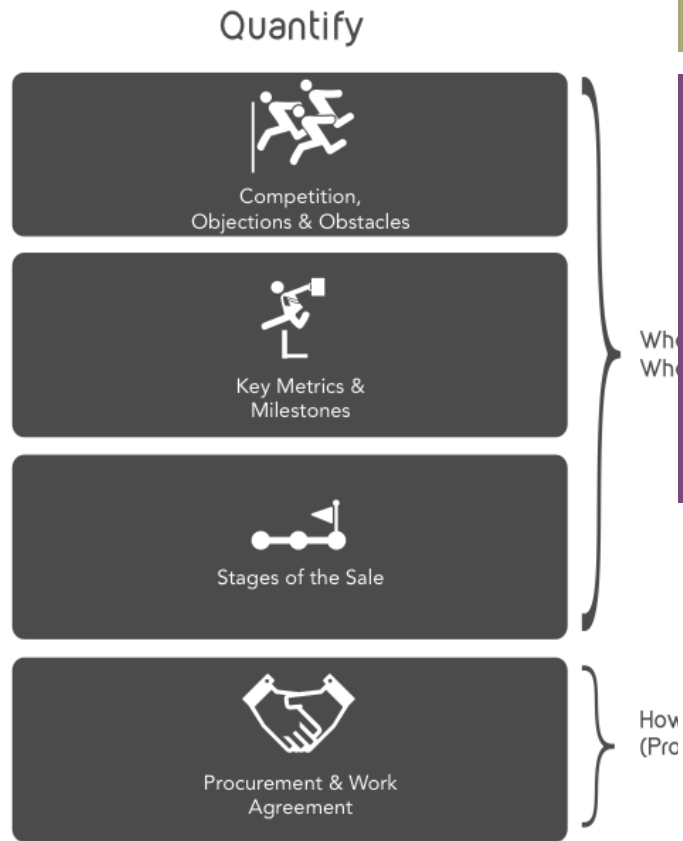
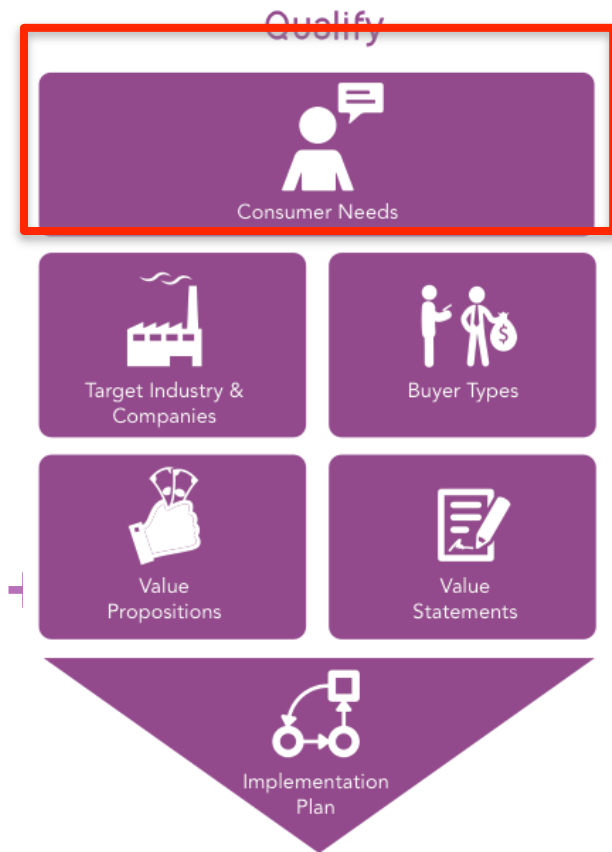



What problem are you solving?







SELL
THE PROBLEM
YOU SOLVE,
NOT
THE
PRODUCT.



+ WHY IS THIS IMPORTANT?

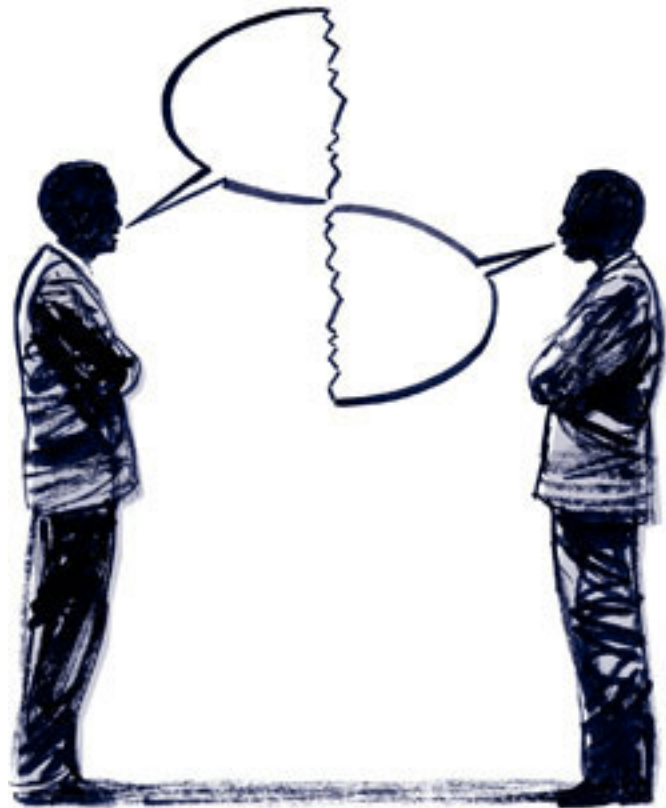
+ If you **don't know** your customer's problem...



+ ...you're a **hammer** looking for a nail.



+ ... you're **talking past your customers**, not with them.



+ But... when you **know your customer's** problem...



+ ... you become a **trusted** partner.



+ ...you'll deal directly with **executives** & decision-makers.



+ ...your customers will be more
open & honest.



+ ...they'll tell you the **real problem** & the politics involved.



+ This will **help** you...



+ ...win **bigger** deals



+ ...in **less** time



+ Problems worth **solving**

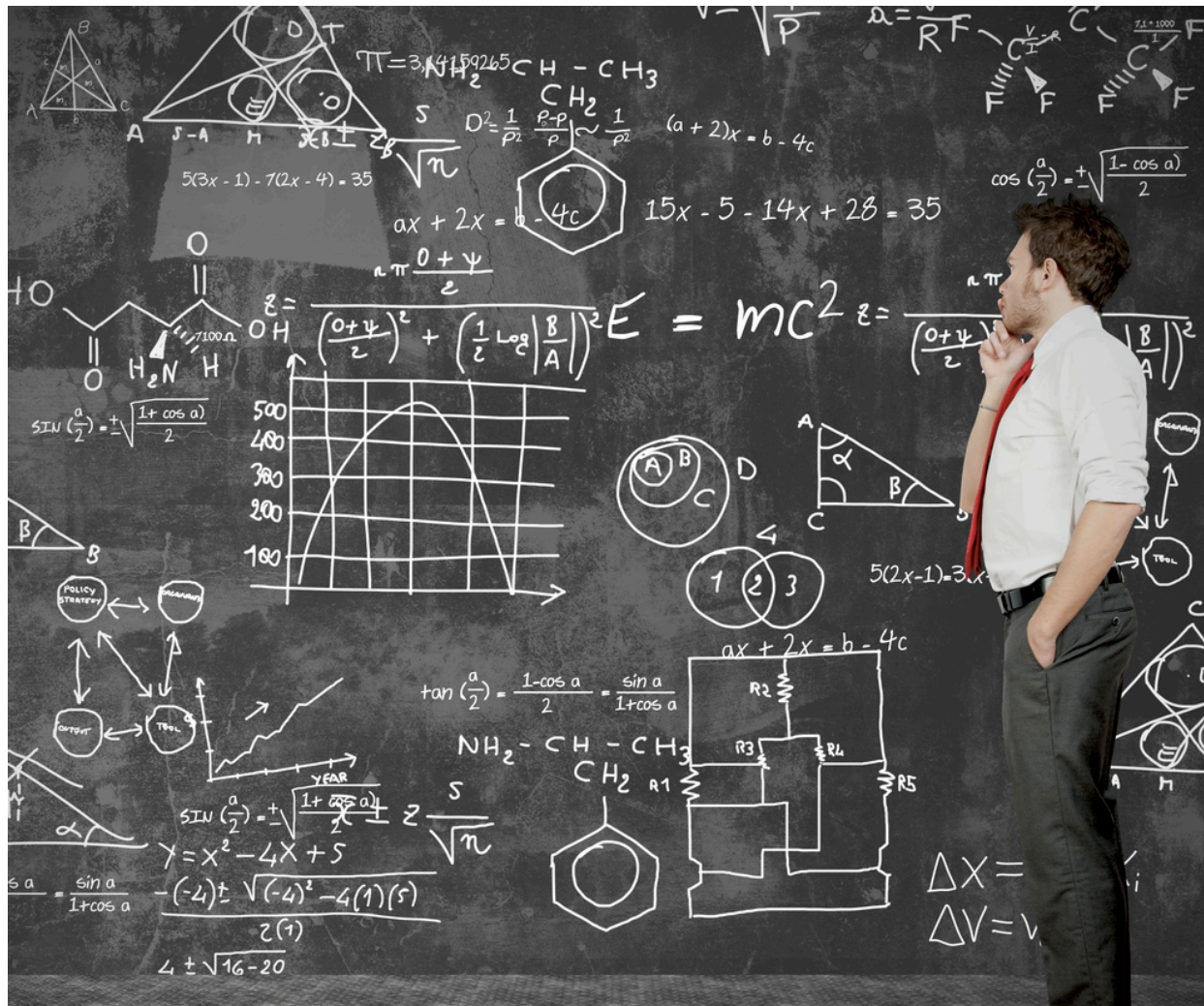
Improve
Coordination

Increase
X-Efficiency

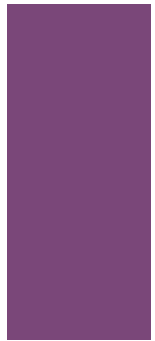
Create New
Information

Reduce
Transaction Costs
(Think: Friction)

+ A few more problems worth solving...



+ Regulatory & Compliance



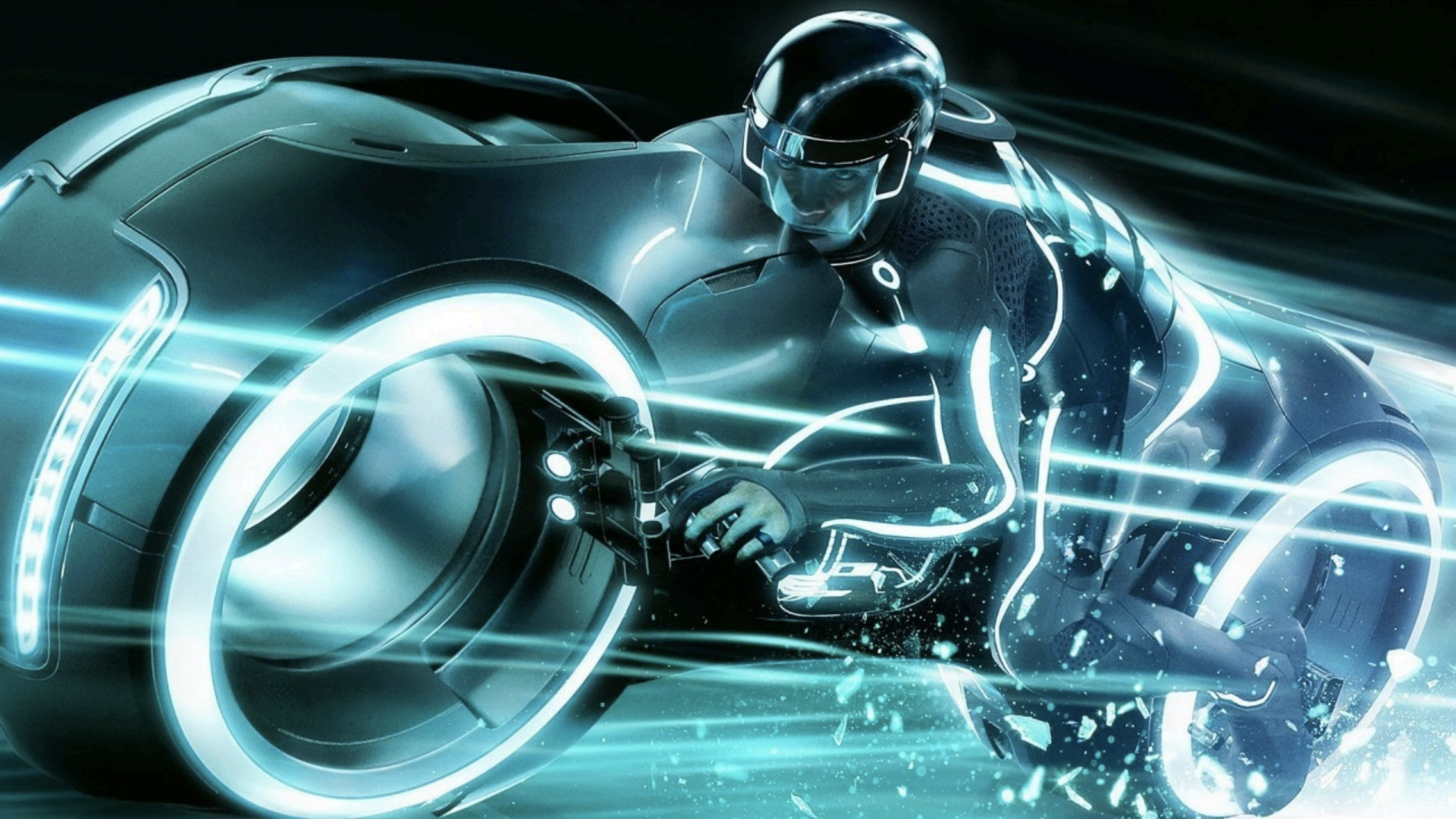
+ Automation & Digitization



+ Attracting & Retaining Talent



+ Accelerating Innovation



+ Voice of the Customer



+ Reducing Volatility



+ Problems worth **solving**

Improve
Coordination

Increase
X-Efficiency

Create New
Information

Reduce
Transaction Costs
(Think: Friction)

+

Regulatory & Compliance

Automation & Digitization

Attracting & Retaining Talent

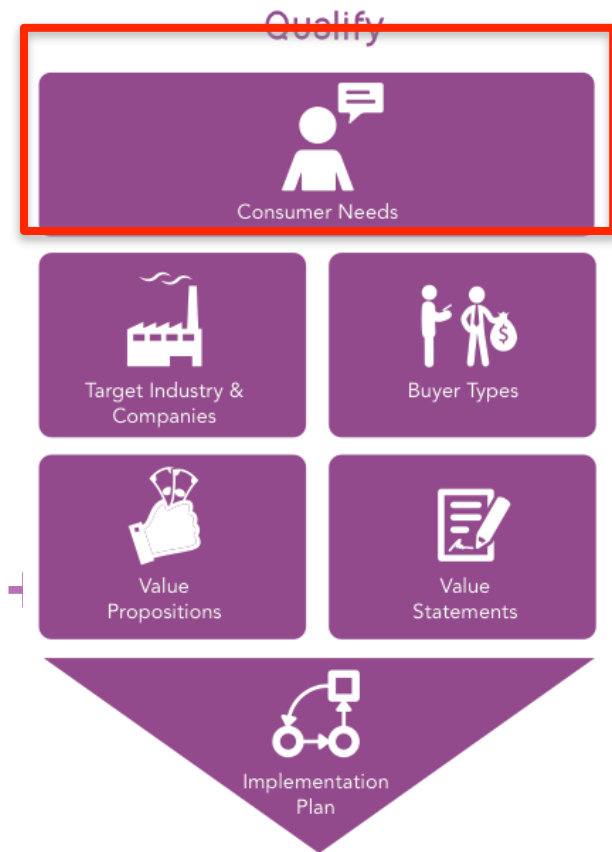
Accelerating Innovation

Voice of the Customer

Reducing Volatility



What problem are you solving?





+ So now what?

+

Regulatory & Compliance

Automation & Digitization

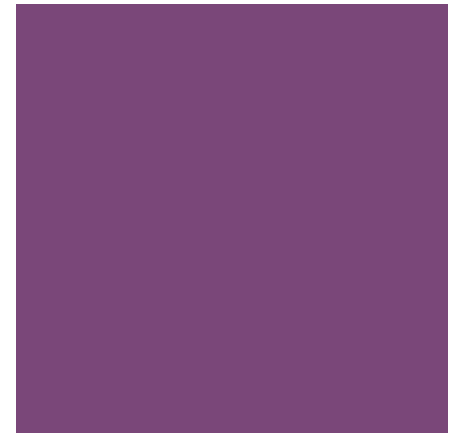
Attracting & Retaining Talent

Accelerating Innovation

Voice of the Customer

Reducing Volatility





+ THE TOOLS YOU NEED

+ Discover “What problem am I solving?”
5 whys analysis



1.

2.

3.

4.

5.

+ Ask: “Why is that important to the customer?”





ROUND 1: IN PROGRESS, REMAINING TIME 00:41

DEMONSTRATION

Your Role
Market
Chat

Market Status

LEGEND
 — Asks
 — Bids
 — Your Bids
 ● Your Transactions
 ■ Other Transactions

→ Enter a Bid to BUY Value: \$60.00

New Bid:

Current Bid: none

→ CURRENT STATUS

Lowest Seller Ask: \$46.02 —

Highest Buyer Bid: \$42.86 —

Last Transaction: \$45.00 ■

→ BUYER RECORD

ROUND	PRICE	GAIN
1	\$45.00	\$15.00
2		
3		
4		
5		
Total Gain:		\$15.00

i

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+ Discover “What problem am I solving?”
5 whys analysis



1.

2.

3.

4.

5.



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+ RECAP: Tools you can use

Google news

WHY?

↳ WHY?

↳ WHY?

↳ WHY?

↳ WHY?

Real solution is found here

