Are you showing a slide with all your features to your ideal client?

And wondering why they don't ask any questions?

Or worse you never hear back from them?

Because they're scratching their heads.

Some don't even get all of your features.

One of my clients needed to fill the cap in their sales funnel.

🚫 Too many discovery calls

✅ But only a few moved on to the demo call

After, digging deep I discovered that my client was self-sabotaging.

At the most crucial point.

When time came to present what the tool solves.

My client's representative showed a slide with bullet points of the features and said...

"Take a look at our features and feel free to ask any questions"..

Then ... silence...

Crickets everywhere.

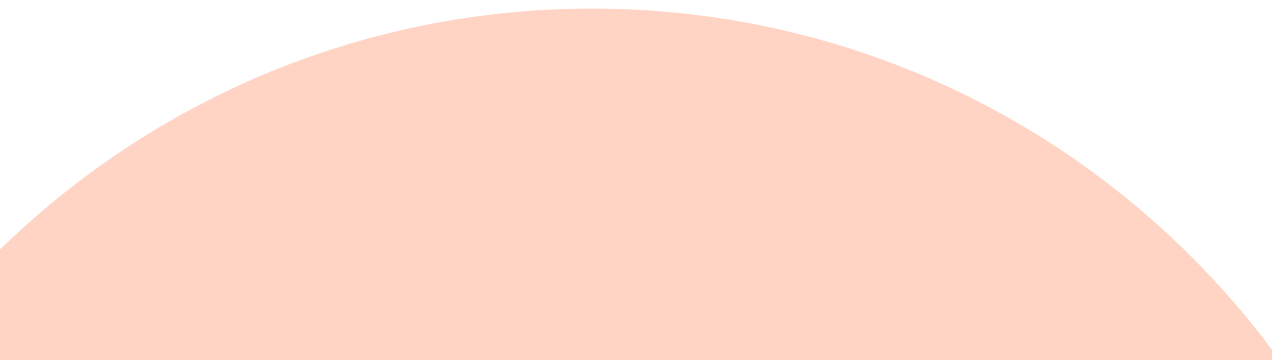The worst thing you can do is let them figure out your solution on their own.

You're self-sabotaging your business.

It's not the features that sell your product or service.

It's the deeper emotional benefits.

Once you have your ideal client's interest in what you do and your solution.

You need to seal the deal.

Leaving them high and dry to decode what your features mean is hurting your bottom line.

People are busy and they need specific info on why they should care.

One solution is to talk about the benefits your features have for them.

For their specific needs.

Using the problems, they told you they have.
Provided you asked.

After all, you're in business to solve their problem.

It's not their job to understand your solution.

Stop boring them to death with features.

P.S. I take it for granted that your solution does
solve their problem.