

Your Product Has A New Job Interview

Know the interview criteria for your product and they'll get the job every time!

The definition of selling is an exchange of value matching your product and services to the customer's needs. So your product is being interviewed and the best candidate will be hired. Clearly understanding the job your product is being hired to do will unlock the ability to win the job.

Instead of selling all of the bells and whistles, everything your product is capable of doing, turn the conversation around by positioning your product to win the job interview based on the interviewer's criteria.

Sales Huddle

Explain to your sales reps your product is going on a job interview. It's the job of the product's lifetime and the product really wants this job.

The product is going to prepare for the big interview by answering these questions:

What's your interviewer's perspective of the perfect candidate?

They'll hire your product because _____

Then ask, Why does THAT matter?

Answer: _____

Ask again, and Why does THAT matter? (Answer)

Ask again, and Why does THAT matter? (Answer)

Ask the 'Why does that matter?' 5 times and you'll be at the core value and your product will win the job interview.

By now you will know what criteria the interviewer will be using to hire and you'll be able to get your product hired each time!