

FREE AI RESOURCE 02

Why Customers Aren't Buying - AI Diagnostic Guide

Diagnose buying friction without guessing or making guaranteed-sales claims.

Hassan Yusuf AI Education

PRACTICAL • CLEAR • ACTION-FOCUSED

OUTCOME

Diagnose buying friction without guessing or making guaranteed-sales claims.

What problem this solves

People may notice an offer, ask questions or visit a page without buying. This guide helps you examine the offer, audience, trust, price, message, sales process, follow-up, urgency and product-market fit using evidence instead of pressure tactics.

Who it is for

Business owners, coaches, consultants, course creators, social-media managers and sales teams.

When to use it

- People show interest but few complete a purchase.
- Prospects repeatedly ask the same questions or disappear after seeing the price.
- You need to improve the buying journey without manipulating customers.

Information to prepare

Complete what you know. Write 'unknown' when the information is not available; do not guess.

Offer: _____

Target customer: _____

Problem solved: _____

Price and payment terms: _____

Main message: _____

Where prospects come from: _____

Number of inquiries: _____

Number of purchases: _____

Common questions: _____

Common objections: _____

Proof available: _____

Sales steps: _____

Follow-up used: _____

Alternatives customers consider:

Main copy-ready AI prompt

Copy the prompt below into ChatGPT, Gemini or another capable AI assistant. Then paste your completed context form after it.

ROLE

Act as a practical problem-solving partner specialising in why customers aren't buying - a diagnostic guide.

TASK

Analyse the context I provide after this prompt and help me make a better decision and take practical action.

ANALYSIS REQUIRED

1. Audit offer clarity, relevance, differentiation and deliverables.
2. Check whether the audience has the problem, ability and readiness to buy.
3. Assess trust signals, proof, risk, transparency and credibility.
4. Distinguish price objections from value, affordability, timing or trust problems.
5. Review message clarity, sales steps, response quality and follow-up.
6. Evaluate whether urgency is real and ethical, not artificially created.
7. Consider product-market mismatch and name evidence that would confirm it.

RULES

- Do not invent missing facts, data, customer feedback, prices, people, policies or results.
- Separate facts I provided, assumptions, and missing information.
- Ask only essential questions when the answer cannot be completed safely without them.
- State uncertainty clearly and explain what evidence would reduce it.
- Account for my budget, location, skills, time and available resources.
- Prioritise recommendations instead of giving a long unranked list.
- Prefer ethical, legal, low-risk and reversible tests when evidence is weak.
- Give practical next actions with an owner, timing and success measure where possible.
- Do not guarantee results.
- Flag legal, medical, financial or other high-stakes points that need qualified professional advice.

OUTPUT FORMAT

1. Buying-friction summary
2. Evidence by friction area
3. Top three hypotheses
4. Questions to ask customers

5. Message or process tests
6. What not to change yet
7. Measures

MY CONTEXT

I will paste my completed context form below. Start by checking whether the information is sufficient.

Prompt improvement tip: If the first answer is too broad, ask AI to show which missing evidence would most change the recommendation before requesting more ideas.

Nine friction areas

- Weak offer: the result or deliverables are not compelling or clear.
- Poor trust: the buyer lacks credible proof, transparency or confidence.
- Wrong audience: attention comes from people unlikely to need or afford the offer.
- Price objection: price may exceed perceived value, ability or current priority.
- Confusing message: the buyer cannot quickly understand who it is for and why it matters.
- Weak sales process: the path from interest to decision has unnecessary friction.
- Poor follow-up: interested people receive no useful, respectful next step.
- No real urgency: there is no reason to act now, or urgency is artificial.
- Product-market mismatch: the market may not value the offer enough in its current form.

Customer evidence questions

- What were you hoping this offer would help you achieve?
- What made you hesitate or decide not to continue?
- What information did you need but could not find?
- What alternative did you choose, if any, and why?

Practical example

FICTIONAL EXAMPLE

Fictional scenario: An online Somali tutoring service receives page visits but few registrations. The owner assumes the price is too high. Interviews show a different issue: parents cannot see the class schedule, age level, teaching method or trial policy. The first test is clearer information and a simple trial process, not an automatic discount.

How to use the AI answer

- Look for friction supported by repeated evidence, not one unusual comment.
- Separate 'cannot afford' from 'does not understand or trust the value.'
- Improve the smallest part of the journey that blocks a decision.
- Run one change long enough to compare results responsibly.

Mistakes to avoid

- Blaming customers for not understanding a confusing offer.
- Discounting before learning whether price is the real problem.
- Creating fake scarcity or manipulative urgency.
- Treating more views as proof that the audience is commercially relevant.

Next action

Use Resource 03 to improve professional WhatsApp handling, or Resource 04 to clarify the offer itself.

Find every free resource at hassan-yusuf-ai-education.mrhassanyusuf.chatgpt.site/resources.

Responsible use

IMPORTANT

AI can assist with analysis, planning and content creation, but outputs may contain errors. Verify important information and use qualified professional advice for legal, medical, financial or other high-stakes decisions.