

# Problem Expert Guide

Our focus as sales professionals is to target our Solutions to those areas of our prospect's business where there is the greatest opportunity to create demand and potential: their Business Issues, the underlying Problems and understanding the impact (Value) on the business if their Business Issue is resolved.

Creating demand requires us to uncover those Problems and challenges that could be uniquely addressed by your differentiated Solutions.

This is simple in theory but not so easy to do.

## Creating demand and differentiation is a deliberate process

Be deliberate in uncovering and making visible unique Problems and challenges that map to your Solutions.

We all know the importance of having a firm grasp on our Solutions, industry trends, and our prospect's business.

Creating demand requires you to have a firm grasp of the people, process, and technology challenges that your Solutions resolve.

Creating demand is not about telling your prospects how great, different, and wonderful you are. It's about becoming a Problem Expert and making visible those Problems that you can uniquely address.

## Creating demand is about preparation

Be prepared with specific, strategic O-P-C Questions that lead to meaningful conversations.

Begin with specific Open-ended Questions to identify your customer's view of their world: the Business Issues they address, the Problems that stand in the way, insights into what an ideal Solution looks like from their perspective.

This information is a good start, but offers an incomplete view of their business. Prospects often tell us what they want us to hear. They tell us what they think is applicable and relevant, based on their current knowledge of us and our Solution set.

Which leads us to the core of creating need: **Probing Questions**

Make Problems visible by deliberately asking Probing Questions that lead to a dialogue about your differentiated capabilities and how your Solution aligns to those Problems.

Creating need is laser-focused intensity on those Problems you make visible.

## Problems drive the Value conversation

For every Problem made visible, there is an opportunity to uncover a corresponding impact (Value) on their business.

This Value conversation is the energy that drives change.

Not only does making Problems visible create need for you and your Solutions, it also is an excellent qualifier for you. It tests your opportunity to see if, by resolving these Problems, there is enough Value on your prospect's business to answer the question: Is it worth it?

Be prepared, be deliberate in making Problems visible that map to your differentiated Solutions, and execute.