

# DIAGNOSTIC SELLING....



SEASON 4

EPISODE 2

## Why Buyers & Reps Lie to Each Other

*WHAT THEY LIE ABOUT  
(AND HOW TO PREVENT IT)*



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# AGENDA

## ACT I

**WHAT DO BUYERS:  
REALLY BELIEVE ABOUT SELLERS?**

## ACT II

**WHY DO BUYERS, BELIEVE THOSE THINGS:  
& WHAT DO BUYERS DO, BECAUSE OF THOSE BELIEFS?**

## ACT III

**SO, WHAT ARE BUYERS:  
HOLDING BACK FROM SELLERS, BECAUSE OF THOSE BELIEFS?**





# AGENDA

## ACT IV

**WHY ARE BUYERS:  
HOLDING THAT BACK FROM SELLERS?**

## ACT V

**WHY DO BUYERS BELIEVE:  
THAT SELLERS ARE “HUNTING” FOR PAIN, DURING DISCOVERY?**

## ACT VI

**WHY DO BUYERS:  
HOLD BACK PAIN & IMPACT SPECIFICALLY, FROM SELLERS?**

## ACT VII

**WHAT IS A SELLER'S JOB? (FROM A BUYER'S PERSPECTIVE)**  
HINT... IT'S NOT TO MAP YOUR PRODUCTS---> TO THEIR PAIN & PROBLEMS.



# AGENDA

## ACT VIII

**HOW DOES “PAIN SELLING”:  
AFFECT A BUYER PSYCHOLOGICALLY, IN THE SALES CYCLE?**

## ACT IX

**THE ULTIMATE (& FAIR) REASON:  
WHY YOUR BUYERS HOLD BACK.**

## ACT X

**HOW A BUYER CAN TELL: A SELLER ISN'T TRYING TO HELP THEM.  
AKA.... YOU'RE NOT TRYING TO HELP SOLVE THEIR PROBLEM.**





# AGENDA

## ACT XI

**THE ONLY (POTENTIAL) REASON:**

**WHY A BUYER GIVING THEIR INFORMATION, TO A SELLER.... COULD BE WORTH IT.**

## ACT XII

**HOW YOU CAN SOLVE, THE PROBLEM:**

**A LITTLE BIT. (WITH TECHNIQUE)**

## ACT XIII

**HOW YOU CAN SOLVE, THE PROBLEM:**

**A LOTTA BIT. (BY SHIFTING YOUR OUTCOME)**





1

**WHAT DO BUYERS:**  
***REALLY BELIEVE ABOUT SELLERS?***





**WHEN YOU THINK  
OF A "TYPICAL SELLER" .....**





# WHAT COMES TO MIND?





# 2

**WHY DO BUYERS BELIEVE  
THOSE THINGS:**

***& WHAT DO BUYERS DO....***

**BECAUSE THEY BELIEVE THOSE THINGS?**





**SO, WHY DON'T BUYERS  
TRUST SELLERS?**





**IT ALL COMES DOWN  
TO THEIR GOALS.**





# **THE GOAL**

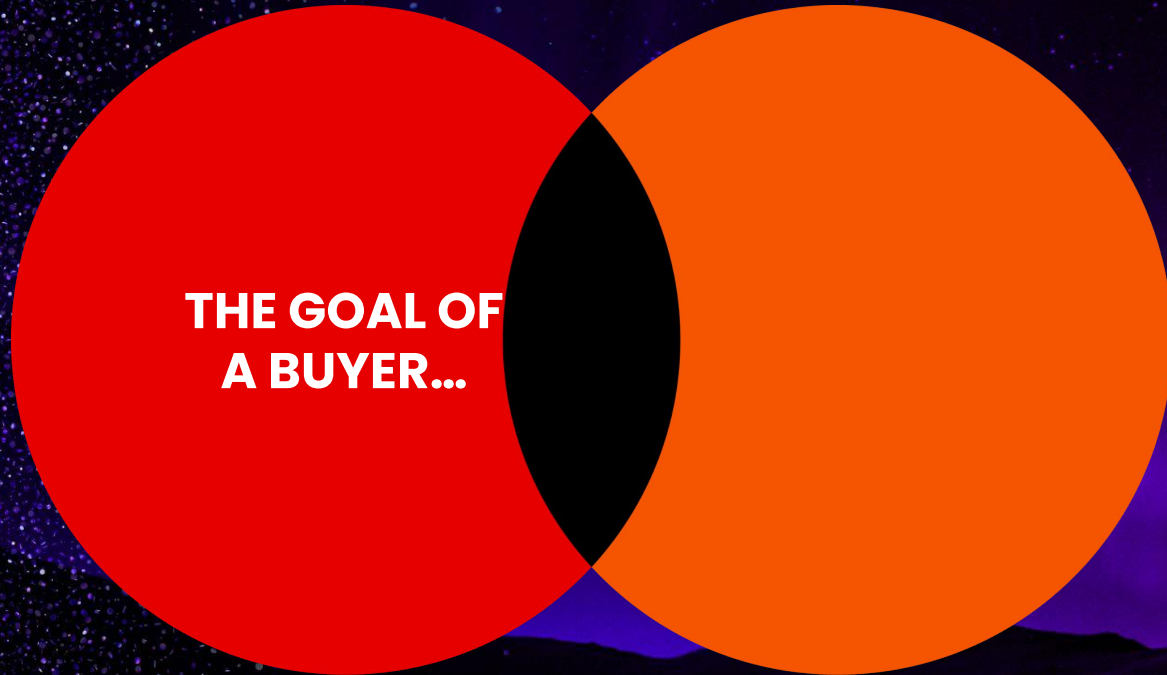
## **OF A BUYER**

### **WHEN BUYING SOMETHING**





# **THE GOALS OF A BUYER.... WHEN THEY'RE BUYING SOMETHING.**





# **THE GOAL OF A BUYER.... WHEN THEY'RE BUYING SOMETHING.**



**IS TO SOLVE  
A PROBLEM.**





# **THE GOAL**

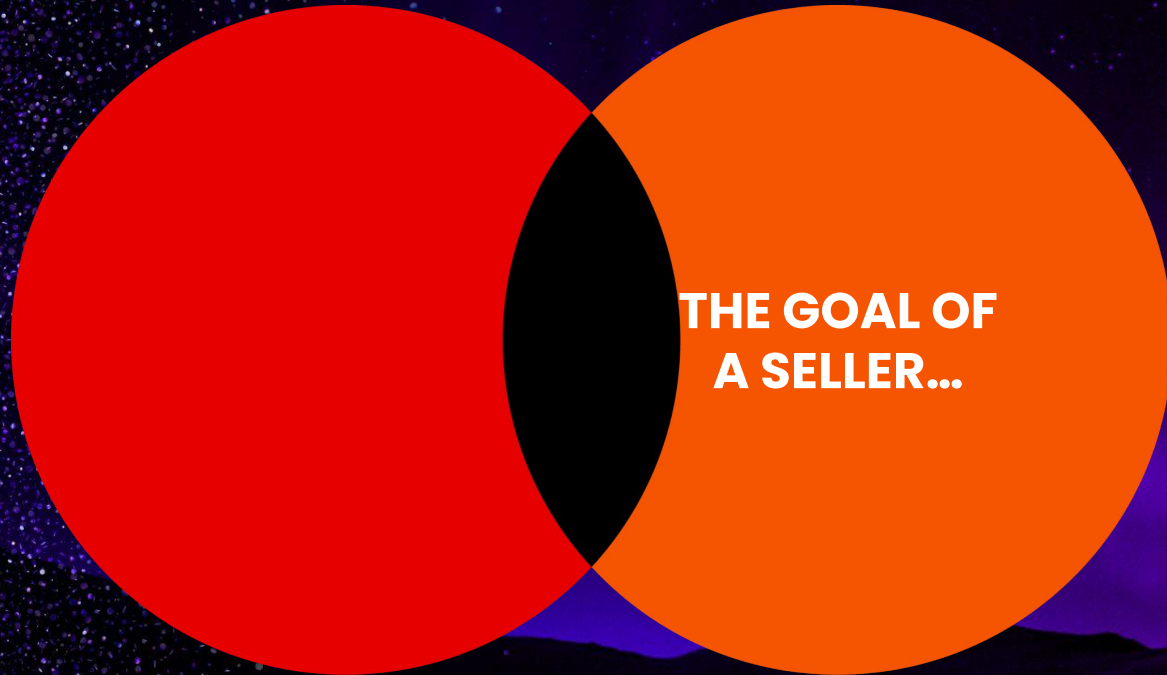
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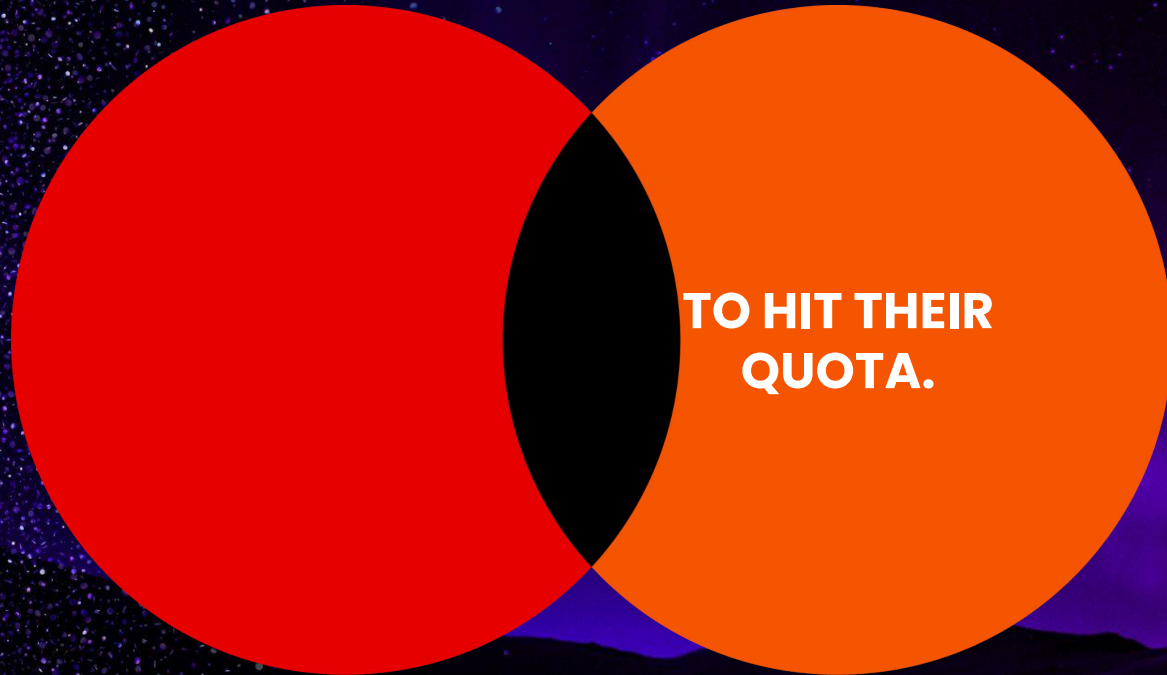


# **THE GOALS OF A SELLER.... WHEN THEY'RE SELLING SOMETHING.**





# **THE GOALS OF A SELLER.... WHEN THEY'RE SELLING SOMETHING.**





**SO....**  
**WHAT'S THE PROBLEM?**





# THE BUYER

WHAT **THE BUYER WANTS**  
WHEN THEY'RE BUYING SOMETHING





**WHAT THE BUYER ....  
IS ULTIMATELY AFRAID OF.**



**THAT THEY WON'T  
BE ABLE TO SOLVE  
THE PROBLEM.**





# WHAT THE BUYER WANTS .... BECAUSE OF THAT FEAR.



WHAT THE  
BUYER WANTS





# WHAT DOES **A BUYER WANT** .... WHEN THEY'RE TRYING **TO SOLVE A PROBLEM** .

**1**

**THEY WANT TO BUY,  
THE FEWEST....**

**AMOUNT OF  
PRODUCTS POSSIBLE,  
TO SOLVE THEIR  
PROBLEM.**

**2**

**THEY WANT TO BUY,  
AT THE LOWEST...**

**PRICE POSSIBLE, IN  
ORDER TO SOLVE THEIR  
PROBLEM.**

**3**

**THEY WANT TO BUY,  
AT A LOWER.....**

**PRICE POINT, THAN  
OTHERS BUYING THE  
SAME THING.**

**4**

**THEY WANT TO BUY,  
WITH THE FEWEST....**

**AMOUNT OF PEOPLE  
KNOWING, IN CASE  
THEY MAKE A MISTAKE.**



# THE SELLER

WHAT **THE SELLER WANTS**  
WHEN THEY'RE SELLING SOMETHING





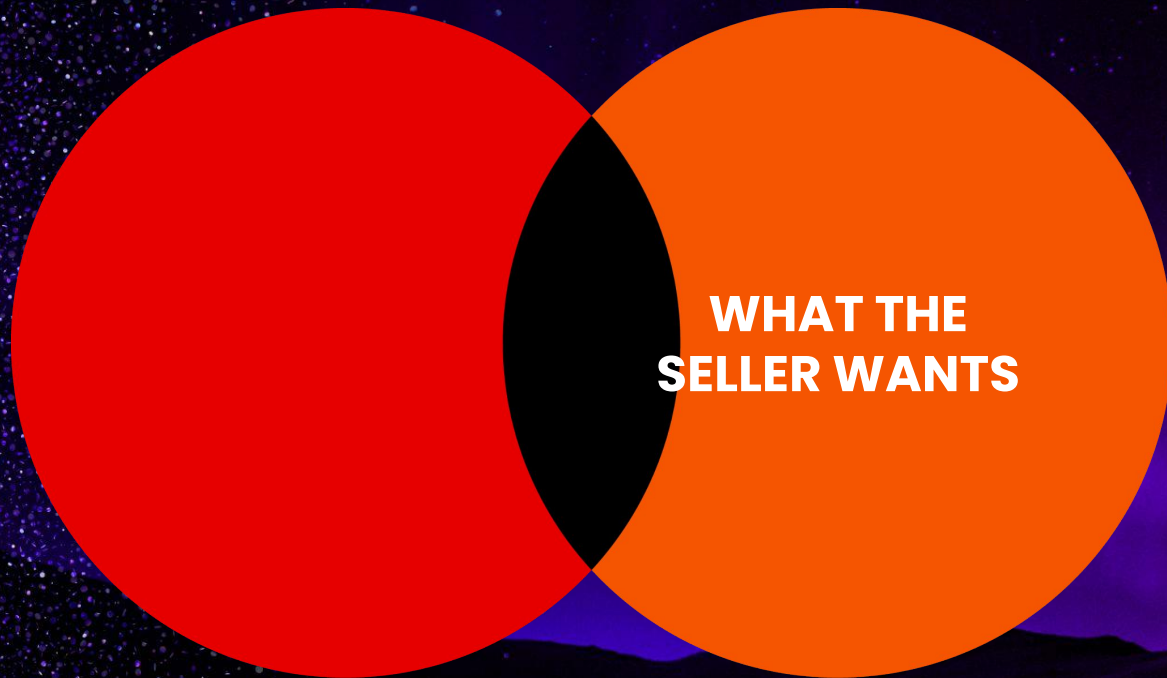
**WHAT THE SELLER ....  
IS ULTIMATELY AFRAID OF.**



**THAT THEY WON'T  
BE ABLE TO  
HIT THEIR QUOTA.**



# WHAT THE SELLER WANTS .... BECAUSE OF THAT FEAR.





# WHAT DOES **A SELLER WANT** .... WHEN THEY'RE TRYING **TO HIT THEIR QUOTA** .

**1**

**THEY WANT TO SELL,  
THE MOST....**

**PRODUCTS POSSIBLE,  
IN ORDER TO HIT THEIR  
QUOTA.**

**2**

**THEY WANT TO SELL  
THEM, FOR THE ...**

**HIGHEST TICKET PRICE  
POSSIBLE, IN ORDER TO  
HIT THEIR QUOTA.**

**3**

**THEY WANT TO SELL  
THEM, AT A HIGHER....**

**PRICE POINT, THAN  
OTHERS SELLING THE  
SAME THING TO  
OTHERS.**

**4**

**THEY WANT TO SELL,  
WITH THE MOST....**

**AMOUNT OF PEOPLE  
KNOWING, SO THEY  
CAN GET HAVE MORE  
LEVERAGE TO CLOSE  
THE DEAL.**



**SO, UNFORTUNATELY...**





# WHAT THE BUYER WANTS .... WHILE BUYING SOMETHING.

- 
- THE FEWER, THE PRODUCTS.....
  - THE LOWER, THE PRICE.....
  - THE FEWER, THAT KNOW.....
  - THE LOWER, THE (COMP) \$\$....

**THE BETTER.**

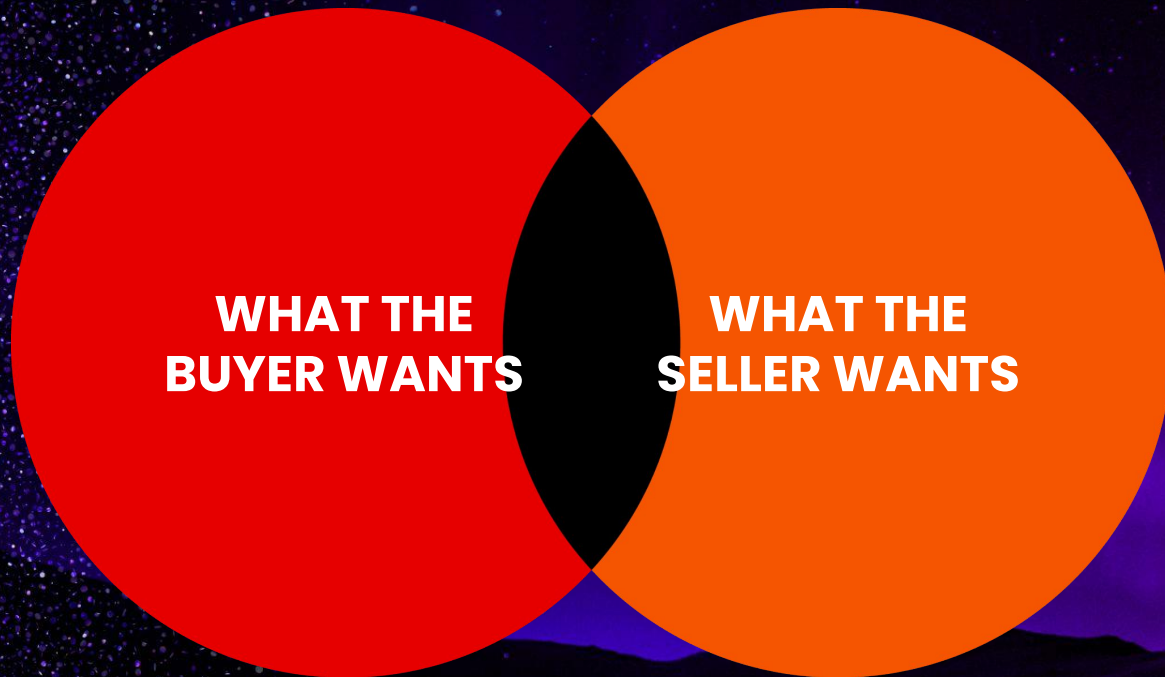


# WHAT THE SELLER WANTS .... WHILE SELLING SOMETHING.

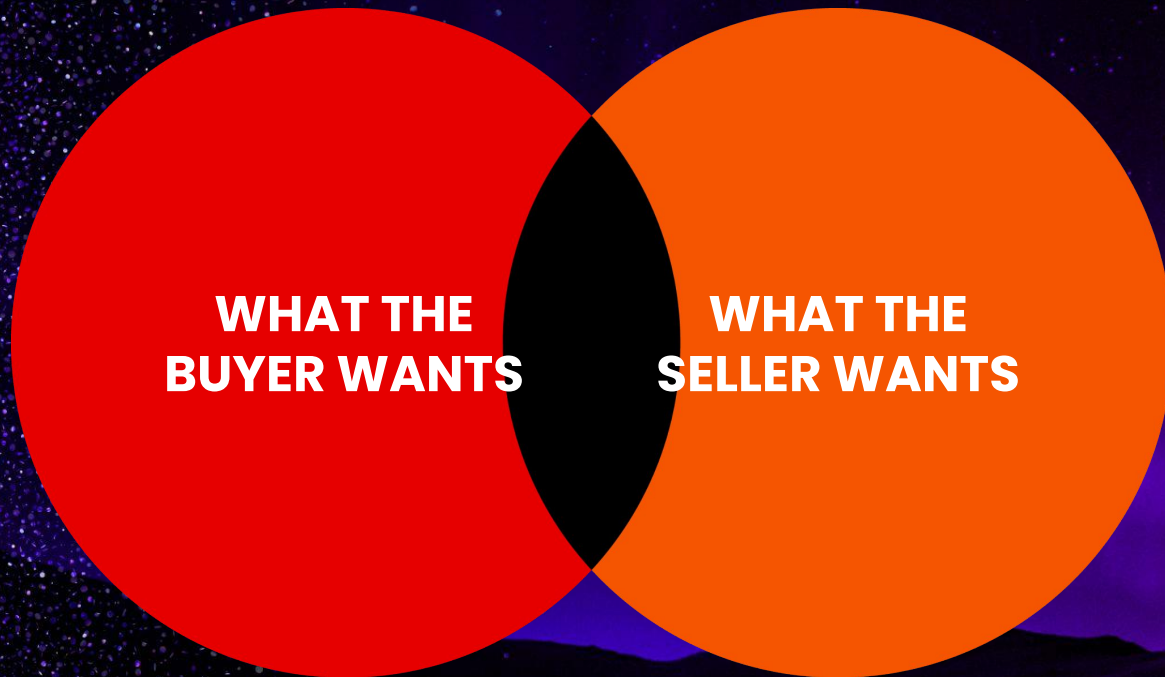




**ARE COMPLETELY...**  
**MUTUALLY EXCLUSIVE .**

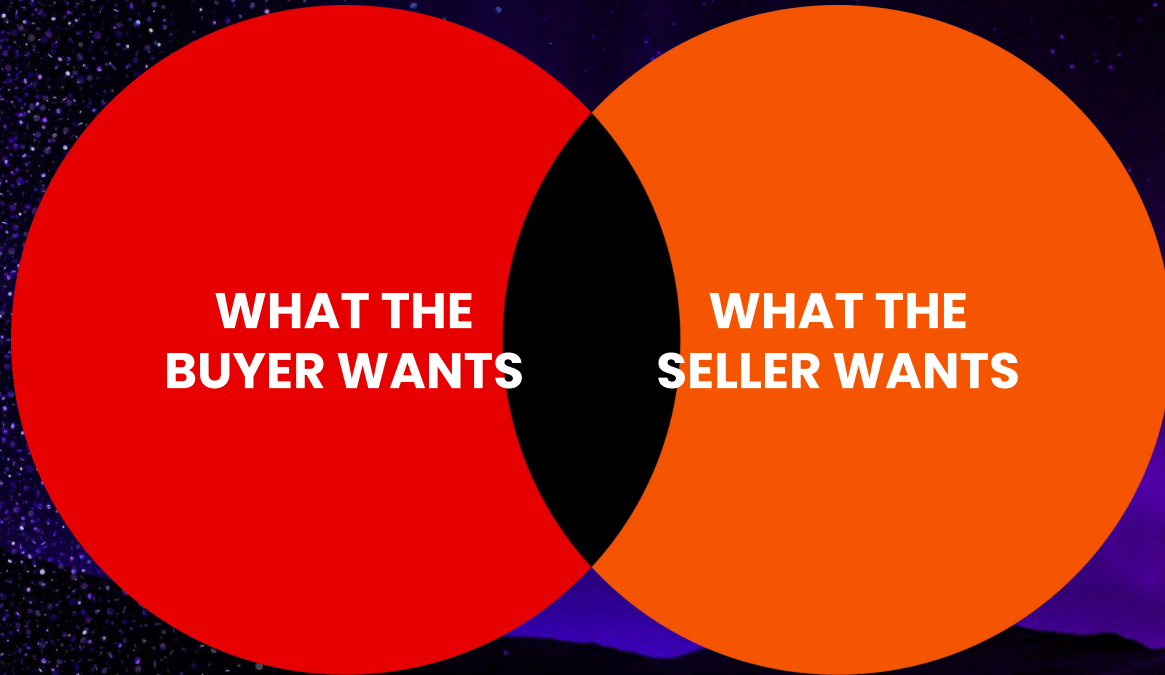


**SO, BECAUSE THEIR GOALS ...  
AREN'T THE SAME .**

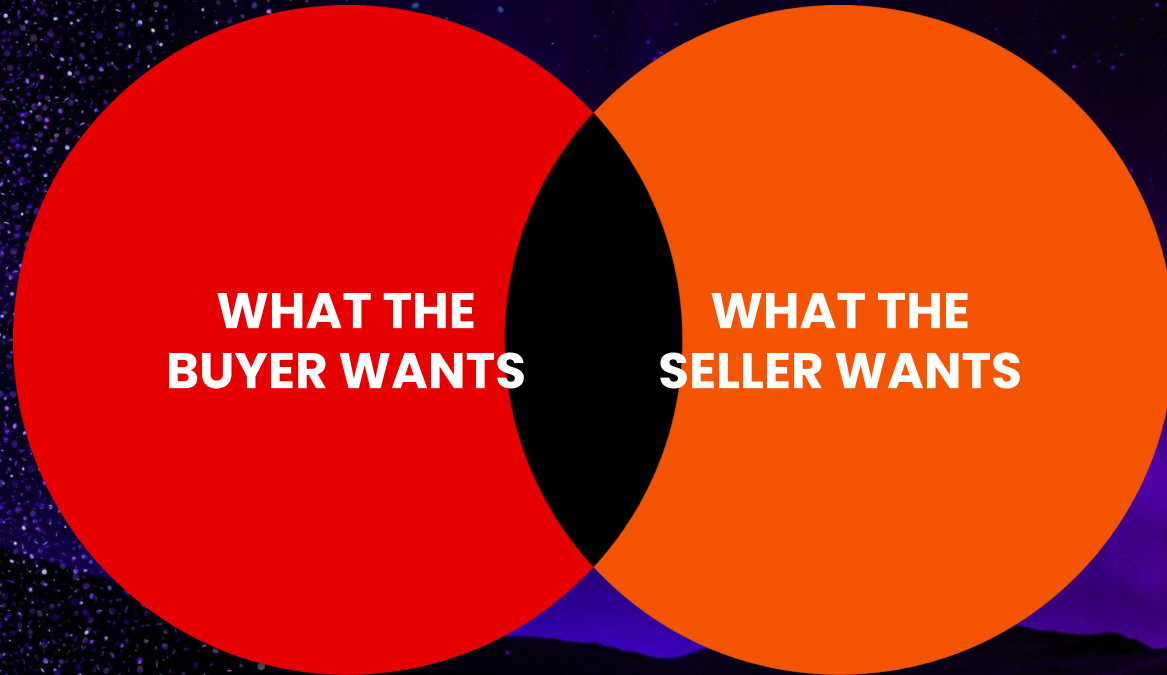




**AND THEIR AGENDAS ...**  
**AREN'T THE SAME .**



**AND WHAT THEY WANT IS...**  
**MUTUALLY EXCLUSIVE .**





**THEY JUST DON'T  
TRUST EACH OTHER.**





**& THEY SHOULDN'T  
REALLY TRUST EACH OTHER.**





# TRUST DEFINED..... & THE 3 COMPONENTS OF IT.

**1**

**YOU HAVE TO TRUST...**

**THAT THEY'RE  
TELLING THE TRUTH.**

**2**

**YOU HAVE TO TRUST...**

**IN THEIR AGENDA.**

**3**

**YOU HAVE TO TRUST...**

**IN THEIR ABILITY.**



# **MOST SELLERS....**

## **DON'T GET PASSED #2.**

**1**

**YOU HAVE TO TRUST...  
THAT THEY'RE  
TELLING THE TRUTH.**

**2**

**YOU HAVE TO TRUST...  
IN THEIR AGENDA.**

**3**

**YOU HAVE TO TRUST...  
IN THEIR ABILITY.**





# AND BECAUSE OF THE SELLER'S AGENDA.... THEY DON'T GET PASSED #1, EITHER.

**1**

**YOU HAVE TO TRUST...  
THAT THEY'RE  
TELLING THE TRUTH.**

**2**

**YOU HAVE TO TRUST...  
IN THEIR AGENDA.**

**3**

**YOU HAVE TO TRUST...  
IN THEIR ABILITY.**





**& BECAUSE  
THEIR AGENDAS ARE DIFFERENT....**





**BOTH OF THEM...**





**HOLD THINGS BACK  
FROM ONE ANOTHER**





3

**SO, WHAT ARE BUYERS:  
*HOLDING BACK FROM SELLERS?***



# WHAT ARE BUYERS.... REALLY HOLDING BACK FROM YOU?

**1**

**THEIR BUDGET.**

**2**

**THEIR TIMELINE.**

**3**

**THEIR "DECISION  
MAKERS".**

**4**

**THEIR BUYING  
PROCESS INTERNALLY.**





# WHAT ARE BUYERS.... REALLY HOLDING BACK FROM YOU?

5

THEIR "PAIN".

6

THE "IMPACT", IF THEY  
DON'T BUY/SOLVE.

7

WHO ELSE THEY'RE  
EVALUATING.

8

COMPETITORS THEY'RE  
USING NOW:

HOW IT'S GOING,  
\$\$ THEY'RE PAYING,  
AND  
PROBLEMS THEY'RE  
HAVING WITH THEM.



# 4

**WHY ARE BUYERS:  
*HOLDING THAT BACK FROM SELLERS,  
& WHAT EXACTLY ARE THEY AFRAID OF?***





# **WHY ARE BUYERS .... HOLDING THAT BACK FROM YOU?**

**1**

**IT'S EMBARRASSING.**

**2**

**YOU MIGHT TELL THEIR  
BOSS.**

**3**

**YOU MIGHT TELL THEIR  
COMPETITOR.**

**4**

**THEY DON'T KNOW  
WHAT YOU'LL DO....**

**WITH THE  
INFORMATION.**





# WHY ARE BUYERS.... REALLY HOLDING BACK FROM YOU?

5

**THEY DON'T KNOW  
WHY YOU EVEN....**

**NEED THE  
INFORMATION– TO BE  
ABLE TO SELL THEM  
SOMETHING.**

6

**IT GIVES YOU  
LEVERAGE....**

**TO SEND THEM  
FOLLOW-UP EMAILS.**

7

**IT GIVES YOU  
LEVERAGE....**

**TO HOLD YOUR PRICE,  
IN NEGOTIATION.**

8

**BECAUSE IT'S A  
"WAR FOR POWER".**





5

**WHY BUYERS BELIEVE:  
*THAT SELLERS ARE "HUNTING"*  
*FOR PAIN & IMPACT, IN DISCOVERY.***



# WHY DO **BUYERS BELIEVE** ..... YOU'RE AFTER, **FINDING THEIR PAIN** ?

**1**

**SO YOU CAN “MAP”,  
THEIR PAIN....**

**TO YOUR PRODUCTS  
AND FEATURES– &  
TO JUSTIFY THAT  
THEY SHOULD BUY,  
FROM YOU.**

**2**

**TO BE ABLE TO SELL  
MORE EFFECTIVELY...**

**AGAINST YOUR  
COMPETITORS.**

**3**

**SO YOU CAN REMIND  
THEM....**

**OF WHAT HAPPENS IF  
THEY DON'T MOVE  
FORWARD–  
IF THEY'RE NOT  
RESPONDING.**

**4**

**SO YOU CAN JUSTIFY,  
THE ROI OF BUYING.**





# WHY DO BUYERS BELIEVE ..... YOU'RE AFTER, FINDING THEIR PAIN ?

5

SO YOU CAN JUSTIFY  
&/OR ATTRIBUTE...

RANDOM ROI, THAT'S  
NOT RELATED TO THEIR  
PROBLEM- DOESN'T  
HELP THEM- &/OR  
SOMETHING THAT  
YOU REALLY CAUSED.

6

SO YOU CAN JUSTIFY,  
AFTER THEY BUY....

OF WHY YOU'RE NOT  
THE REASON THEY  
WEREN'T ABLE TO  
SOLVE THEIR PROBLEM  
- & WHAT THEY DID  
THAT CAUSED IT.

7

SO YOU HAVE  
FOLLOW-UP FODDER.

8

SO YOU CAN SELL YOUR  
TEAM INTERNALLY....

THAT THEY'RE "GOING  
TO CLOSE THIS  
QUARTER".



# WHY DO **BUYERS BELIEVE** .... YOU'RE AFTER, **FINDING THEIR PAIN** ?

**9**

**SO YOU CAN PRESSURE  
THEM.**

**10**

**SO YOU CAN LOCK  
THEM INTO A TIMELINE.**

**11**

**SO YOU CAN HOLD  
THEM TO NEXT STEPS.**

**12**

**SO YOU CAN BUILD A  
MUTUAL ACTION PLAN.**



# WHY DO **BUYERS BELIEVE** ..... YOU'RE AFTER, **FINDING THEIR PAIN** ?

**13**

**SO YOU CAN LAY ON  
THE GUILT...**

**IF THEY AREN'T  
HOLDING UP "THEIR  
END OF THE BARGAIN",  
IN THE MUTUAL  
ACTION PLAN.**

**14**

**SO YOU CAN HOLD  
YOUR TOP PRICING.**

**15**

**SO YOU DON'T HAVE  
TO GIVE THEM....**

**ANY KIND OF  
DISCOUNT, IN  
NEGOTIATION.**

**16**

**SO THERE'S NO  
JUSTIFICATION TO...**

**GIVE THEM, ANY  
BONUS TO CLOSE.**

6

**WHY DO BUYERS:**  
***HOLD BACK PAIN & IMPACT SPECIFICALLY,***  
***FROM SELLERS DURING DISCOVERY?***





# WHY A BUYER SHOULD HOLD THAT BACK.....

## PREVIOUSLY STATED .

1

**THEN YOU CAN'T  
HOLD YOUR PRICING.**

2

**THEN YOU CAN'T HURT  
THEM WITH THE INFO.**

3

**THEN YOU DON'T HAVE  
FOLLOW-UP FODDER.**

4

**THERE'S NO UPSIDE TO  
HAND IT OVER TO YOU.**



# WHY IT'S IN **THE BUYER'S BEST INTEREST** .... TO HOLD BACK **THE IMPACT & PAIN** .

**5**

**YOU CAN'T USE IT TO  
MANIPULATE THEM.**

**6**

**IF THEY'RE GOING TO  
MAKE A MISTAKE...**

**THEY WANT TO SPEND  
AS LITTLE AS POSSIBLE  
SO THEY HAVE \$\$ LEFT  
OVER, TO TRY AGAIN.**

**7**

**IF IT'S A MISTAKE, BUT  
THE PRICE IS LOW....**

**THEY CAN JUSTIFY IT  
AS A "WIN" TO  
OTHERS- BECAUSE  
THEY SAVED \$\$ FROM  
WHAT THEY WERE  
PREVIOUSLY PAYING.**

**8**

**IF IT'S A MISTAKE, THEN  
AT LEAST....**

**THEY CAN SAY IT WAS A  
CHEAP ONE.**



# WHY IT'S IN **THE BUYER'S BEST INTEREST** .... TO HOLD BACK **THE IMPACT & PAIN** .

**9**

**IF YOU KNOW IT  
IMPACTS OTHERS....**

**THEY CAN REACH  
OUT TO & INVOLVE  
OTHERS IN THE  
ORG.....**

**10**

**IF IT'S A MISTAKE, THE  
LESS PEOPLE....**

**THAT KNOW THAT  
THEY MADE A  
MISTAKE- THE BETTER.**

**11**

**THEIR INTERNAL  
CREDIBILITY....**

**WILL TAKE LESS OF A  
HIT, THE FEWER PEOPLE  
THAT KNOW.**

# 7

## WHAT IS THE SELLER'S JOB? (FROM THE BUYER'S VIEW)

*HINT...*

*IT'S NOT TO MAP YOUR PRODUCTS----->  
TO THEIR **PAIN** OR **PROBLEMS**.*





# WHY YOUR JOB (FROM THE BUYER'S VIEW).... IS NOT TO MAP THEIR PAIN—> YOUR PRODUCTS/FEATURES.

1

BECAUSE THEY COULD  
DO THAT THEMSELVES.

2

THAT MAKES THEM  
FEEL "GASLIT"....

BECAUSE THEY HAD TO  
RESEARCH, BECAUSE  
YOU DIDN'T.

3

BECAUSE YOU'RE LESS  
QUALIFIED THAN THEM:

TO DO THAT, BECAUSE  
THEY KNOW MORE  
ABOUT THEIR ROLE— SO  
THEY SHOULD JUST DO  
THAT THEMSELF.

4

BECAUSE YOU'RE LESS  
QUALIFIED THAN THEM:

TO DO THAT, BECAUSE  
THEY KNOW MORE  
ABOUT THEIR INTERNAL  
PROCESS— SO THEY  
SHOULD JUST DO THAT  
THEMSELF.





# WHY YOUR JOB (FROM THE BUYER'S VIEW).... IS NOT TO MAP THEIR PAIN—> YOUR PRODUCTS/FEATURES.

5

BECAUSE YOU'RE LESS  
QUALIFIED THAN THEM:

TO DO THAT— BECAUSE  
THEY KNOW MORE  
ABOUT HOW TO SOLVE  
THE PROBLEM— SO  
THEY SHOULD JUST DO  
THAT THEMSELF.

6

BECAUSE YOU'RE LESS  
QUALIFIED THAN THEM:

TO DO THAT, BECAUSE  
THEY EVEN KNOW  
MORE ABOUT YOUR  
FEATURES— SO THEY  
SHOULD JUST DO THAT  
THEMSELF.

7

BECAUSE YOU'RE LESS  
QUALIFIED THAN THEM:

TO DO THAT, BECAUSE  
THEY KNOW MORE  
ABOUT YOUR  
COMPETITORS— SO  
THEY SHOULD JUST DO  
THAT THEMSELF.

8

YOU DON'T HAVE THE  
CREDIBILITY TO DO THAT.



# WHY YOUR JOB (FROM THE BUYER'S VIEW).... IS NOT TO MAP THEIR PAIN—> YOUR PRODUCTS/FEATURES.

9

IT'S UPSETTING FOR  
THEM, BECAUSE...

YOU'RE TREATING  
THEM LIKE A KID— BY  
GATEKEEPING INFO &  
PRICING.

(BECAUSE YOU THINK "YOU  
KNOW BETTER".)

10

IT'S UPSETTING FOR  
THEM, BECAUSE....

THEY WANTED YOU TO  
LEARN THEIR ROLE, TO  
HELP THEM— BUT THEY  
HAD TO RESEARCH  
INSTEAD, BECAUSE  
YOU DIDN'T.

11

& IT'S UPSETTING FOR  
THEM, BECAUSE....

AFTER THEY HAD TO  
DO ALL OF THE  
RESEARCH— YOU'RE  
TRYING TO MAKE  
THEM "RUN THEIR  
DECISIONS BY YOU."

12

IN THEIR EXPERIENCE,  
WITH SELLERS....

THEY NEVER EVEN MAP  
THEIR PAIN & IMPACT  
—-> TO THE PRODUCTS  
THEY SHOULD USE,  
ANYWAY.





# WHY YOUR JOB (FROM THE BUYER'S VIEW).... IS NOT TO MAP THEIR PAIN—> YOUR PRODUCTS/FEATURES.

13

IN THEIR EXPERIENCE,  
WITH SELLERS....

THEY'RE LEFT ALONE TO  
SOLVE THEIR PROBLEM  
ANYWAYS. (EVEN IF  
THEY DO TELL YOU  
THEIR PAIN & IMPACT)

14

IN THEIR EXPERIENCE,  
WITH SELLERS....

EVEN IF THEY DO TELL  
YOU WHAT THEY'RE  
TRYING TO SOLVE—>  
YOU DON'T RELAY  
THAT TO CX, AFTER  
THEY BUY.

15

IN THEIR EXPERIENCE,  
WITH SELLERS....

SELLERS SIMPLY DON'T  
KNOW ENOUGH, TO BE  
ABLE TO HELP THEM—  
& THEY KNOW THAT.  
(*& THE STATS CONFIRM THAT  
THEY KNOW THAT.*)

16

IN THEIR EXPERIENCE,  
WITH BDRs & SELLERS...

THEY ALREADY HAD TO  
REPEAT THEMSELVES  
WITH YOU & THE BDR—  
SO THEY THINK THAT  
THEY'LL JUST HAVE TO  
DO THAT AGAIN.



8

**IF A BUYER,  
TELLS YOU THEIR PAIN:  
*HOW DOES IT HIT THEM, PSYCHOLOGY WISE?***



# IF A BUYER TELLS YOU THEIR PAIN..... HOW DOES IT HIT THEM, **PSYCHOLOGY WISE** ?

**1**

**THEY FEEL EVEN MORE  
EMBARRASSED.**

**2**

**YOU LOOK LIKE A  
"KNOW IT ALL".**

**3**

**THEY FEEL A BIT  
PLACATED.**

**4**

**THEY FEEL LIKE A  
LOSER, IF YOU TELL....**

**THEIR "STORY" – OR  
MAKE THEM A CASE  
STUDY.**



# IF A BUYER TELLS YOU THEIR PAIN..... HOW DOES IT HIT THEM, **PSYCHOLOGY WISE** ?

5

IT FEELS GREAT TO BE  
"THE HELPER" ....

& FEELS AWFUL, TO BE  
"THE HELPED".

6

MAKES THEM FEEL AT  
ODDS WITH YOU...

BECAUSE YOU'RE IN  
THE AUTHORITY ROLE—  
WHO "HAS IT ALL  
TOGETHER".

7

THEY'RE THE "VILLAIN",  
IN THE STORY.

8

"TELLING YOUR DOCTOR  
THE TRUTH...."

# IF A BUYER TELLS YOU THEIR PAIN..... HOW DOES IT HIT THEM, **PSYCHOLOGY WISE** ?

**9**

**YOU'RE GATHERING  
THE STORY....**

**& RELISHING IN IT– OF  
THE STORY OF THEM  
BEING UNSUCCESSFUL,  
IN THEIR ROLE.**

**10**

**THEIR JOB IS TO MAKE  
GOOD DECISIONS....**

**& YOU'RE GATHERING  
ALL OF THE EVIDENCE,  
OF HOW THEY DIDN'T.**

**11**

**IF THE PROBLEM IS AN  
INHERITED ONE...**

**THEY DON'T WANT TO  
RISK SOLVING FOR IT–  
BECAUSE THEY COULD  
GO FROM THE ROLE OF  
THE SPOTLESS HERO....  
TO THE BLAMED.**

**12**

**IF YOU'RE ACTIVELY  
HUNTING FOR PAIN....**

**THEY FEEL LIKE YOU'RE  
PLAYING A GAME WITH  
THEM.**



# IF A BUYER TELLS YOU THEIR PAIN..... HOW DOES IT HIT THEM, **PSYCHOLOGY WISE** ?

**13**

THEN THEY FEEL LIKE IF  
THEY DO BUY....

FROM YOU– THEN  
THEY'RE THE ONE  
"CHUMP" THAT YOUR  
TRICKS, ACTUALLY  
WORKED ON.

**14**

IF YOU'RE PLAYING A  
GAME IN SELLING....

EVEN IF IT'S A GOOD  
DECISION– THEY FEEL  
LIKE IF THEY BUY...  
YOU "WIN"....  
& THEY "LOSE".

**15**

IF YOU'RE PLAYING A  
GAME IN SELLING...

BECAUSE THEY KNOW  
YOU'RE JUST AFTER  
THEIR PAIN FOR YOUR  
REASONS– WHICH  
MEANS YOU'RE NOT  
ON "THEIR TEAM".

**16**

IF YOU'RE NOT ON  
"THEIR TEAM" ....

THEY WON'T SHARE A  
LOT OF NECESSARY  
INFO FROM YOU– &  
NEVER BE FULLY OPEN  
WITH YOU.

9

**THE ULTIMATE  
(& FAIR) REASON:  
*WHY YOUR BUYERS HOLD BACK.***





# ULTIMATELY...





**THEY HOLD BACK  
ALL OF THEIR INFORMATION....**





**AND THEY SHOULD  
HOLD BACK THEIR INFORMATION....**





**BECAUSE EVEN IF THEY DO  
TELL YOU ALL OF THAT INFORMATION....**





**THERE'S JUST NOTHING IN IT—  
FOR THEM.**





# 10

**HOW A BUYER CAN TELL:  
A SELLER ISN'T TRYING  
TO HELP THEM.**

**AKA....  
*YOU'RE NOT TRYING TO  
HELP SOLVE THEIR PROBLEM.***





# HOW YOUR **BUYER CAN TELL** .... THAT YOU'RE NOT AFTER SOLVING THEIR PROBLEM.

1

THEY GET QUALIFIED,  
BY A BDR, FIRST THING.

2

YOU CLEARLY HAVEN'T  
LISTENED TO THE CALL:

WITH THE BDR, THAT  
THEY ALREADY HAD.

3

YOU CLEARLY HAVEN'T  
LOOKED THEM UP...

OR DONE ANY  
"RESEARCH" ON THEM.

4

YOU AREN'T TAKING  
NOTES.





# HOW YOUR **BUYER CAN TELL** .... THAT YOU'RE NOT AFTER SOLVING THEIR PROBLEM.

5

**YOU DON'T EVEN  
KNOW...**

**THE TYPICAL METRICS  
THAT THEIR PERSONA  
IS MEASURED ON.**

6

**YOU GIVE THEM  
"PROBLEM PROFILES":**

**AND ASK THEM IF ONE  
OF THEM "RINGS A  
BELL".**

7

**YOU TRY TO BRACKET  
THEM.**

8

**IF THEY SAY THEY'RE IN  
A BRACKET...**

**YOU DON'T DOUBLE  
DOWN, ON WHERE THEY  
ARE, IN SPECIFIC.**



# HOW YOUR **BUYER CAN TELL** .... THAT YOU'RE NOT AFTER SOLVING THEIR PROBLEM.

9

YOU GO ON MICRO  
RANTS, ON EACH BIT.

10

YOU INTERRUPT THEM,  
WHEN THEY GIVE....

YOU ANSWERS- WITH  
CUSTOMER STORIES,  
ABOUT HOW MUCH  
YOU'VE HELPED  
"PEOPLE LIKE THEM".

11

YOU CLEARLY HAVE A  
CHECKLIST OF...

QUESTIONS- THAT  
YOU ASK EVERY  
PERSON ON A CALL.

12

YOU ASK GENERIC  
QUESTIONS, LIKE....

"WHAT ARE YOUR TOP  
PRIORITIES, THAT  
YOU'RE CURRENTLY  
FOCUSED ON?"



# HOW YOUR **BUYER CAN TELL** .... THAT YOU'RE NOT AFTER SOLVING THEIR PROBLEM.

**13**

**YOU DON'T KNOW  
WHAT THE POSSIBLE....**

**ANSWERS MIGHT BE-  
TO THE QUESTIONS  
THAT YOU ASK THE  
BUYER.**

**14**

**YOU ASK QUESTIONS,  
THAT CLEARLY...**

**HAVE AN AGENDA-  
LIKE LEADING, DIGITAL,  
SUBJECTIVE, OR  
SELF-DIAGNOSIS  
QUESTIONS.**

**15**

**YOU WANT TO  
CONFIRM THAT....**

**A PROBLEM EXISTS-  
BUT AREN'T  
INTERESTED IN WHAT  
THE PROBLEM IS.**

**16**

**YOU ASK CONFIRMING  
QUESTIONS, LIKE....**

**"CAN YOU AGREE WITH  
ME THAT \_\_\_\_?"**



# HOW YOUR **BUYER CAN TELL** .... THAT YOU'RE NOT AFTER SOLVING THEIR PROBLEM.

**17**

**YOU QUICKLY MOVE  
PAST THINGS...**

**THAT THEY TELL YOU—  
& HARDLY (IF EVER),  
DIG DEEPER, FOR MORE.**

**18**

**THEY GIVE YOU AN  
ANSWER....**

**AND YOU HARDLY (IF  
EVER), DOUBLE DOWN  
FOR MORE, OR  
CLARITY ON WHAT  
THEY SAID.**

**19**

**THEY BRING UP A  
PROBLEM THEY HAVE...**

**AND YOU DON'T  
DEFINE THE LEVEL.**

**20**

**YOU GO AFTER THE  
BUSINESS PROBLEM...**

**FIRST THING/EARLY IN  
THE CALL, & THEN YOU  
STOP AFTER YOU'VE  
GOT IT.**



# HOW YOUR **BUYER CAN TELL** .... THAT YOU'RE NOT AFTER SOLVING THEIR PROBLEM.

21

YOU DON'T ASK ROOT  
CAUSE QUESTIONS.

22

THEY TELL YOU ABOUT  
A PROBLEM THAT...

THEY BELIEVE THEY'RE  
HAVING– & YOU  
DON'T ASK QUESTIONS  
THAT HELP YOU  
KNOW, THAT IT'S THE  
RIGHT ONE.

23

YOU TAKE WHATEVER  
THAT THEY SAY....

AT FACE VALUE– &  
HAVE NO THOUGHTS  
ON WHETHER WHAT  
THEY'RE SAYING, IS  
CORRECT.

24

YOU REQUIRE WHAT  
THEY BELIEVE...

TO KNOW WHAT THE  
PROBLEM IS– YOU  
CAN'T DIAGNOSE  
WHAT'S WRONG,  
WITHOUT THEIR TAKE.



# HOW YOUR **BUYER CAN TELL** .... THAT YOU'RE NOT AFTER SOLVING THEIR PROBLEM.

25

**YOU BRING  
"ONBOARDING REPS" ..**

**TO YOUR CALLS– TO  
TRAIN THEM, ON "HOW  
TO YOU SELL A BUYER".**

26

**YOU BRING YOUR  
BOSS TO THE CALL.**

27

**WHEN A SOLUTION  
ENGINEER ATTENDS...**

**ANY CALL– YOU HAVE  
NOTHING TO SAY, &  
COMPLETELY STAY  
SILENT.**

28

**YOU DON'T  
FOLLOW-UP FOR.....**

**INFORMATION THAT  
YOU NEED– (ABOUT  
THE PROBLEM)– THAT  
YOU DIDN'T GET ON  
THE FIRST CALL.**



# HOW YOUR **BUYER CAN TELL** .... THAT YOU'RE NOT AFTER SOLVING THEIR PROBLEM.

**29**

**YOU ONLY FOLLOW-UP  
WITH THEM FOR....**

**LOGISTICS TO SET-UP  
ANOTHER CALL- OR  
JUST TO CONFIRM  
NEXT STEPS, IN THE  
BUYING PROCESS.**

**30**

**YOUR QUESTIONS  
DON'T BUILD OFF OF...**

**ON ANOTHER- OR THE  
LAST ANSWER, THAT  
THEY GAVE YOU.**

**31**

**YOUR QUESTIONS ARE  
ALWAYS ABOUT....**

**THE BUYING  
PROCESS- YOURS, OR  
THEIRS INTERNALLY.**

**32**

**YOU ASK THEM TO  
BRING SOMEONE ELSE...**

**WITH THE EXCUSE  
THAT YOU WANT TO  
"KILL 2 BIRDS, WITH  
ONE STONE."**



# HOW YOUR **BUYER CAN TELL** .... THAT YOU'RE NOT AFTER SOLVING THEIR PROBLEM.

33

**YOU DON'T FIND  
ADDITIONAL THINGS..**

**ON THE CALLS, LATER  
DOWN THE ROAD—  
ONLY ON THE INITIAL  
DISCOVERY CALL.**

34

**ALL OF THE PROBLEMS  
THAT YOU LOOK FOR...**

**IN DISCOVERY— ARE  
THE PROBLEMS THAT  
YOU DIRECTLY SOLVE  
FOR, AS A VENDOR.**

35

**EVEN IF THEY'RE  
TALKING ABOUT....**

**A BIG PROBLEM— IF IT'S  
NOT THE ONE YOU  
SOLVE FOR, YOU  
NAVIGATE THE  
CONVERSATION BACK.**

36

**YOU SAY THAT YOUR  
ROLE IS TO....**

**SOLVE THEIR “SPECIFIC  
& UNIQUE PROBLEMS”—  
BUT THEN DON'T ASK  
OR UNCOVER WHAT  
THOSE PROBLEMS ARE.**



# HOW YOUR **BUYER CAN TELL** .... THAT YOU'RE NOT AFTER SOLVING THEIR PROBLEM.

37

YOU DON'T HAVE A  
"TAKE", AT THE END.

38

YOU SAY THAT YOUR  
ROLE, IS FACILITATOR.

39

ON GROUP CALLS, YOU  
NAVIGATE THE CHAT...

AWAY FROM TOPICS,  
EVEN IF THEY'RE  
IMPORTANT- IF THE  
TOPIC DOESN'T SUIT  
OR INVOLVE YOU.

40

YOU APPEAR TO BE  
STEERING THE GROUP..

TO DISCUSS THE  
THINGS, THAT ARE TO  
YOUR ADVANTAGE AS  
A SELLER.



# 11

**THE ONLY (POTENTIAL)  
REASON:**

***WHY A BUYER GIVING THEIR INFO,  
TO A SELLER.... COULD BE WORTH IT.***





# 12

**HOW YOU CAN SOLVE,  
THE PROBLEM:  
*A LITTLE BIT.  
(WITH TECHNIQUE)***





# WHAT TECHNIQUES YOU CAN USE.... TO “SOLVE IT”. (A LITTLE BIT)

1

**TALKING WELL ABOUT  
A COMPETITOR.**

2

**EXPLAINING WHY YOU  
ARE ASKING....**

**A QUESTION- OR YOUR  
REASON FOR ASKING  
IT.... IF THEY SEEM  
CLOSED OFF, OR LIKE  
THEY DON'T TRUST  
YOU.**

3

**GIVING THEM  
POSSIBLE ANSWERS...**

**TO THE QUESTIONS  
YOU'RE ASKING  
THEM- EARLY ON IN  
THE CALL, TO SHOW A  
LEVEL OF BASIC  
UNDERSTANDING.**

4

**DOWN-SELLING THE  
BUYER.**





# WHAT TECHNIQUES YOU CAN USE.... TO "SOLVE IT". (A LITTLE BIT)

5

**TELLING THE BUYER THE TRUTH....**

**WHEN YOU TRULY DON'T THINK, THAT THEY NEED TO BUY SOMETHING, TO SOLVE THEIR PROBLEM.**

6

**TELLING THEM THE TRUE DOWNSIDES....**

**TO USING YOUR PRODUCTS, OR SERVICES– BASED ON WHAT YOU KNOW ABOUT THEIR SPECIFIC SITUATION.**

7

**TELLING THEM THE THINGS THAT THEY'LL..**

**LIKELY NEED, TO SOLVE THEIR PROBLEM... (IN ADDITION TO YOUR PRODUCTS)– IF THEY DO DECIDE TO MOVE FORWARD WITH YOU.**

8

**WARNING THEM ABOUT THINGS THEY SHOULD...**

**LOOK FOR ON THE BACK END– IF THEY DECIDE TO MOVE FORWARD WITH YOU– & WHAT TO DO ABOUT IT, WHEN & IF THEY SEE THAT.**



# 13

**HOW YOU CAN SOLVE,  
THE PROBLEM:  
*A LOTTA BIT.  
(BY SHIFTING THE OUTCOME)***



# HOW YOU CAN COMPLETELY SOLVE IT.... & WHAT TO DO, TO SOLVE IT. (A LOT 😊)

1

**FIND AN UNKNOWN  
DIAGNOSIS(PROG):**

**A MISSED ROOT  
CAUSE, TACTICAL  
PROBLEM, IMPACT, OR  
OUTCOME... THAT THE  
BUYER HAD  
PREVIOUSLY MISSED.**

2

**FIND AN MIS-  
DIAGNOSIS(PROG):**

**A ROOT CAUSE,  
TACTICAL/BUSINESS  
PROBLEM, IMPACT, OR  
OUTCOME... THAT THE  
BUYER INCORRECTLY  
SELF-DIAGNOSED.**

3

**GIVE INDUSTRY STATS,  
OR BENCHMARKS...**

**OF WHAT'S  
"NORMAL"—AS YOU'RE  
DIAGNOSING, DURING  
THE CALL.**

4

**GIVE A BOILING POINT,  
OF WHAT TO LOOK FOR:**

**WHEN SOMETHING IS A  
PROBLEM, THAT  
PREVIOUSLY WASN'T,  
OR CLOSE.**





# HOW YOU CAN COMPLETELY SOLVE IT.... & WHAT TO DO, TO SOLVE IT. (A LOT 😊)

5

TRY TO FIND 2 THINGS  
THEY DIDN'T KNOW....

EARLY ON IN THE FIRST  
CALL- TO SET THE  
TONE, PACE, & WHAT  
THEY SHOULD EXPECT  
FROM YOU, MOVING  
FORWARD.

6

END THE CALL ON A  
WHOMPER UNKNOWN.

7

DON'T "NEXT STEPS"  
THEM, AT THE END. 😊

8

FOLLOW-UP WITH INFO  
THAT WILL HELP THEM...

SOLVE A PROBLEM,  
THAT YOU DON'T EVEN  
SOLVE FOR, WITH YOUR  
PRODUCTS.



# HOW YOU CAN COMPLETELY SOLVE IT.... & WHAT TO DO, TO SOLVE IT. (A LOT 😊)

9

**START WITH A “NON”  
BUSINESS PROBLEM.**

10

**BUT DON'T LEAVE THE  
CALL, WITHOUT IT.**

11

**WHEN YOU ASK THEM  
FOR INFO THAT THEY...**

**DON'T HAVE READILY  
AVAILABLE– BE  
PATIENT, WHEN  
THEY'RE LOOKING IT  
UP.**

12

**FOLLOW-UP ON  
FINDING MORE INFO...**

**THAT YOU NEED TO  
HELP THEM FURTHER–  
THAT YOU DIDN'T GET  
ON THE CALL.  
(& NOT BUYING-CENTRIC INFO.)**





# HOW YOU CAN COMPLETELY SOLVE IT..... & WHAT TO DO, TO SOLVE IT. (A LOT 😊)

13

ASK THEM SPECIFIC  
PROBLEM QUESTIONS.

14

REFUSE SUBJECTIVE  
ANSWERS FROM THEM.

15

ONLY ASK OBJECTIVE  
QUESTIONS.

16

NEVER LET A QUESTION  
EASILY GO....

UNANSWERED – IT  
SHOWS YOU (& THEM)  
DIDN'T REALLY NEED  
TO KNOW THE  
ANSWER, TO HELP  
THEM.



# HOW YOU CAN COMPLETELY SOLVE IT.... & WHAT TO DO, TO SOLVE IT. (A LOT 😊)

17

IF THEY SEEM A LITTLE  
LOST OR SUSPICIOUS...

GIVE THEM A "RANGE"  
WHEN YOU'RE ASKING  
ABOUT A PROBLEM—  
OF WHAT THEY'D  
LIKELY BE SEEING.

18

ASK Qs TO THEIR  
SPECIFIC METRICS.

19

ROLE THE DICE, OF  
WHAT THEY MIGHT....

BE SEEING— BUT  
AGAIN, ONLY IF  
YOU'RE IN THE  
DISCOVERY  
DOGHOUSE.

20

ASK QUESTIONS TO AN  
ADJACENT DIAGNOSIS.



# HOW YOU CAN COMPLETELY SOLVE IT.... & WHAT TO DO, TO SOLVE IT. (A LOT 😊)

21

DIAGNOSE OTHER  
PROBLEMS....

THAT THEY'D NEED TO  
SOLVE IN TANDEM—  
THAT YOU DON'T  
DIRECTLY SOLVE FOR.

22

TELL THEM WHAT  
COULD HAPPEN...

IF THEY DON'T SOLVE  
THE ADJACENT  
PROBLEM— WHEN THE  
PROBLEM IS ONE, YOU  
DON'T SOLVE FOR.

23

TELL THEM WHEN/IF IT  
DOESN'T MAKE SENSE..

TO BUY FROM YOU, IF  
THEY DON'T SOLVE THE  
OTHER PROBLEM AS  
WELL— AKA. IT'S NOT  
WORTH IT TO BUY.

24

TELL THEM WHEN/IF  
THEY NEED TO SOLVE...

ANOTHER PROBLEM  
FIRST— BEFORE THEY  
THINK ABOUT MOVING  
FORWARD WITH YOU.

# HOW YOU CAN COMPLETELY SOLVE IT.... & WHAT TO DO, TO SOLVE IT. (A LOT 😊)

25

WALK THEM THROUGH  
WHAT WILL HAPPEN....

IF THEY DON'T SOLVE  
THE OTHER PROBLEM  
(YOU DON'T HELP  
WITH)– OR IF THEY  
DON'T SOLVE THAT  
PROBLEM FIRST.

26

TELL THEM WHEN THEY  
DON'T NEED TO BUY.

27

TELL THEM WHEN YOU  
THINK THEIR PROBLEM:

ISN'T AS BAD, AS THEY  
THINK THAT IT IS.

28

WHEN YOU DON'T  
KNOW WHY....

THEY WOULD SOLVE  
THE PROBLEM, THEY  
SAY THEY WANT TO  
SOLVE– TELL THEM YOU  
THINK IT'S NOT WORTH  
SOLVING.



# HOW YOU CAN COMPLETELY SOLVE IT..... & WHAT TO DO, TO SOLVE IT. (A LOT 😊)

29

WHEN THEY'RE  
COMPLAINING ABOUT..

YOUR COMPETITORS—  
DON'T BITE.

30

WHEN THEY BRING UP  
A COMPETITOR....

FLIP THE  
CONVERSATION TO—  
WHAT PROBLEM THEY  
WANT TO SOLVE, WITH  
EITHER ONE OF YOU.

31

IF THEY MENTION  
OTHER OPTIONS....

THEY'RE EVALUATING—  
DON'T BITE.

32

IF YOU HAVE TO ASK  
QUESTIONS ABOUT...

THE COMPETITOR—  
AKA. YOU JUST CAN'T  
HELP IT.. 😊  
MAKE SURE THEY'RE  
VERY OBJECTIVE IN  
NATURE.

# 14

**GOOD SIGNS:**  
***THAT THEY DON'T SEE YOU,***  
***AS A SELLER. (OR SLEAZEBALL)***





**SIGNS—> THEY DON'T THINK THAT YOU'RE A SLEAZEBALL**  
**GOOD SIGN #1**

**THE BUYER DOESN'T ASK YOU  
HOW YOU DIFFERENTIATE, FROM OTHERS.**





**SIGNS—→ THEY DON'T THINK THAT YOU'RE A SLEAZEBALL**  
**GOOD SIGN #2**

**THEY ARE “TEAMING UP” WITH YOU  
ON A PLAN AROUND OTHER PROCESSES OR PEOPLE INTERNALLY.**





**SIGNS—→ THEY DON'T THINK THAT YOU'RE A SLEAZEBALL**  
**GOOD SIGN #3**

**THEY EXTEND YOUR CALLS  
OR REQUEST CALLS WITH YOU.**





**SIGNS—> THEY DON'T THINK THAT YOU'RE A SLEAZEBALL**  
**GOOD SIGN #4**

**THEY ADVOCATE FOR YOU/YOUR CREDIBILITY  
TO OTHERS INTERNALLY, ON OTHER TEAMS.**





**SIGNS—> THEY DON'T THINK THAT YOU'RE A SLEAZEBALL**  
**GOOD SIGN #5**

**THEY DON'T HAVE "OBJECTIONS"**  
**IF ANYTHING IT'S A COLLABORATIVE & MUTUAL DISCUSSION**  
**ABOUT HURDLES— & IT FEELS LIKE YOU'RE TRULY TEAM MATES.**





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# IN SUMMARY...







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# THE END.

