



## MBD<sup>insight</sup> #6

### **Just Because You Have It ... Doesn't Mean They Need It!**

In Business Development, strength can be a weakness. Companies create products, services and accompanying solutions, so salespeople think that's where value and strength lies and enter into business relationships with an unconscious liability. They believe just because they have something to offer, someone must need it. That's not necessarily the case.

People do not buy things based on need. Need is the pursuit of a positive. Buying is not based upon pursuing a positive, but involves overcoming or eliminating a negative. If there's no issue, problem or concern, there's no need for a solution.

Salespeople often assume that either everyone should or does need what they offer. They burden themselves with proving to prospects that needs do exist. That 's a push relationship. Even if prospects do have problems to solve, most would deny it when pushed. Relationships like these are inherently flawed.

There's a difference between trying to sell individuals on their needs vs. helping them buy products or pursue solutions based on their perceptions of problems. For validation, ask a client what concerns were eliminated or problems solved by purchasing your product or service, *from their perspective*. You cannot create a need where one does not exist. You cannot solve problems or eliminate pain where none are present. You can, however, become the problem by trying to convince people of needs that don't exist or concerns they don't have.

**Beware of the trap: just because you have it ... doesn't mean they need it!**

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5935 Carnegie Blvd. Charlotte, NC 28209  
704.553.0000 Fax 704.553.0001 [www.mbd.com](http://www.mbd.com)



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