



MBD^{insight} #29

The Key to Business Development is Learning What Pains You Solve.

This insight has a couple of important key components. The first is learning to understand how and why people buy- “knowing the Principle of the First Cause”. Secondly, people buy things emotionally, to avoid or overcome what they perceive to be a negative situation.

Most of us fail to understand how and why people buy. Specifically we fail to discipline ourselves in our process to learn from the prospect’s perspective what real problems and issues we solve for them. This means looking beyond the described symptoms, and digging down to the real problem which is often disguised or hidden. The frustrations at the top of their “worry list” are usually the first person personal pains.

Additionally, to be effective we must learn to think from the prospect’s or client’s perspective. We need to ask the hard questions in order to uncover their “pains” or concerns that will be addressed by the purchase of your product or service. Learn to understand and focus in on what pain looks like from your prospect’s point of view. If you focus on the pains which are extracting an emotional toll on your prospect, this will enable you to be bonded and positioned at the right level with them, allowing you to qualify efficiently and effectively within your Business Development process.

Your Purpose is to take things off your client's worry list.

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