



### Is it Pain or Pleasure?

Typically, customers buy because: 1) they have a pain and you have a product that will fix that and decrease that pain, or 2) they would like a pleasure and you have a product or service that will fill that desire or increase that pleasure! For example, if your business is selling scuba diving trips off the coast of Maui, you are selling to the need for increased pleasure – specifically beauty, nature, relaxation, sports, family outing, or any other reason your customer is buying tickets to your adventure. If, however, one of your clients gets bitten by a shark and needs to see a doctor, the clinic is selling services to fix the pain. This is no different from a sawmill or steel factory whose products are typically sold to customers who will be in pain (financially) if they don't have your product. You might be able to appeal to the purchaser's need for pleasure by creating a fun relationship that is in the interest of both parties to continue.

### **Pain and Pleasure - Take Your Pen**

List 5 pains that your industry's product or service (including your competition) alleviates.

- 1.
- 2.
- 3.
- 4.
- 5.



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*Earn more, worry less*

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List 5 pleasures that your industry's product or service increases.

1.

2.

3.

4.

5.



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List 5 things that people don't like about your industry – what are their frustrations? What have you heard complaints about?

1.

2.

3.

4.

5.