

## **WHAT PROBLEM DOES YOUR BUSINESS SOLVE?**

Example: We are an insurance broker, we sell our customers a variety of insurance policies

## **WHY DOES THAT MATTER?**

Example: People need certain insurances to comply with the law and others for personal reasons.

## **WHY DOES THAT MATTER?**

Example: Because they need reassurance that they have backup if something happens to them and they need their loved ones looked after.

## **WHY DOES THAT MATTER?**

Example: Because they need to feel safe, secure and that they are caring for their loved ones.

## **WHY DOES THAT MATTER?**

Example: Because it's a reflection of who they are and how they care for themselves and others.

## **WHY DOES THAT MATTER?**

Example: Keep going until you can't go any further. Identify the "needs behind the needs" - You could do one of these for each problem you solve. (it may get quite philosophical by this point - that's ok)

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