

Nine Steps to Selling Yourself as a Solution Provider

- 1) Tell the audience your name, then claim that: "*I help _____ do _____ so that _____*".
REASON: immediately identifies yourself as a possible solution provider.
- 2) Ask the rhetorical question: "*Have you ever had these challenges?*", then briefly state the challenges.
REASON: draws in the audience.
- 3) Rhetorically answer: "*Me too*", then tell them a story about your struggle.
REASON: builds audience sympathy, so they feel that you are someone just like themselves.
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- 4) Tell them a story about your finding a solution (but don't yet reveal the solution framework).
REASON: builds audience confidence, so they feel that you might actually have a solution.
- 5) Testify about results from having found the solution.
REASON: proves your worthiness to the audience.
- 6) Spin-doctor the solutions relevance: Old World/myths/perceptions -vs.- New World/trends/truths.
REASON: builds a sense of urgency in the audience about acquiring the solution.
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- 7) Reveal the solution **framework**, but NOT the details (because the details are what you will sell).
REASON: the audience needs this climax, and would turn against you if they didn't get it.
- 8) Caution about the most common mistakes.
REASON: castrates the audience from thinking that they can get the solution without you.
- 9) Motivate about the first thing to do.
REASON: plants in the audience a mission to come forward and seek your services.