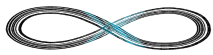


# Infinite Selling Bonus Tool

## Needs Discovery





# Needs Discovery (the 'So What' test)



The 'So What' test is a simple and powerful tool that allows you to connect with your buyer's deeper needs and goals and will help you ensure your products and services align.

How to use this tool:

- Complete this tool for each persona you are working with
- Work with at least one other person, or even better a real buyer.
- Start with the most obvious need that you would expect (or even better have heard directly) from the persona
- Then ask 'So what?' and explore what could be behind the initial presenting need.
- Repeat this process until you have exhausted all the possible alternative goals

Persona

Initial or  
Presenting  
Need

So What?

So What?

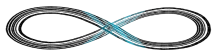
So What?

So What?



*Remember the quote from Steve Jobs*

*"Your customers don't care about you. They don't care about your product or service. They care about themselves, their dreams, their goals. Now, they will care much more if you help them reach their goals, and to do that, you must understand their goals, as well as their needs and deepest desires."*



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Persona Chief Revenue Officer

Initial or  
Presenting  
Need

I am looking to enable my selling team

So What?

With a better enabled selling team, we will see an increase in revenue

So What?

With increased revenue, we will be able to hit our targets

So What?

I am relying on hitting our targets as there is a bonus if we do

So What?

I will be able to book that family vacation we have been talking about so I can reconnect with my wife and kids



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# Thank You

We hope you enjoyed using this tool and got some great value from it. These tools are just some of the amazing resources that Mentor Group have that help organisation across the globe transform their Revenue.

If you would like to learn more about what Mentor Group can do for your organisation and revenue, please do drop us a line at [hello@mentorgroup.co.uk](mailto:hello@mentorgroup.co.uk) or visit [www.mentorgroup.co.uk](http://www.mentorgroup.co.uk)

# About Us

Mentor Group is a Revenue Transformation company redefining the profession of selling through a relentless passion for mutual success. We work with some of the best-known organisations in the world helping them achieve their Revenue goals.

With a team of highly skilled and experienced consultants and deliverers, we operate in 68 countries and in 30 languages.



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