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How to sell anything to anyone using a **6-step** **model?**



01



Who is my target **ideal** customer?

Understanding your target audience is crucial.

Define demographics, interests, and pain points to pinpoint who will benefit most from your product or service.



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What is their **urgent** **unmet** need?

Dive deep into your audience's challenges.

What urgent, unmet needs or problems are they facing?

Highlight these pain points to better address their concerns.



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03



How can I solve their problem?

Develop a clear and effective solution to address the identified needs.

Outline how your product or service can directly alleviate their pain points..



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How do I turn the **solution** into a **product**?

Transform your solution into a tangible offering.

Determine how to effectively convert your idea into a product or service that caters directly to your audience's needs.



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05



How do I market the **solution?**

Create a plan to reach your audience effectively.

Identify the best channels and strategies to market and distribute your product or service.



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What is my uniqueness?

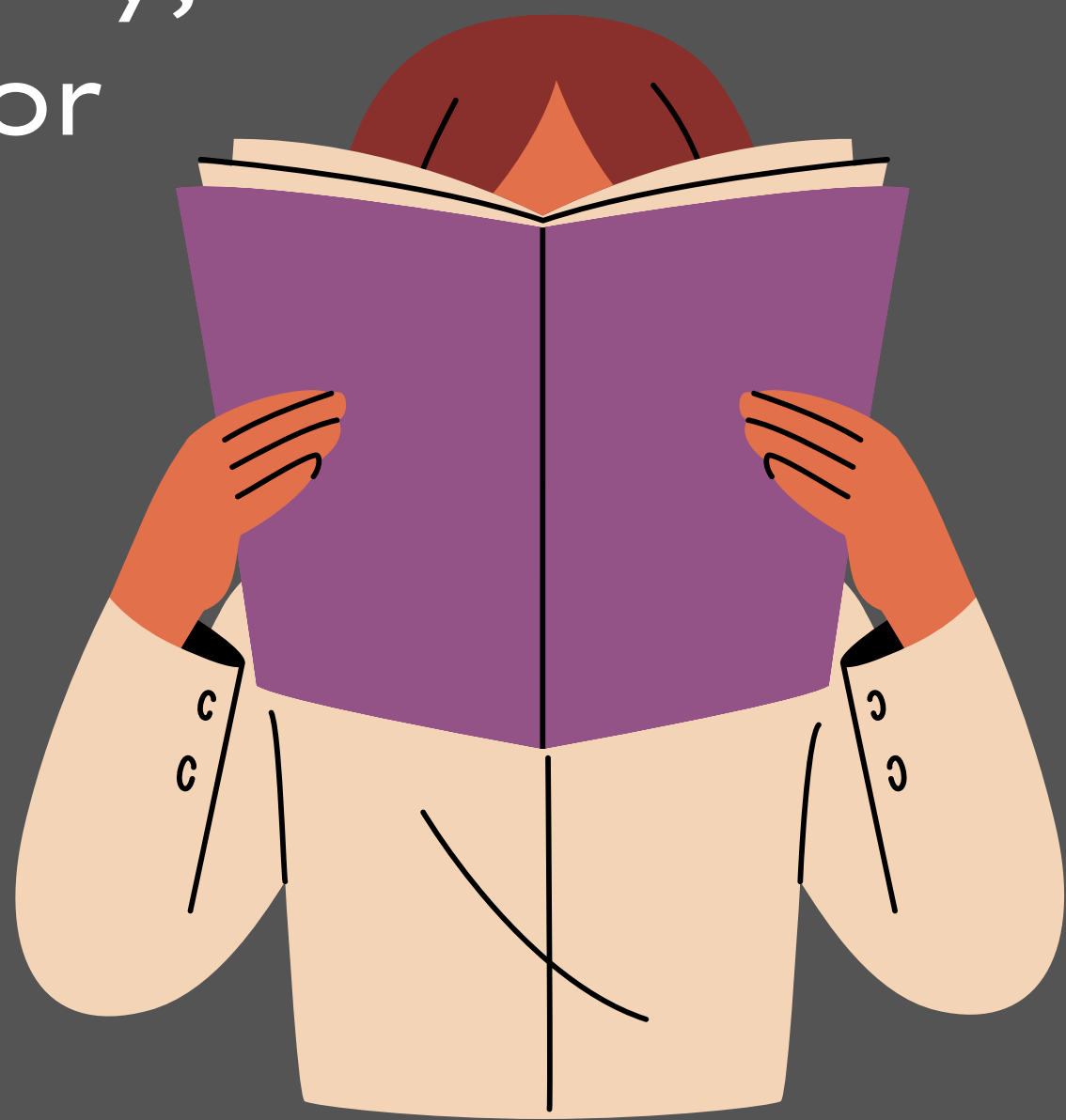
06
→

Differentiate your product or service from competitors.

Emphasize what sets you apart, whether it's quality, features, price, or customer experience, to stand out in the market.



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“

The higher the uniqueness of your customer's needs, the higher the value, your solution commands in the market.

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