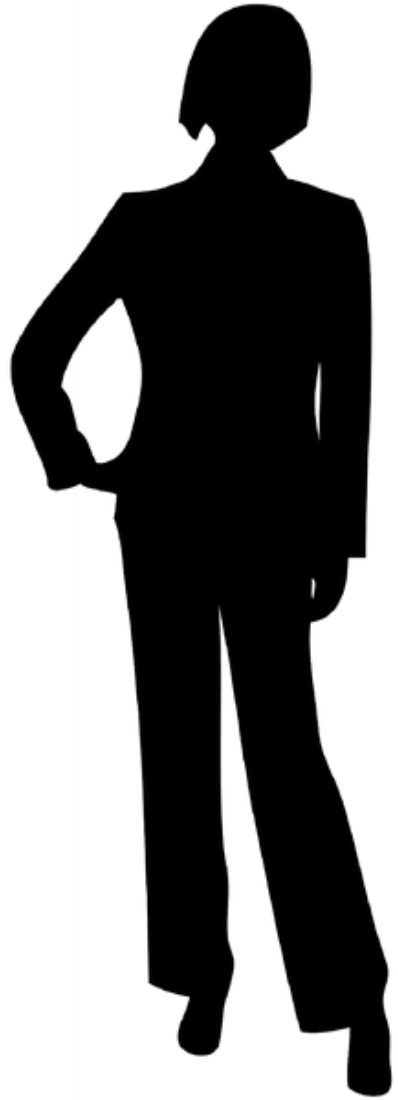
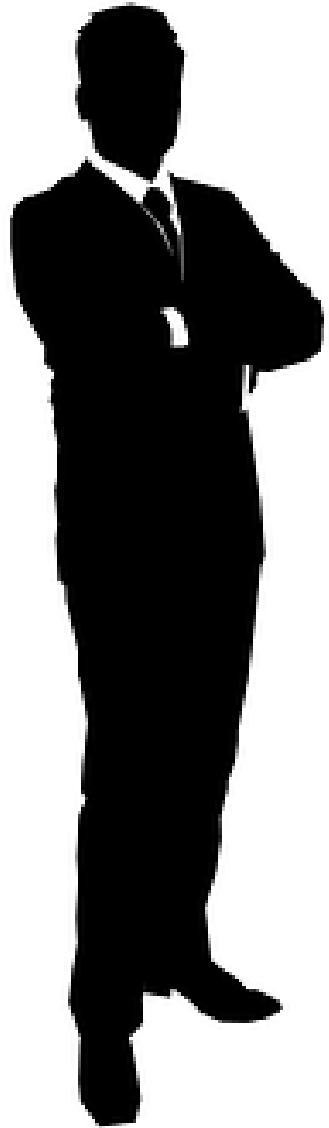


# The Profit Advisor

A golden piggy bank is centered in the image. It has a coin slot on top, two small circular indentations for eyes, and a snout at the bottom. The background is a solid, bright orange color.

*Femke Hogema*







SELL THE PROBLEM  
YOU SOLVE, NOT  
THE PRODUCT

– Bron onbekend



***What is the real  
problem?***

***What is the goal?***

***Your client does not want you  
to do payroll, he wants his  
team to be paid on time.***



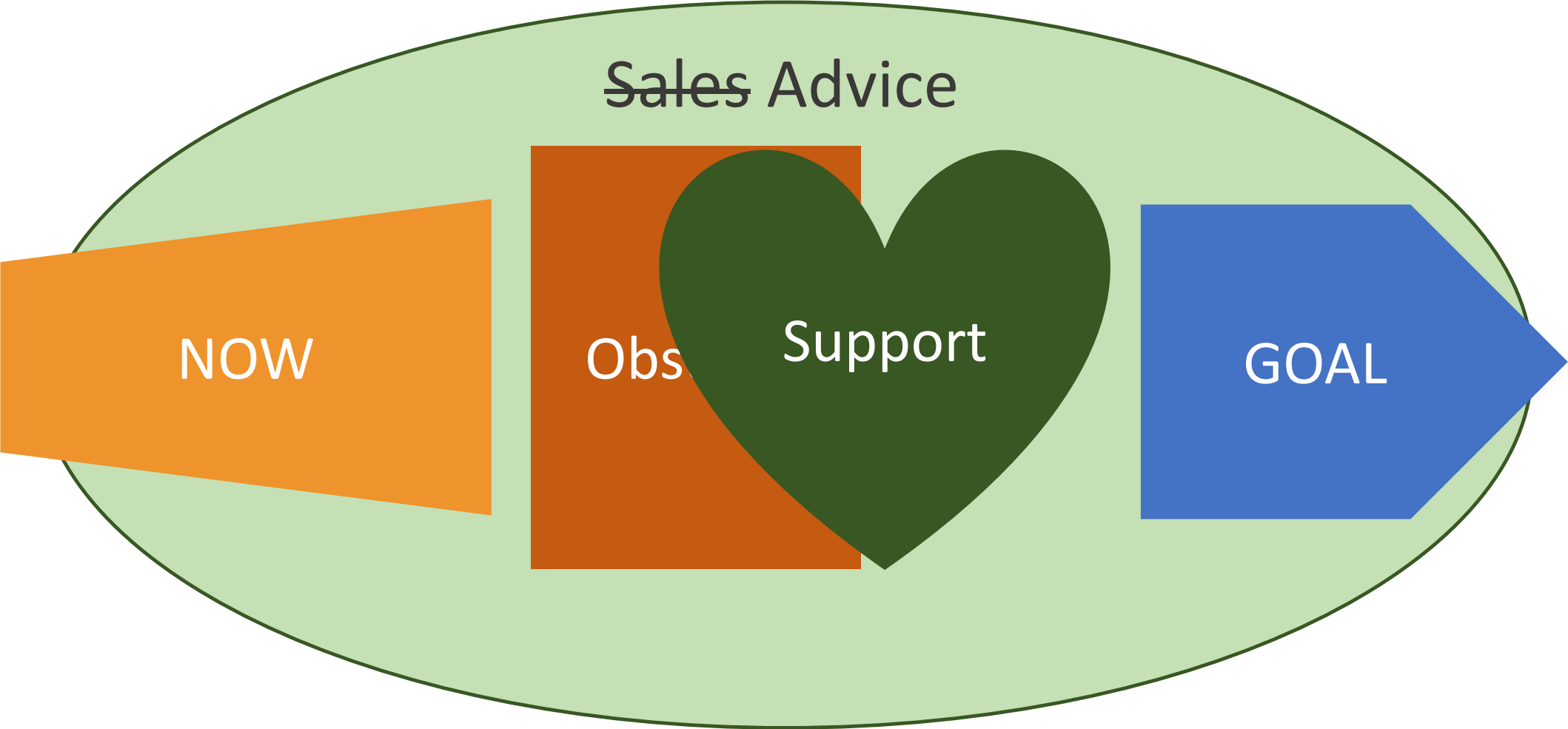
***Your client doesn't need  
accountingservices,  
he needs to make a profit.***

***Your client does not want  
financial information, he wants to  
make the right decisions***

***The real solution***

# The real solution

- Security / Safety
- Health
- Relations
- Identity / Status
- Spirituality / Growth



Sales Advice

NOW

Obs

Support

GOAL

THE QUESTIONS  
YOU ASK ARE MORE  
IMPORTANT THAT  
THE THINGS YOU  
COULD EVER SAY

- Tom Freese



# Ask Questions

1. What?
2. Where?
3. Why?
4. When?
5. Which?
6. How?
7. What if?

SUCCESSFUL  
PEOPLE ASK BETTER  
QUESTIONS, AND AS  
A RESULT, THEY GET  
BETTER ANSWERS

- Tony Robbins





# The ProfitAdvisor



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