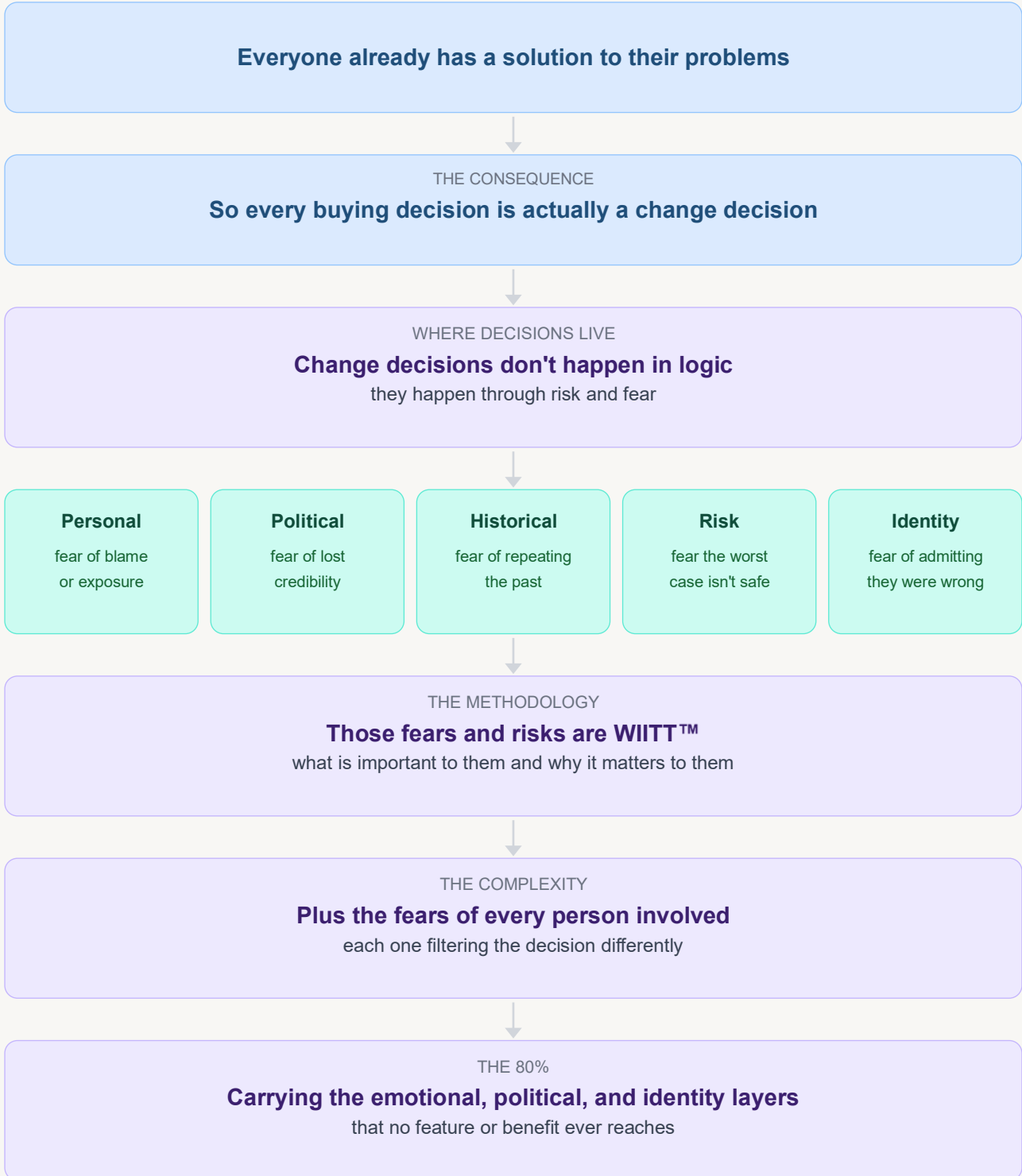
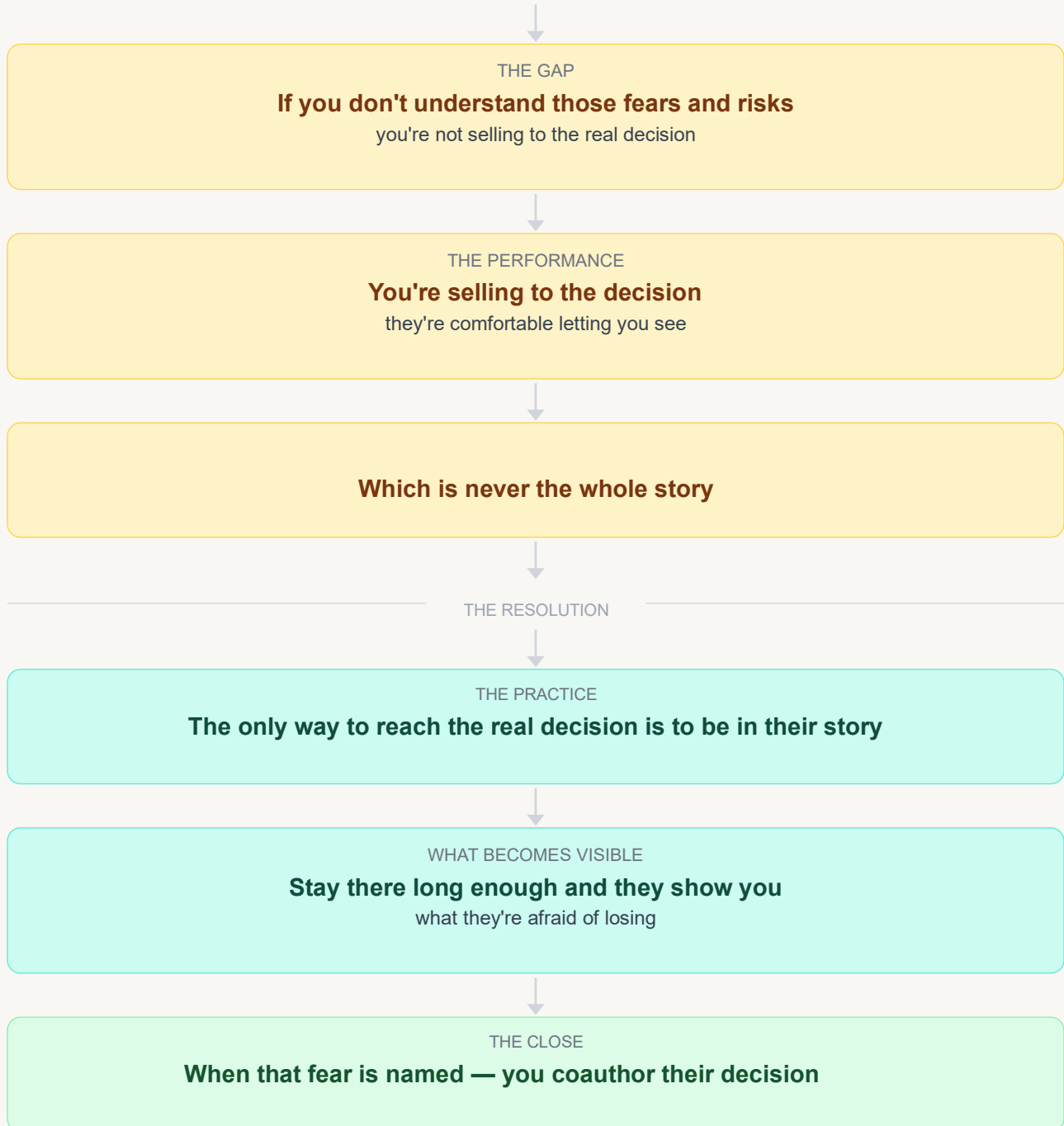


Everyone Already Has a Solution to Their Problems.™

A framework for understanding why buying decisions are made — and what sellers must understand to win them.





WHAT EACH STEP MEANS

1 Everyone already has a solution

Every customer is already doing something about the problem you solve. You are never selling against nothing — you are selling against what they already have.

2 Every buying decision is a change decision

The real question is not: should I buy this? It is: is what I already have worth the risk and fear of changing?

3 Change decisions happen through risk and fear

The 80% where decisions live is emotional, political, and identity-driven. Features and benefits live in the 20% and never reach it.

4 The five fears

Personal (blame), Political (credibility), Historical (past failures), Risk (worst case), Identity (admitting wrong). Every person in the buying group carries all five.

5 WIITT™ maps the fears

What Is Important To Them and Why It Matters To Them is a fear map. Every question that reaches the WHY surfaces one of the five fears.

6 Each person filters differently

Your champion's fear, the director's fear, and the CFO's fear point in different directions. When they conflict, deals stall — until someone maps the conflict.

7 You're selling to the surface version

Buyers perform a decision that is safe to show. The real decision — with its fears and identity stakes — stays hidden until you earn your way in.

8 Stay in their story

Stay in Their Story™ is the precondition for everything else. You cannot access the fears from your story. Only curiosity gets you there.

9 When fear is named — you coauthor their decision

When the buyer says out loud what they are afraid of losing, the decision stops being about your product. It becomes about whether the fear of staying exceeds the fear of changing. The close becomes simple.