

Pain - The Great Motivator

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Trying to sell someone on change is a waste of time if there is no reason for that person to make a change. The best, the only real, reason for a prospect to make a change is because he or she is experiencing pain. If you can't uncover real pain with a prospect, getting to an emotional impact, then you're not talking to a viable prospect, and it is time to close the file.

When uncovering pain, you move the prospect from the general to the specific – from the surface problem to the underlying reason and the personal impacts. That is why the Pain Funnel is just that, a funnel.



It takes the prospect from the "top", a statement of the surface problem, through the examination of what the problem is costing, what has been tried in the past, how the problem is affecting the prospect, and whether the prospect has given up trying to deal with the problem. By following this questioning technique for each surface problem identified by the prospect, what comes out the "bottom" of the funnel is a prospect who is well on the way to being qualified or disqualified based on pain.