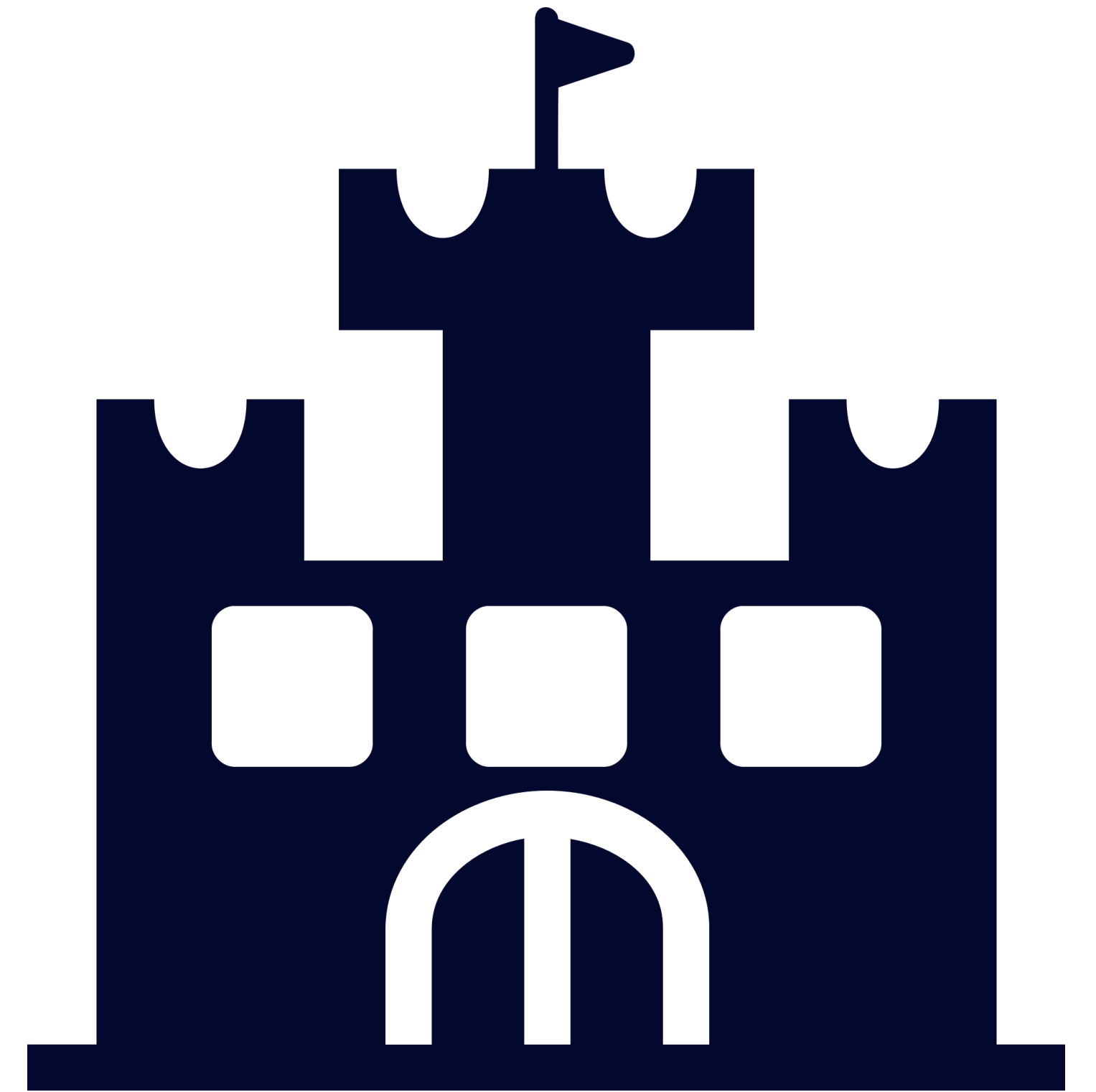
Traditional Sales	Sales Machine Methodology
<ul style="list-style-type: none"><li>• Pushy</li><li>• Needs to be in control</li><li>• Must work hard</li><li>• Plays the “numbers game”</li><li>• Sells features and benefits</li><li>• Hope the prospect doesn’t notice their “sales techniques”</li></ul>	<ul style="list-style-type: none"><li>• Relaxed and patient</li><li>• Authentic and transparent</li><li>• Makes the buyer feel like they are in control</li><li>• But actually has full control of the selling cycle</li><li>• Listens much more than talks</li></ul>

# What is Pain



What they have

The strongest Pain is the  
gap buyers are feeling in the  
present moment  
(emotional desire)



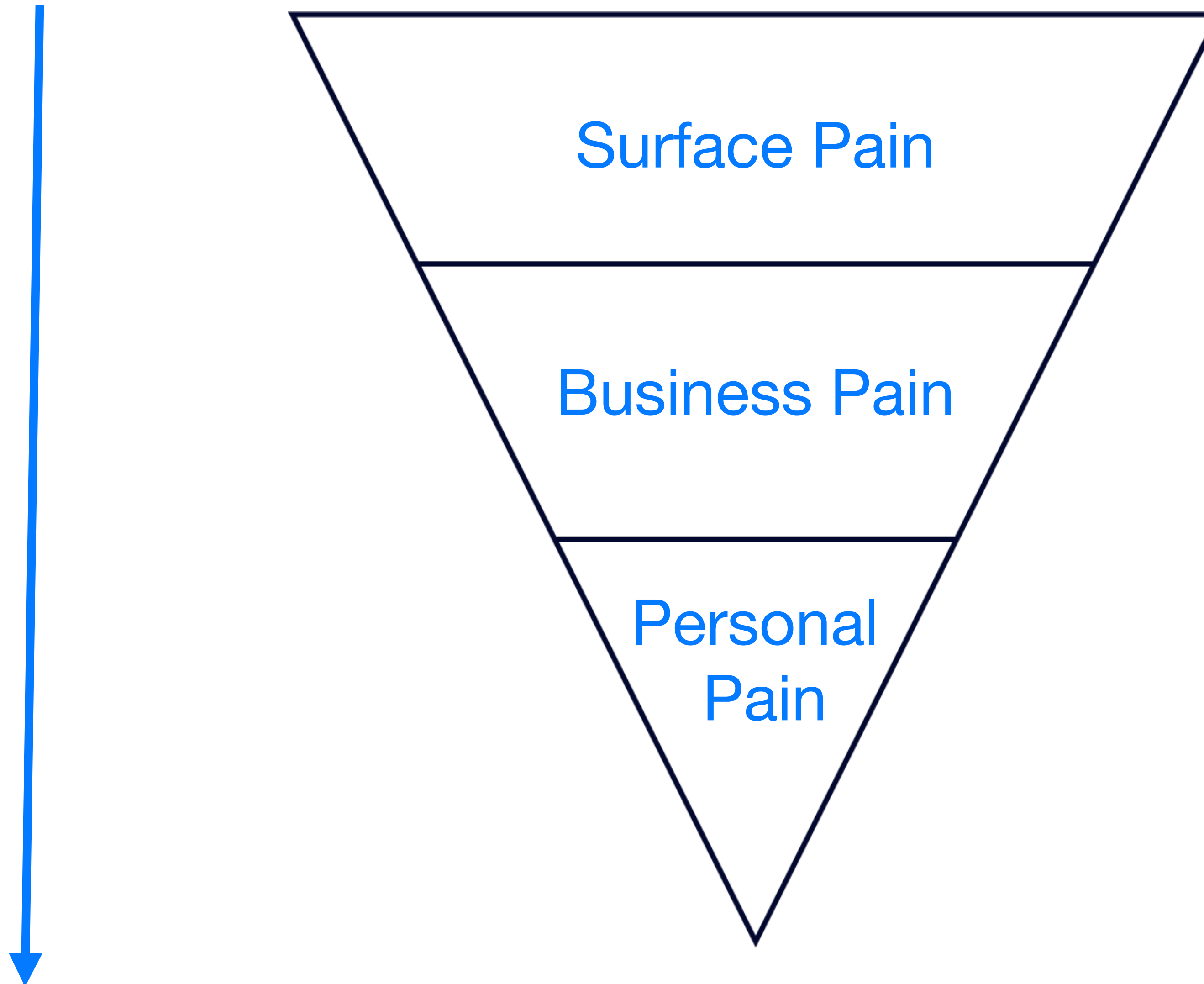
What they want

# Pain Formula

- **Step 1:** Find someone who **doesn't need** what you have
- **Step 2:** **HURT** them as much as possible
- **Step 3:** Make them feel **SICK**
- **Step 4:** Put them in **CRITICAL** condition
- **Step 5:** Be their **SAVIOR** and make them well again

# HOW TO UNCOVER PAIN

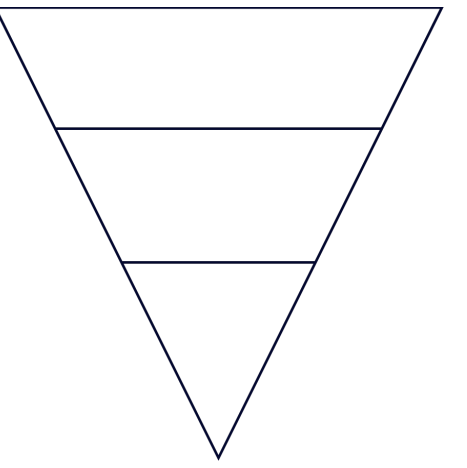
# Pain Pyramid



- Move them down the pyramid as fast as possible
- What to Why
- People buy emotionally and justify logically

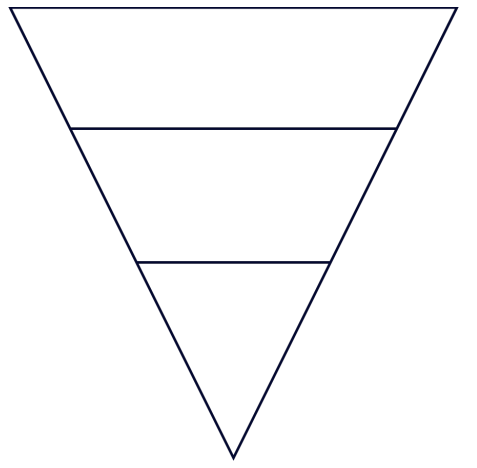
The best way to uncover  
pain is to *ask questions*

# Pain Pyramid Questions



- **Surface Pain:**
  - What do you mean by...
  - Can you be a little more specific?
  - What's an example of that?
  - How long has this been a challenge?
  - Have you tried anything to solve this?

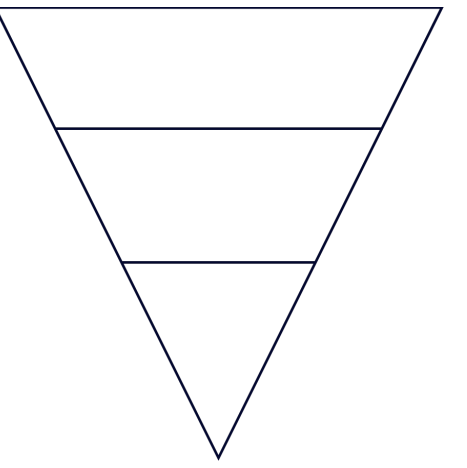
# Pain Pyramid Questions



- **Business Pain:**
  - Why do you think that didn't work?
  - How much do you think it's costing you?
  - Has anyone at your company tried anything else?
  - Is your company committed to fixing it?
  - What happens if you do nothing?

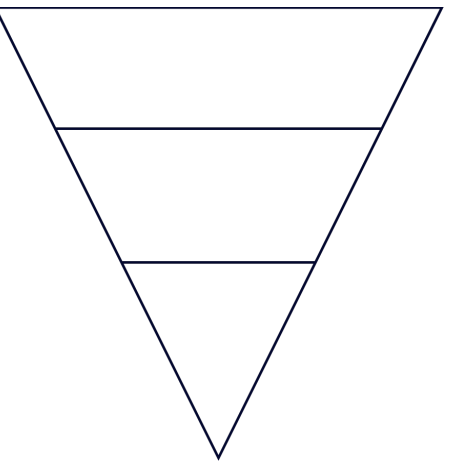


# Pain Pyramid Questions



- **Personal Pain:**
  - How does that make you feel?
  - Does this directly affect you?
  - Are you going to give up?
  - How do you think I can help you?
  - This seems like a huge problem, why haven't anyone solved this yet?

# Rules of the Pain Pyramid



- Typically takes 3 or more questions before getting to personal pain
- When you get a hint of pain, go DEEP
- Don't solve pain too quickly. Listen and get as much information about the buyer before selling your product or service

# ACTIVE LISTENING

# Active Listening

- **Example:** If you're talking to someone, and they just stare at you...you feel like they are not listening.
- You have to make the person FEEL like you are listening
- Active listening is how you build trust to get closer to a persons' emotional pain
- Empathy is a critical

# Four Techniques for Active Listening

- **1) I understand** (most effective)
  - I understand what you're saying
  - That makes sense
  - That's not unusual

# Four Techniques for Active Listening

- **2) Parroting** - repeat their words exactly

# Four Techniques for Active Listening

- **3) Rephrasing**

# Four Techniques for Active Listening

- **4) Feeding Feedback**

- Capture prospects emotion in your mind as you listen
- Feed their emotional back to them later
  - Example: Sounds like you're a little frustrated with...



# Active Listening Signals

- Verbal Signals
- Body Language: head nods, etc