

# FOUR LEVELS OF BUYER NEED

## WHERE IS YOUR PROSPECT?



**NO NEED**

Prospect does not need, want, or can't afford the solution.



**DORMANT  
NEED**

Prospect is not attempting to address a problem or is unaware of its existence.

**VISIBLE  
NEED**

Prospect is aware of a pain/gain gap, and looking for a solution.

**SEES YOUR  
SOLUTION**

Prospect sees your solution as the way to address their pain/gain gap.