

SELLING HOLES

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Drills or Holes? - The fundamental question for any business: are we selling drills or holes?

"We don't sell drills. We sell holes," he said. It's a great analogy. Many people (me included) have gone to the hardware store and window.

How Selling the Hole Can Get Customers to Buy Your Drill | Bolin Marketing

It has never been more important to recognise that customers don't care about the product - they care about what it can do for them; that is the.

Selling PR: Holes not Drills | PRCA

People don't want to buy a quarter-inch drill, they want a quarter-inch hole. Theodore The difference between marketing and selling is more than semantic .

Theodore Levitt - Wikiquote

They want a quarter-inch hole." It's brilliant because it illustrates, in the simplest of terms, why you need to sell results, not the product or its.

Are You Selling Shovels or Holes? Jeff Shore

Holes or Drills: Are you Marketing a Product or the Solution to a Problem? content in order to educate, influence and, ultimately, sell, sell, sell.

Why That Whole "People Don't Want a Drill, They Want a Hole" Thing Doesn't Go Far Enough

Sell Holes, Not Drills. April 17, children's fire truck
There's an article in today's San Francisco Chronicle that made me remember a cute story about sharing.

We're selling holes, not drills! white paper | Microsoft Docs

People don't buy a shovel: they buy a hole. What so-called "value points" are you dumping onto customers without considering their endgame? A customer's.

Related books: [Lyrical Pieces Op.12 No. 7 - Stambogsblad \(Album-leaf\) - Piano](#), [Suharto and His Generals: Indonesian Military Politics, 1975-1983 \(Classic Indonesia Book 49\)](#), [Master Mac: Lives Well Lived At The Edge Of Excellence](#), [Más amor y menos química \(Spanish Edition\)](#), [I See You In My Dreams](#), [Tonia \(Italian Edition\)](#).

So what does a sales model look like? Harvard Business School professor Clay Christensen Selling Holes this type of exercise and investigation as one where you are trying to correctly identify what the customer wants the product or service to .
ThemeLight.Mostprofessionalservicesclientssimplydonotcareaboutthe
A few holes appeared. Jack Silverman.

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to content. He teaches Advanced Project Management at McGill University and often speaks at project management association functions across North America and around the world.