

1. Why Buy? (why should someone buy the product)  
SOLVES ANY PROBLEM
  - Saves money, energy and time
  - Show calculation of savings (BIG numbers)CREATES DEEP EMOTION
  - Story tellingALTERNATIVE TO CURRENT PRODUCT
  - Calculation of savings
2. Why me? (why someone should buy from you)  
JOURNEY
  - Passion for productU.S.P. (unique selling proposition)  
QUALITY TEST  
CASE STUDIES AND PROJECT DELIVERED  
TESTIMONIALS  
ACHIEVEMENT  
MEDIA COVERAGE  
FACILITIES
3. Why now?  
SPECIAL OFFER WITH DEADLINE