



## **The One Shift That Makes Selling Easy and Effortless**

When The Problem Feels Urgent, The Yes Takes Care Of Itself.

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The most important truth in sales is simple.

People do not buy because you have a great product.

**People buy because they feel a need.**

One of the best examples of building the need is Henry Ford.

Ford did not begin by talking about the Model T or its features.

He began by exposing the problem.

Travel was slow.

Horses became tired.

Families were stuck in one place.

Businesses were limited by distance and daylight.

He made people feel the frustration of the old system.

He did not sell an engine.

**He sold the pain of slow movement.**

**Then he painted the future.**

Families traveling freely.

Businesses reaching new cities.

Workers accessing new opportunities.

A country connected in ways people had never imagined.

Only after the need was clear did he introduce the car.

Ford did not sell an automobile.

He sold freedom and possibility.

And people bought because he fed the need before he ever revealed the solution.

**This is the power of building the need.**

You help people see the cost of staying the same and the value of changing.

Once that internal shift happens, the solution makes sense.

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**What is the need of your prospect?**

Not the need you think they have.

The need **they** feel.

The need **they** want solved right now.

If you do not establish the need, nothing else matters.

You can have the perfect solution, the best process, the most beautiful delivery.

## Why We Rush Into Solutions

Business owners love what they have built.

So, the moment someone shows interest, they jump straight into showing the features, the benefits and the plan.

They talk about the solution as if the client is already ready to receive it.

But if the pain is not clear, the solution feels optional.

If the consequences are not clear, the timing feels flexible.

If the need is not clear, the buyer has no reason to act.

Most sales conversations lose momentum because the business owner moved on too quickly.

They skipped the stage where the client awakens to their own problem.

Without that awareness, selling feels heavy.

With it, selling becomes natural.

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## The Three Awareness Stages

In marketing and sales there are three classic stages you must respect.

### 1. Problem Aware

A person knows something is not working.

They feel a limitation, a frustration or a risk.

But they cannot fully name it yet.

## **2. Solution Aware**

They now understand that solutions exist.  
They know change is possible.  
They begin exploring different paths.

## **3. Product Aware**

Only now do they know that you exist.  
They understand what you offer and consider whether you are the right partner.

**Most business owners speak only to the third stage.**

They pitch too fast. They assume readiness.  
They skip the deeper questions, the emotional drivers and the consequences of waiting.

If you slow down and spend time in stage one and stage two, your sales process becomes calm and confident.  
You are no longer chasing. **You are guiding.**

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## **What It Means to Build the Need**

**Building the need is not manipulation. It is clarity.**

It means helping someone understand:

- What is happening right now
- Why it matters
- What it is costing them

- How the future looks if nothing changes
- What becomes possible if they take action

You do this through language, questions and visualization.

Questions like:

- “Why do you feel this needs to change?”
- “What happens if nothing changes?”
- “How long has this been an issue?”
- “What is the cost financially or emotionally?”
- “If we solved this, what would your life or business look like?”

These questions open the view. **They bring awareness.**

They turn vague discomfort into real motivation.

When someone feels the need deeply enough, they begin to ask for the solution. You do not push. They pull.

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## Questions That Open the Need

Here are a few questions that work in any sales conversation:

- What is the difference between where you are and where you want to be?
- What is the real cost of not changing?

- Why does this matter to you personally?
- Why now?
- If this were solved, how would your future look different?

These questions do not pressure anyone.

**They bring clarity.**

They slow the conversation down and create space for honesty.

People make better decisions when they can finally see their own reality clearly.

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## **The Future Frame**

Once someone understands their current pain, guide them toward the future.

Not with big promises. Not with exaggerated outcomes.

But with a simple question:

***“If this problem was solved, what becomes possible for you?”***

This is where desire grows.

This is where action begins.

This is where the client becomes ready to commit.

People move when they can imagine a better future.

They do not buy because you talk louder.

They buy because the picture of having their problem solved becomes clearer.

# Closing Reflections

If you want to improve your marketing and your sales, slow down.

## Spend time on the need.

Help people understand the true cost of staying the same.

Help them see a future worth moving toward.

The better you are at building the need, the easier the sale becomes.

Not because you pushed harder, but because the client became more aware of their own reasons to say yes.

## Reflection Questions

1. Where in my current sales process do I move to the solution too quickly?

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