

# Session 3: Your Customer's Secret Question

1. Your prospect thinks they know what they need (whether or not it is what they actually need).
2. As situations become more challenging, we are more likely to think we know what we need.
3. You must convey, "My information/message/technique is a straight line to the result that you want."
4. Thinking is constrained by what we think is possible. Your customer has to believe that what you market is even possible.
5. What is the "magic bullet" or "magic pill" they'd love to get?
6. What are the essential elements of your prospect's situation? How can you boil down the situation into a brief statement that gets to the point of the need?
7. What does your prospect think they want? You have to really go into their reality, and their idealistic world, and project out from there.

