CHAPTER 3

Create the Pull:
Why Selling the Problem Beats Pitching the Solution

Pitching the Solution
(The Push)

Focusing on product specs before the customer feels the problem's weight.

Before: The Brochure Flip

Moving customer headaches to the front page dramatically increased trade show sales.

Selling the Problem (The Pull)

People Buy Relief, Not Products.
Customers wake up thinking about their problems, not your product specs.

Product (Hook)

Felt Problem (Bait)

The Bait vs. The Hook.
Your product is the hook, but the customer's felt problem is the bait.

Step 1: Make the Problem Impossible to Ignore.
Help buyers realize the true cost of their problem before introducing solutions.

Top salespeople ask questions to amplify problem weight before pitching.

Listen Before You Advise.
Buyers only reveal vulnerable problems when they feel genuinely heard without judgment.

Engaging customers with their existing problems creates natural pull.