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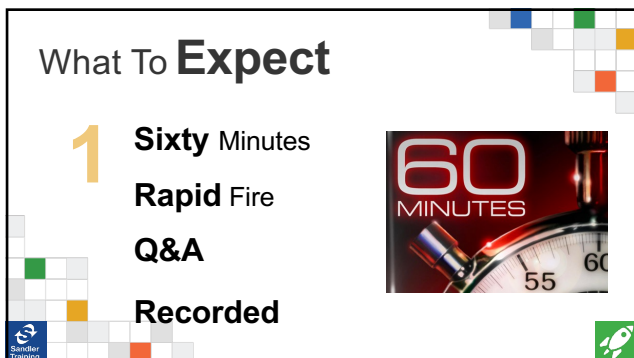
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**2 Participate**



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### Our **Objective**

**3**

- Discover the real reasons why people buy
- Understand how we diagnose 'pain'
- Expand on this to identify how to diagnose pain the customer/prospect is unaware of



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# Diagnosing Unrecognised Pain

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A presentation slide titled "Always Be Closing!". At the top, three circles contain the letters A, B, and C. Below them, the text "Always Be Closing!" is written. In the bottom right corner, there is a small video inset showing a man in a suit pointing at a chalkboard. The chalkboard has the words "A always", "B be", and "C closing" written on it. The slide features a decorative grid of colored squares in the top right and bottom left corners. A logo for "Sandler Training" is in the bottom left corner, and a copyright notice is at the bottom center.

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A presentation slide titled "Always Be Qualifying!". At the top, three circles contain the letters A, B, and Q. Below them, the text "Always Be Qualifying!" is written. To the right, there is a diagram of a curved path with five numbered steps: 1 (Decision), 2 (Budget), 3 (Pain), 4, and 5. Each step has an icon: a scale for Decision, a dollar sign for Budget, a lightning bolt for Pain, and a lightning bolt for step 4. A lightning bolt icon is also in the bottom right corner. The slide features a decorative grid of colored squares in the top right and bottom left corners. A logo for "Sandler Training" is in the bottom left corner, and a copyright notice is at the bottom center.

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A presentation slide with the text "What do people buy?" and "Solutions to their issues or 'pain'". The slide features a decorative grid of colored squares in the top right and bottom left corners. A logo for "Sandler Training" is in the bottom left corner, and a lightning bolt icon is in the bottom right corner. A copyright notice is at the bottom center.

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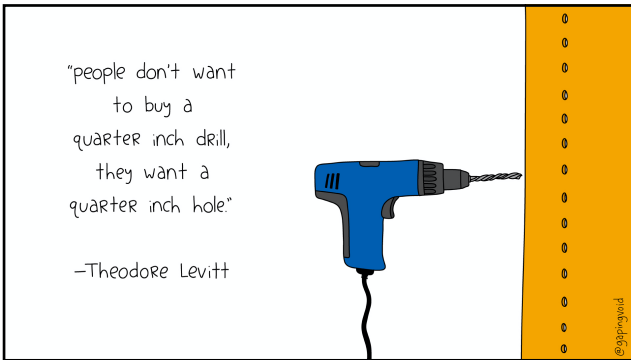
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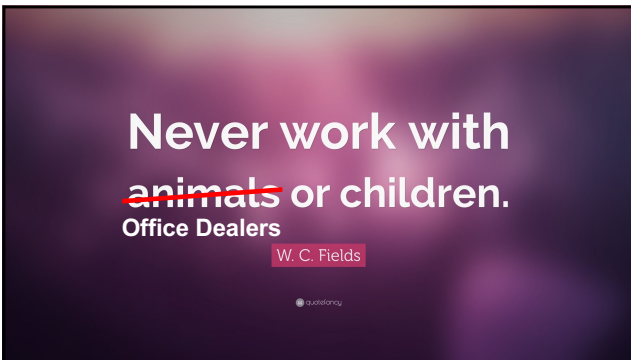
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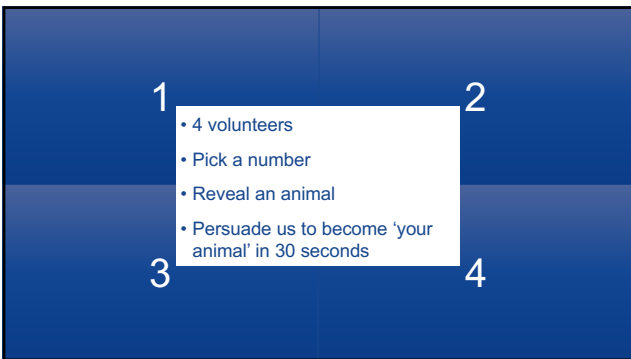
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## Sandler Rule



Stop selling features  
and benefits!



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Pain is a **compelling, emotional reason** to do something different.



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**Sandler Rules:**  
People buy emotionally;  
they only make  
decisions intellectually.

No pain, no sale.



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### Four Buying Emotions

Pain in the Present

Gain in the Present

Pain in the Future  
AKA "Fear"

Gain in the Future

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What are 3 recognised pains that your clients & prospects are typically aware of?

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### When you hear a pain you can solve, what's the temptation?

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**Sandler Rule:**  
The problem the buyer brings you is never the real problem.

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The slide features a hand icon with a yellow ribbon tied around the index finger, pointing towards the text. The background includes a decorative grid of colored squares in the top right and bottom left corners, and the Sandler Training logo in the bottom left.

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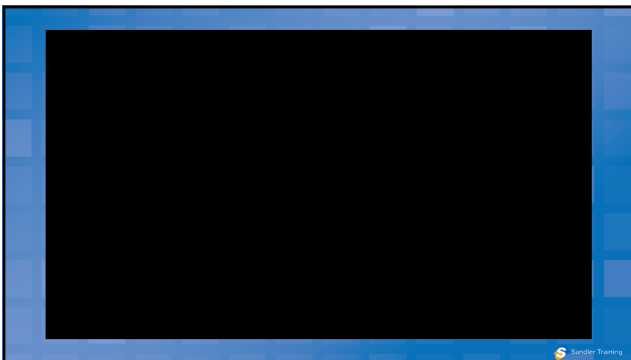
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A large black rectangular area is centered on a blue background. The Sandler Training logo is visible in the bottom right corner.

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**Everything is an Iceberg**

The slide features a photograph of an iceberg floating in the ocean. The small tip of the iceberg is visible above the water surface, while a much larger, jagged mass of ice is submerged below the surface. The background includes a decorative grid of colored squares in the top right and bottom left corners, and the Sandler Training logo in the bottom left.

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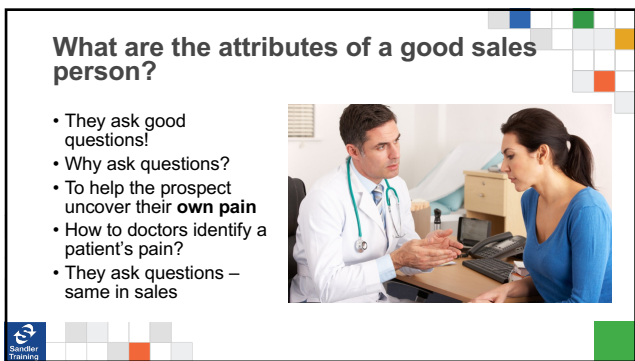
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### Pain Funnel Questions

- Tell me more
- Be more specific
- Give me an example
- How long has that been a problem?
- What have you tried to do about that?
- How did that work?
- How much do you think that has cost you?
- How do you feel about that?
- Have you given up trying to deal with the problem?
- 1-10, how committed are you to fixing it now?



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### Dealing with recognised pain 'easy selling'



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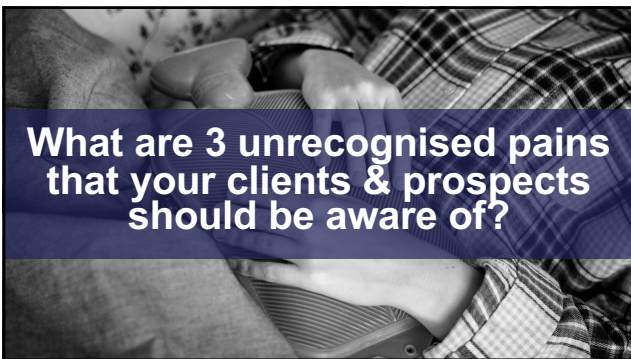
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### What are 3 unrecognised pains that your clients & prospects should be aware of?

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### What are the attributes of a good sales person?

"I don't suppose you have problems with your balance from time to time do you?"



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### Unrecognised Pain Questions

- Biggest Fear/Third Party Story/Commercial
- Is it possible these could be issues for you?
- Tell me more why
- Be more specific about your concern
- Let's pretend/Let's fast forward – how could it play out?
- What should you be doing now to address this?
- What would it cost if it isn't addressed?
- How would that affect you?
- Do you want to fix it?
- 1-10, how committed are you to fixing it now?



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### 30-Second Commercial Creator



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## 30-Second Commercial

- **Introduction:**  
Who are you? What do you do?
- **Pain Indicators:**  
What problems do you solve? What are people experiencing who need you?
- **Benefit Statement:**  
What makes you different than the competition? NOT HOW YOU DO IT!
- **Hook Question:**  
How will you get them talking about their situation or who they know?



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## Wrap Up

- Discover the real reasons why people buy
- Understand how we diagnose 'pain'
- Expand on this to identify how to diagnose pain the customer/prospect is unaware of



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