

The “So What” Rule

January 2023

The Power of Prospects

What’s the most important rule when it comes to selling?

There are always those key elements when presenting our sales pitch. Who is the most important person listening to your presentation? Who has the buying power that you are striving for? Who needs the product or service you are trying to sell? All of these questions, and more importantly, the answers, are all taken into account when we think about any rules when it comes to selling.

All of those key elements I’m talking about depend on one thing, your Prospect! Without that prospect, and not knowing their needs and wants – you stand a very strong chance of losing that sale. Ouch... let that sink in.

Demonstrate the Value

You see, the most important rule in selling is the “So What” Rule.

This rule says that if the customer can respond back with “so what?”, then you have not represented a benefit to your prospect that distinguishes you from the rest. Always address the value to your prospect. Don’t let them get to the point of thinking “so what?”

Get ahead of that train of thought by telling them “So, what this means to you is...”

Key Takeaways

Knowing this is very important and can’t be missed. It’s a subliminal process of which you must be aware of. Not being aware can cause you to lose the sale and



never knowing why. This can then lead to the next salesperson having your sale.

So don’t give up. Learn this process and make sure you never leave a prospect thinking “So What?”

See you next time,
Jack