**What is the purpose of our business?**

The only reason for business to exist is to solve problems. If no one ever got hungry, there would be no reason for restaurants to exist.  
  
If we look at our business as a tool to solve prospects’ problems, it gets easier.  
  
Our prospects die too early, wrinkle too fast, need to save money, want more money, etc. They have lots of problems.  
  
Our challenge is to stay quiet long enough for them to tell us their problems.