



4

Chapter Four: Identifying Reasons for Doing Business (Pain)

► Chapter 1:
Why Have a System?

► Chapter 2:
Bonding &
Building Rapport

► Chapter 3:
Up-Front
Contracts



► **Chapter 4:
Identifying Pain**

► Chapter 5:
Questioning
Strategies



► Chapter 6:
Uncovering
Budget

► Chapter 7:
Decision

► Chapter 8:
Fulfillment
and Post-Sell



► Chapter 9:
BAT-ting
Average

► Chapter 10:
Prospecting
Behavior

Identifying Reasons for Doing Business (Pain)

Chapter 4: Summary & Learning Objectives

Chapter Description:

Participants will understand the importance helping the prospect to discover the compelling emotional reason to do business.

Chapter Outline:

- ☐ Sandler Selling System Qualification Process
- ☐ Buying Emotions
- ☐ The Three Elements of Pain
- ☐ Sandler Pain Funnel® Questions
- ☐ Sandler Rules for Pain
- ☐ Reviewing and Summarizing Pain

Chapter Objectives:

At the conclusion of this Chapter, you will be able to:

- ☐ Understand why some prospects don't deserve to become customers.
- ☐ Explain the four buying motives.
- ☐ Describe the three elements (levels) of Pain.
- ☐ Define Pain in Sandler terms.



4 Chapter Four: Identifying Reasons for Doing Business (Pain)

► Chapter 1:
Why Have a System?

► Chapter 2:
Bonding &
Building Rapport

► Chapter 3:
Up-Front
Contracts

► **Chapter 4:
Identifying Pain**

► Chapter 5:
Questioning
Strategies

► Chapter 6:
Uncovering
Budget

► Chapter 7:
Decision

► Chapter 8:
Fulfillment
and Post-Sell

► Chapter 9:
BAT-ting
Average

► Chapter 10:
Prospecting
Behavior

Sandler Selling System Qualification Process



Prospects buy for their reasons, not the salesperson's reasons.



Not every prospect is qualified to become a customer.

Two conditions must be met before you commit your time, effort, and money to creating and presenting proposals, presentations, or demonstrations:

- ☐ You must qualify the opportunity by trying to disqualify the prospect.
- ☐ The prospect must be in a position to say yes or *no*.

Chapter Four: Identifying Reasons for Doing Business (Pain)

► Chapter 1:
Why Have a System?

► Chapter 2:
Bonding &
Building Rapport

► Chapter 3:
Up-Front
Contracts

► **Chapter 4:
Identifying Pain**

► Chapter 5:
Questioning
Strategies

► Chapter 6:
Uncovering
Budget

► Chapter 7:
Decision

► Chapter 8:
Fulfillment
and Post-Sell

► Chapter 9:
BAT-ting
Average

► Chapter 10:
Prospecting
Behavior

Buying Emotions

There are only two things that motivate people to do anything, including buy from you: Pain and Pleasure. In Sandler terms, "pain" is someone's compelling emotional reason to do business with you. And it can be any one of the four motives below.

1. Pain in the present is the one the Sandler-trained salesperson will go after first.
2. Pain in the future, or what we call "fear," is also a motivator to buy, but not as strong as pain in the present.
3. Pleasure in the present, as in buying a new boat because it's spring and the water is warm and you've never owned a boat before, so you go out and buy one now.
4. Pleasure in the future, in order to sell to this emotion, your prospect must have had some kind of track record with you and know that you can deliver. A good example of this would be a stockbroker, especially if you have made good recommendations to him in the past.



4 Chapter Four: Identifying Reasons for Doing Business (Pain)

► Chapter 1:
Why Have a System?

► Chapter 2:
Bonding &
Building Rapport

► Chapter 3:
Up-Front
Contracts

► **Chapter 4:
Identifying Pain**

► Chapter 5:
Questioning
Strategies

► Chapter 6:
Uncovering
Budget

► Chapter 7:
Decision

► Chapter 8:
Fulfillment
and Post-Sell

► Chapter 9:
BAT-ting
Average

► Chapter 10:
Prospecting
Behavior

The Three Elements of Pain

In the Pain Step, you want to uncover all the problems or reasons the prospect may have for buying from you and help him to discover the impact. Until you have that information, you cannot know whether or why your product or service is right for the prospect. Furthermore, you cannot come up with solutions unless you know the full scope of the problem.

The three elements, or levels, of pain are:

1. Surface problems (pain indicators)
2. Reasons for the surface problems
3. Personal impact

Chapter Four: Identifying Reasons for Doing Business (Pain)

► Chapter 1:
Why Have a System?

► Chapter 2:
Bonding &
Building Rapport

► Chapter 3:
Up-Front
Contracts

► **Chapter 4:
Identifying Pain**

► Chapter 5:
Questioning
Strategies

► Chapter 6:
Uncovering
Budget

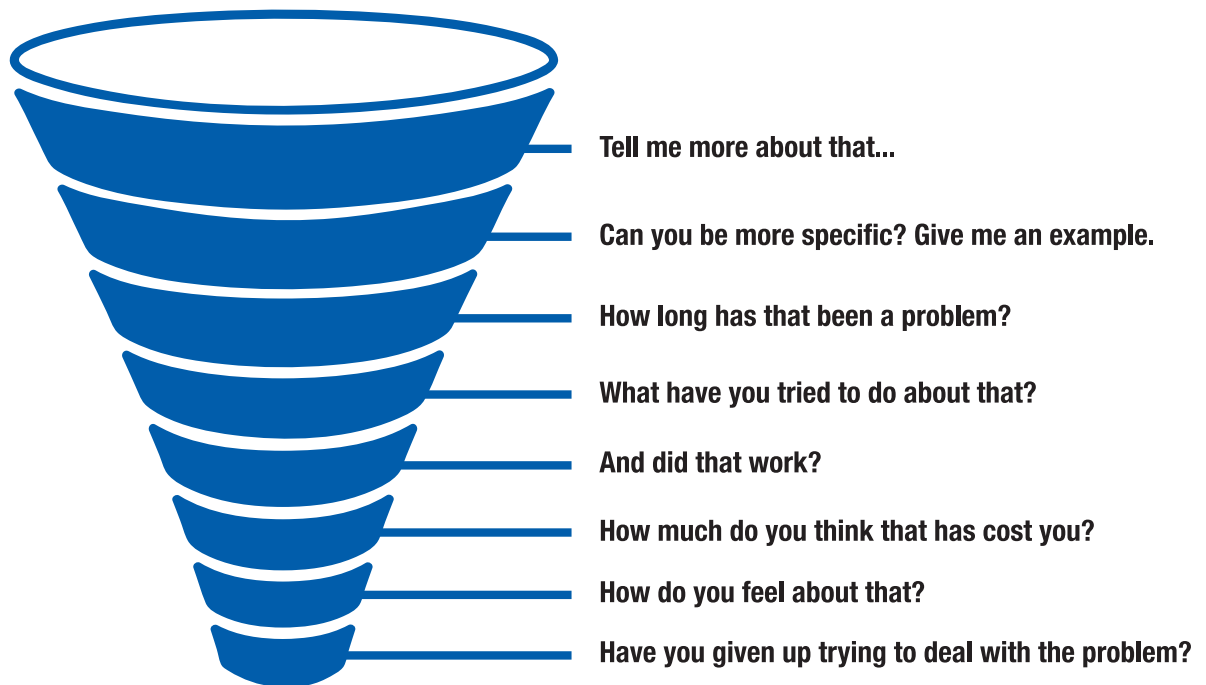
► Chapter 7:
Decision

► Chapter 8:
Fulfillment
and Post-Sell

► Chapter 9:
BAT-ting
Average

► Chapter 10:
Prospecting
Behavior

Sandler Pain Funnel Questions





4 Chapter Four: Identifying Reasons for Doing Business (Pain)

► Chapter 1:
Why Have a System?

► Chapter 2:
Bonding &
Building Rapport

► Chapter 3:
Up-Front
Contracts

► Chapter 4: Identifying Pain

► Chapter 5:
Questioning
Strategies

► Chapter 6:
Uncovering
Budget

► Chapter 7:
Decision

► Chapter 8:
Fulfillment
and Post-Sell

► Chapter 9:
BAT-ting
Average

► Chapter 10:
Prospecting
Behavior

Sandler Rules for Pain



Stop selling features and benefits.



If the competition is doing it, stop it right away. Do something else!



No pain, no sale.



The problem the prospect brings you is never the real problem.



People buy emotionally; they only make decisions intellectually.

Chapter Four: Identifying Reasons for Doing Business (Pain)

► Chapter 1:
Why Have a System?

► Chapter 2:
Bonding &
Building Rapport

► Chapter 3:
Up-Front
Contracts

► **Chapter 4:
Identifying Pain**

► Chapter 5:
Questioning
Strategies

► Chapter 6:
Uncovering
Budget

► Chapter 7:
Decision

► Chapter 8:
Fulfillment
and Post-Sell

► Chapter 9:
BAT-ting
Average

► Chapter 10:
Prospecting
Behavior

Reviewing and Summarizing Pain

Summarize the uncovered pain with the following components:

- ☐ Review all of the pains.
- ☐ Identify the cost of the pain.
- ☐ Summarize the consequences of the continuance of the pain.
- ☐ Get validation from the prospect that you have complete understanding of the pain.
- ☐ Get verbal confirmation that you have stated all of the pains completely.

When you have gathered sufficient information about the prospect's pain—the surface problems, the reasons for the problems, and the personal impact—and when you have summarized the pain completely to the prospect's satisfaction, you are ready to move ahead in the qualifying process.



4 Chapter Four: Identifying Reasons for Doing Business (Pain)

► Chapter 1:
Why Have a System?

► Chapter 2:
Bonding &
Building Rapport

► Chapter 3:
Up-Front
Contracts

► **Chapter 4:
Identifying Pain**

► Chapter 5:
Questioning
Strategies

► Chapter 6:
Uncovering
Budget

► Chapter 7:
Decision

► Chapter 8:
Fulfillment
and Post-Sell

► Chapter 9:
BAT-ting
Average

► Chapter 10:
Prospecting
Behavior

Lessons Learned & Knowledge Testing

Chapter Summary:

Key takeaways from this Chapter:

“Pain” is the compelling emotional reason to do business with you and can be seen in the difference between where the prospect is and where the prospect wants to be. That means that pain (in Sandler terms) may involve a wide range of emotions such as “pain,” now or in the future, and “pleasure,” now or in the future. Pain is the umbrella term.

There are three elements to pain—the surface problem(s) which are the pain indicators, the reason(s) for the problems, and the impact of the problems on the prospect. All three of these components must be clarified before the Pain Step is completed successfully.

“The problem that the prospect brings you is never the real problem.” David Sandler described the process of discovering pain as follows: “You find out just what it is your prospect wants to buy. You use this step to help the prospect paint a picture of his needs, his wants, and his desires.” To do so, you have to employ Sandler tactics to uncover and understand pain.

That is, you have to ask questions, then more questions and still more questions to find the problem(s), the cause(s), and the impact of pain. Each prospect's situation is unique and each pain investigation is different. That means that you cannot use a rigid unyielding format of the same questions every time. It does mean that you have to artfully employ the powerful Sandler tools to get to pain. Ownership of these questioning and listening skills is necessary for the proper discovery of all of the elements of pain.

Chapter Four: Identifying Reasons for Doing Business (Pain)

► Chapter 1:
Why Have a System?

► Chapter 2:
Bonding &
Building Rapport

► Chapter 3:
Up-Front
Contracts

► **Chapter 4:
Identifying Pain**

► Chapter 5:
Questioning
Strategies

► Chapter 6:
Uncovering
Budget

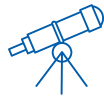
► Chapter 7:
Decision

► Chapter 8:
Fulfillment
and Post-Sell

► Chapter 9:
BAT-ting
Average

► Chapter 10:
Prospecting
Behavior

Lessons Learned & Knowledge Testing



*Observations & Revelations:
During this Chapter, I learned:*

As a result of what I learned, I will:

**Join the conversation about this lesson by tweeting @SandlerTraining
with #HowToSucceed or posting in the official LinkedIn Group at:
www.sandler.com/linkedin-group**



4 Chapter Four: Identifying Reasons for Doing Business (Pain)

► Chapter 1:
Why Have a System?

► Chapter 2:
Bonding &
Building Rapport

► Chapter 3:
Up-Front
Contracts

► **Chapter 4:
Identifying Pain**

► Chapter 5:
Questioning
Strategies

► Chapter 6:
Uncovering
Budget

► Chapter 7:
Decision

► Chapter 8:
Fulfillment
and Post-Sell

► Chapter 9:
BAT-ting
Average

► Chapter 10:
Prospecting
Behavior

Knowledge Testing

Does every prospect deserve to become a customer?

☐ Yes

☐ No

Why do prospects buy?

List the four Buying Motives (Emotions):

1.

2.

3.

4.

List the three elements of Pain:

1.

2.

3.

Define Pain in Sandler terms:
