

# Creating The Need

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# Creating the Need: Unlocking Sales Potential

## Training Objectives:

- Understand the concept of "Creating the Need" in sales.
- Master verbiage and techniques to generate customer interest and overcome objections.
- Practice the technique through role-playing and scenarios.



# What is "Creating the Need"?

## Defining "Creating the Need"

- It's not about selling features; it's about highlighting benefits that solve customer problems or address unmet needs.
- It's about uncovering hidden desires and showcasing how your product/service fulfills them.
- It's about shifting the conversation from "what we offer" to "what the customer needs."

## Elements of "Creating the Need"

- Highlighting Problems the Customer May Not Know They Have:
- Emphasizing the Consequences of Inaction:
- Positioning the Product or Service as the Ideal Solution:
- Encouraging Ownership of the Problem



# Why Use This Technique?

By "creating the need," sales agents make business owners feel that they really should take action. Instead of just trying to sell something right away, you first help them see **why they need it**. Once the business owner realizes the problem, he is more likely to trust your advice and buy their product. This approach helps sales agents make more successful sales because the customer now feels solving the problem is necessary, not just optional.



# Highlighting Problems the Customer May Not Know They Have:

Often, business owners don't fully grasp the risks, or missed opportunities in their current approach. By carefully presenting information, asking insightful questions, and sharing real-world examples, the salesperson helps the prospect discover challenges that may have gone unnoticed. For example, pointing out hidden costs, potential of the website traffic can make the buyer realize a problem exists.





# Emphasizing the Consequences of Inaction:

It's not enough just to unveil a problem; the salesperson must illustrate the negative impact of not addressing it. This might include potential losses in revenue, damage to reputation, wasted time, or unnecessary complexity.

By underscoring these consequences, the salesperson frames the status quo as untenable and undesirable.



# Positioning the Product or Service as the Ideal Solution:

After the need has been established, the product/service is positioned as the logical remedy. It becomes the tool, process, or resource that **resolves** the newly recognized problem. The salesperson can now align their product's features, advantages, and benefits with the pain points they've uncovered, making the purchase feel both justified and urgent.





# Encouraging Ownership of the Problem:

Instead of pushing a solution from the outside, the salesperson encourages the prospect to articulate the problem and its costs. When the buyer self-identifies the issue, they are more invested in solving it, making the sales conversation more authentic and less like a hard sell.

**Example:** Last month you received 23 calls from your SEO campaign, however 16 of them were missed calls. Now we know that not all of them are leads, but even if 5 of them were, how much extra business would that mean for your business? Would that be beneficial for your business? If it only takes \$57 to get that extra calls, would that be a good ROI?





# How to Create the Need

## Mastering the Technique

- Ask **insightful** qualifying **questions** (What are your current challenges? What are your goals?).
- **Actively listen** and identify pain points.
- Highlight the **consequences** of inaction (What happens if you don't address this?).
- **Present your solution** as the answer to their needs.
- Emphasize the positive outcomes (How will our **product improve your situation?**).



# Sample Verbiage and Analogies

- **Leading DQs (SEO, ADW, FB)**

- How many jobs do you do a month on average?
- How many extra can you cater?
- What is stopping you from getting these extra jobs?  
BANG!

- **Leading DQs (Expansion with SEO, ADW, FB)**

- Your business is currently visible locally (in your town)
- If you could advertise in any other area aside from (His Town), where would you want that to be?
- Why would you choose that area?

- **Leading DQs ( 411 Connect)**

- What do you think happens when a customer calls you while you're busy—do they wait for your callback or do they call someone else?
- Have you ever wondered if missed calls mean lost customers?
- If you answered 100% of the calls last month, how many do you think would have been prospects?





# Sample Verbiage and Analogies

- **Leading DQs (Booking Engine)**

- How easy is it for someone to book a time with you online right now?
- If customers could set up an appointment by themselves, do you think it would save you time and effort?"
- Would having an online booking option help you serve more customers, especially those who want to book late at night or early in the morning?

- **Leading DQs (ORM)**

- If you got more positive reviews, how do you think that would help your business?
- Your Competitor ABC, has 10 more reviews than you. How much more calls do you think they are getting because of that?



# Sample Problems and how SEO is a solution

PROBLEM - SOLUTION





# Sample Verbiage and Analogies

## Powerful Phrases and Real-World Examples

- Powerful Phrases and Real-World Examples
- "Tell me about your current marketing strategy, and what challenges you're facing."
- "Many businesses in your industry struggle with [problem]. How has that affected you?"
- "Imagine if you could [positive outcome] – that's what our service delivers."
- Sample Analogy : "A doctor doesn't just sell medicine; they diagnose the illness first."



# Role-Playing and Practice

## Putting It Into Action

- Request a representative from each department to apply the technique to one of our products.
- Practice the technique with targeted scenarios, such as addressing a hesitant client or engaging a prospect facing budget constraints.





# Debrief

Debrief Questions



**411 Locals**  
Business Services