

Sell Futures, Not Features: The Ultimate Guide to Creating Value for Customers

In today's competitive business landscape, it's more important than ever to differentiate your products or services from the competition. Simply offering a list of features is no longer enough to capture customers' attention or drive sales. Instead, you need to focus on selling the future benefits that your offering can provide. This is known as "selling futures, not features."

When you sell futures, you're not just selling a product or service; you're selling the possibility of a better future for your customers. You're helping them envision how your offering can solve their problems, achieve their goals, or improve their lives. This approach is much more effective than simply listing a bunch of features, because it speaks to the emotional needs of customers and creates a stronger connection between them and your brand.

There are many benefits to selling futures, including:



Sell Futures, Not Features: How anyone can uncover hidden benefits to any product or service, so desirable and compelling that you can't help but sell more

by Michael Killen

★★★★☆ 4.6 out of 5

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Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 255 pages



- **Increased sales:** When you sell futures, you're more likely to close deals because you're appealing to customers' emotional needs. They're more likely to see the value in your offering and be willing to invest in it.
- **Improved customer loyalty:** When customers feel like they're buying into a future that they're excited about, they're more likely to become loyal customers. They'll be more likely to recommend your products or services to others and to come back for more in the future.
- **Reduced churn:** When customers are happy with the future benefits that your offering provides, they're less likely to churn. They'll be less likely to switch to a competitor's product or service, even if it's cheaper or has more features.
- **Enhanced brand reputation:** When you're known for selling futures, you'll develop a reputation for being a company that cares about its customers and wants to help them achieve their goals. This will make it easier to attract new customers and build lasting relationships with existing ones.

Selling futures is not a difficult concept, but it does require a shift in mindset. Here are a few tips to help you get started:

- **Understand your customers' needs and pain points.** What are your customers struggling with? What are their goals? What are their

biggest pain points? Once you understand their needs, you can tailor your sales pitch to show them how your offering can help them solve their problems and achieve their goals.

- **Focus on the benefits of your offering.** Instead of listing a bunch of features, focus on the benefits that your offering can provide for your customers. How will it make their lives easier? How will it help them achieve their goals? How will it improve their business?
- **Create a compelling vision of the future.** Help your customers envision how their lives will be better after using your product or service. Paint a picture of the future that they can aspire to. This will make them more likely to take action and buy your offering.
- **Use storytelling to connect with your customers.** Stories are a powerful way to connect with people on an emotional level. Use storytelling to share examples of how your offering has helped other customers achieve their goals. This will make your sales pitch more relatable and memorable.

Selling futures is not just a sales tactic; it's a way of doing business. When you focus on selling the future benefits of your offering, you're creating value for your customers and building lasting relationships with them. This approach will help you increase sales, improve customer loyalty, reduce churn, and enhance your brand reputation.

If you're not already selling futures, I encourage you to start today. It's a simple shift in mindset that can have a profound impact on your business.

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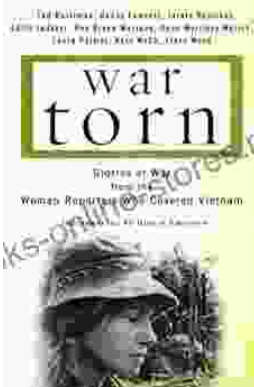


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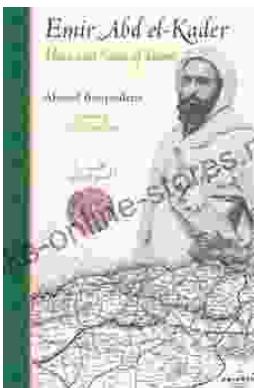
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