

Sell Me This Pen

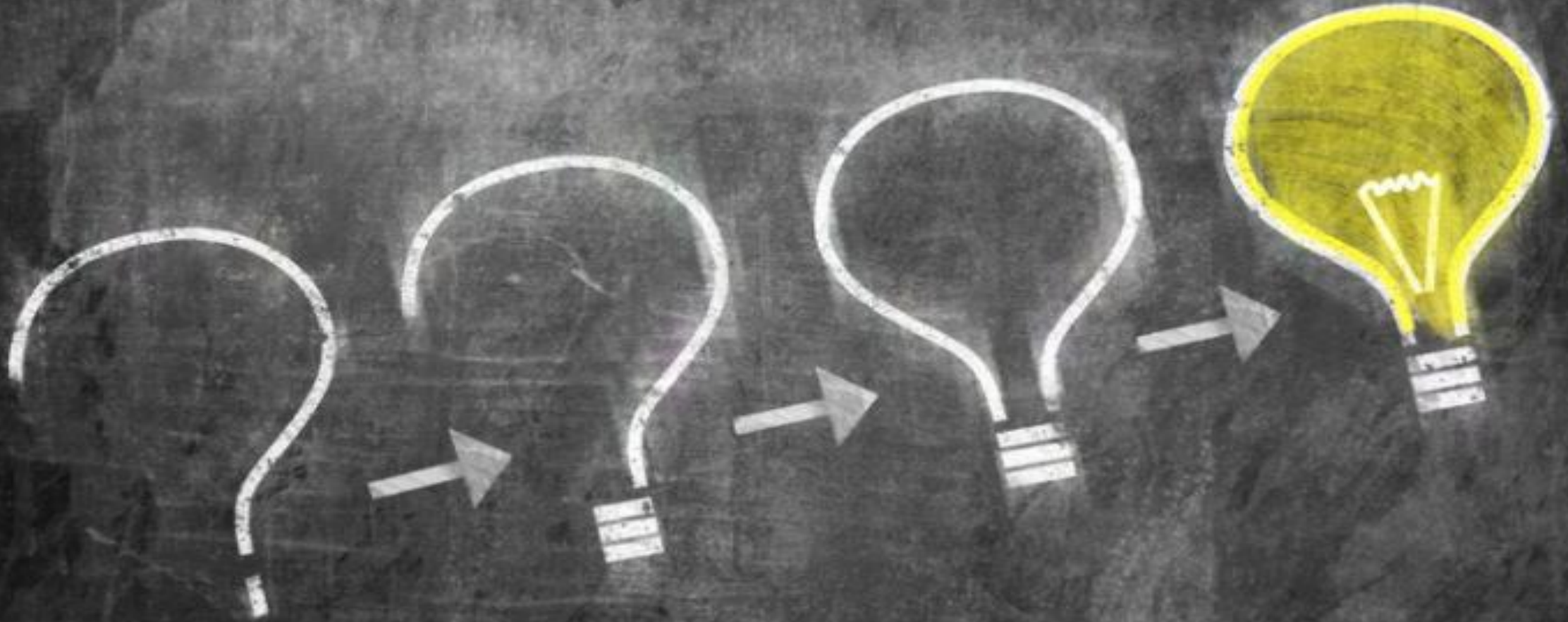


How Would You Sell This Pen?

Urgency?



Four Questions Every Company Needs to Answer



Q1. What Problem Do I Solve?

~~Problems~~

Solutions



Q2. What's My Value Proposition?

Knowledge

Value

noun

1 the reason
for the existence of a business or organization

Q3. Who's My Target Market?



Q4. What My Differentiator



10Mins



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