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EBOOK

FROM THE CEO OF PCLUB.IO AND FORMER DIRECTOR OF SALES AT GONG

THE UNDERGROUND CLOSING MOTION SCRIPTS

10 Proven Scripts, Questions, and Talk Tracks
to Close SaaS Deals *Faster* and On Time.

CHRIS ORLOB

Hey Sales Pro!

You're probably skeptical...

Are there really “closing scripts” that can help you close more SaaS and software deals? Aren’t “closing scripts” and slick one-liners for people who sell cars and real estate?

Valid questions!

First, YES, there most certainly are closing “scripts” (if that’s what we want to call them) that can help you close more software deals. I’m going to share those with you in this guide.

Second, also YES, that “slick one-line closing scripts” are for people who sell cars. ***That is not what we’re going to talk about today!***

Let me be clear: There is no “slick one liner” you can use, if you’re selling B2B solutions, that will magically make your customer sign the contract.

But...

There *is* a “closing motion” (which is a *methodical series* of steps) you can use to navigate the last few weeks of a deal to **close it faster** (so you don’t let it slip to next quarter!).

In this guide, you’ll find the most powerful **closing motion techniques** (which yes, involves exact words, scripts, and questions) that I’ve learned for closing deals *faster, on time, and on-forecast*.

I have refined these scripts and processes over the duration of my SaaS career. They helped me make a meaningful contribution to growing Gong

from \$200k to \$200M, earn well into seven-figures in personal income, and grow my own business - pclub.io - into a multi-million dollar company before we hit our first anniversary.

But let me tell you this:

It was not easy getting here.

When I was an account executive, I used to get *embarrassed* at the end of the quarter when key deals (the ones I had “forecasted”) wouldn’t close. They’d slip into the next month. Leaving me with egg on my face, lower quota attainment, and a **deferred commission check** (given I had just started my family and had my first son, a deferred commission check led to being tight on paying bills more times than I care to count).

I remember feeling “out of control” with my deals. As one December approached the end, I literally **started “seeing stars” on my drive to work** one morning because I was so stressed. The pressure from being below quota was crushing me. I had the deals to get there, but it felt like all of them were “hanging on for dear life” in terms of closing them on time. One false move would kick them into January. As a result, I was so stressed I could *feel* the pressure in my chest. And as I said, I started seeing colorful spots.

Ever been there before?

Sales isn’t for the faint of heart.

My struggles were not for a lack of trying. I was working 65 hours a week to get to my number (I’ve learned if it takes you that many hours *just* to hit

your number, you are working far too hard and you need *new strategies* – not more work).

But things are different today.

Very different.

I'm happy to share that eventually, I **cracked the code**. Things "clicked". I found the consistent, repeatable sales success I had been craving all those years.

The closing motion techniques I'm going to teach you today were forged from trial and error. They're battle-tested. If I never had those painful experiences, I never would have dug in and done the work to *figure this out*.

And figure it out I did. **You're about to figure it out, too, and I can't wait to see what it does for you.**

I'm hoping to save you *at least* five years worth of trial and error in the 30 minutes it takes you to read this guide. It took me plenty of trial and error, a lot of study, and a lot of experience to discover and combine these scripts into the **repeatable closing motion system you're holding in your hands right now**.

Eventually, I used this system to contribute to the growth of Gong. I joined the company at less than \$200,000 in ARR (\$178,000 to be exact). By the time I left five years later, we were doing well over \$200,000,000 in annual revenue. And I had succeeded in one of my lifelong dreams: Earn over one million dollars a year.

This is what happened when I “cracked the code” and moved from “random acts of tactics” to on a repeatable system.

1	Wages, salaries, tips, etc. Attach Form(s) W-2	1	1,639,982.
2a	Tax-exempt interest	2b	
3a	Qualified dividends	3b	
4a	IRA distributions	4b	
5a	Pensions and annuities	5b	
6a	Social security benefits	6b	
7	Capital gain or (loss). Attach Schedule D if required. If not required, check here	7	
8	Other income from Schedule 1, line 10	8	0.
9	Add lines 1, 2b, 3b, 4b, 5b, 6b, 7, and 8. This is your total income	9	1,639,982.
10	Adjustments to income from Schedule 1, line 26	10	
11	Subtract line 10 from line 9. This is your adjusted gross income	11	1,639,982.
12a	Standard deduction or itemized deductions (from Schedule A)	12a	25,100.
b	Charitable contributions if you take the standard deduction (see instructions)	12b	
c	Add lines 12a and 12b	12c	25,100.
13	Qualified business income deduction from Form 8995 or Form 8995-A	13	
14	Add lines 12c and 13	14	25,100.
15	Taxable income . Subtract line 14 from line 11. If zero or less, enter -0-	15	1,614,882.

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Form 1040 (2021)



My personal W2 / annual income

But I didn’t stop there. I continued to perfect my system in a quest to make it benefit others, as it had so richly rewarded me.

I used the scripts you’re going to learn in this guide to train my 30-person sales organization at Gong. We struggled at first, but eventually, we became the #1 sales segment in the company and created a **record-breaking number of President’s Club winners**.



But again, the journey didn't stop there. I **had to make sure this closing motion system worked for everyone in SaaS or B2B tech sales**. Not just me. Not just my reps at Gong. And not just people who sell sales technology to VPs of Sales.

Everyone.

So I took these scripts and started teaching them to different SaaS markets. I taught those that sold HR tech, martech, fintech, DevOps tools, Cyber Security, and more.

After more trial, error, and refinement, I **cracked the code on a repeatable closing motion method that just about anyone selling SaaS to businesses can use to achieve repeatable closing success**.

While I can't teach you the FULL SYSTEM in this short guide, my intention with these 10 scripts is to give you a simple set of techniques that feel natural when used in real deals and conversation with buyers.

(By the way, if you want to absolutely *master* your closing motion skills, [**check out *The Final Stretch* online course here**](#)).

=> IMPORTANT: As beneficial as these scripts are, they're still just tools, and like any tool, **they require practice** and application to yield the best results. I've included them in this guide for you to learn, adapt, and incorporate into your own selling style.

However, wouldn't it be even more rewarding to **know how to put these scripts into action** in a closing motion system, to have real examples of how they've been employed by the world's top SaaS sellers (and created tremendous success and income for them)?

Well, here's your chance to do exactly this.

=> For those reading this guide, you have the unique opportunity to [**join almost 10,000 other SaaS salespeople in *The Final Stretch***](#) (our full online course on perfecting this closing motion method). Not only does that get you instant Access to *The Final Stretch*... **But you also get *FREE ACCESS* to every single pclub.io online course while you're a subscriber** (each one sells for around \$297 a piece – ranging from topics like cold emailing, multi-threading, selling to power, creating deal-closing business cases, and more).

The Final Stretch is where I teach the **full repeatable closing motion system** to close deals faster.

I want you to join us.

This is one of the world's most popular SaaS sales success courses, and I guarantee it's like no other. You can click [here](#) to join (and get free access to all other pclub.io courses):

=> Claim The Final Stretch (And 20+ Online Courses For FREE) Here.

For those of you who aren't ready, that's ok.

Let's dive into these 10 scripts.

Use these to **close deals faster** (and less slipping) and reach the level of sales success you've been craving.

A handwritten signature in black ink that reads "Chris Orlob". The signature is fluid and cursive, with the "C" and "O" being particularly prominent.

Chris Orlob

10 Underground Closing Motion Scripts

First, I'm going to give you the "overview" of these 10 scripts. Then we'll dive into each one. The 10 scripts are divided into three themes, as you'll see below. These appear in *order* of how you'd use them in a real deal (which I explain as we go through these).

Phase 1: Understand the Closing Motion

- ***Script #1: Confirm Vendor of Choice***
- ***Script #2: The "Series" of Next Steps***
- ***Script #3: People, Timeline, and Money***
- ***Script #4: Spot-Checking Common "Danger Zones"***

Phase 2: Influence the Closing Motion

- ***Script #5: The Closing Question For "Off Track" Deals***
- ***Script #6: The Closing Question For "On Track" Deals***
- ***Script #7: Prescribing Next Steps***
- ***Script #8: Four Quick Tips For Managing The Close***

Phase 3: Confirm the Closing Motion

- ***Script #9: "What's changed since last we spoke?"***

- ***Script #10: Spot-Checking the “Moving Parts”***

Ready?

Let's do this!

SCRIPT #1

Understand the Closing Motion

Confirm Vendor of Choice

Before you can get into the “meat” of the closing motion process, you first have to understand one thing about your deal:

What's the “state of competition” for this deal?

In other words, where do you stand, according to your customer, when it comes to your competitors? Are you the vendor of choice? Is it head to head? Does your competitor have the leg up?

If you don't know where you are in relation to your competitors, you cannot effectively manage the closing motion.

The most fundamental question you need answered is this:

Are You Vendor of Choice Or Not?

So here's your first “closing motion script” to identify the vendor of choice status (the “sexier” scripts come later):

After your customer gives you a firm intent to buy *something* (either you or your competitor), ask this: **“I'm curious where you stand when it comes to who you're favoring – if price were identical, who would you choose to move forward with today?”**

If the answer is NOT you:

Then you still have fundamental *selling* to do, not *closing*. In fact, both your deal and timeline are probably at risk.

If the answer IS you:

Then continue to stay on top of whether that remains the case, and realize you've gone a long way toward eliminating a big surprise. A theme of successful closing motions is seeking and identifying *deal risk*. And a *huge* risk to most closing motions is the competition.

Some sellers hear from a buyer who says "can you send a contract?" And the seller gets all excited; maybe they even 'commit' the deal in a forecast meeting. All the while they didn't **qualify what happens next after this contract is sent**. The customer could just be using the contract to pit you against a competitor.

So that's the first step.

Before you get into the rest of the scripts, job number one is to understand (and if possible, neutralize) your competitors.

What's your status when it comes to vendor of choice?

SCRIPT #2

Understand the Closing Motion

The “Series” Of Next Steps

Ok.

Now that competition is out of the way (at least in terms of where you stand vis a vis the competition), it's time to start the closing motion.

Your default move when you receive a “firm intent to buy” from your prospect is to ask what happens next (twice!).

Your job is to qualify the rest of the process and the *series* (not just one) steps that come *after* you've fulfilled on whatever it is your customer is asking for (request for proposal or contract, request for customer reference, etc.).

In other words, what comes *after* whatever hoop it is they're asking you to jump through? Examples:

- If they're negotiating on price with you, what happens next assuming you both agree to price?
- If they're asking for a contract, what happens next between the time you send it, and it getting signed?
- If they're asking for a customer reference, what happens *after* your buyer has spoken with your customer reference (assuming they're satisfied with it)?

HERE'S THE DEFAULT QUESTION TO ASK:

[After acknowledging the firm buying signal]:
“*What still needs to happen from here before we move forward together?*” (then follow up with “what comes after that?”)

You ask this *directly after* they've asked you for something that tells you *they are firmly in the “decision” phase of their customer journey.*

You're looking for the entire path to signature from where you are currently. That's why I suggest you “ask twice.” When you ask (only once) “What still needs to happen from here?” your buyer will often only answer with the next 1-2 steps. It's your job to dig a little further and get the full picture.

Here Are a Few Examples

I'm going to give you a few examples of what this question would sound like based on whatever buying signal or “hoop” your customer presents you with.

Example 1: Customer reference

“We’re happy to arrange a customer reference. Let’s say we did that, and you were satisfied with it. What other steps would we still need to take before we move forward with this partnership together after that?”

(“is there anything else?”)

First example is a customer reference.

Let’s say your prospect asks to speak to another customer of yours. That’s (usually) a firm intention that they’re going to buy *something* (either you, or an alternative).

Here’s another example.

Example 2: Price Negotiation

“We’re happy to work toward a win win in the spirit of partnership. But let’s say we landed on a price we were both happy with right now. What would still have to happen before we move forward?”

(“is there anything else?”)

Example 2: Let’s say your buyer starts actively negotiating with you on price. They start asking for discounts, better terms, whatever. They’re haggling, which tells you (usually) that’s an intention to buy. Maybe not a strong one, but it’s there nonetheless.

Notice the question I suggest above. It suggests that, **before you jump through the hoop (engage with them in a negotiation), you ask that assuming you both agree on price, what will then still have to happen next?**

Many salespeople get blindsided with things like this. They assume that, if a buyer is haggling on price, once they both agree to price, it's a done deal. As the more experienced of you know, that's rarely the case and there are often (very large) steps that still need to be surmounted.

Here's another example:

Example 3: Asks for Contract

"Happy to get that your way. Once i get this over to you, what series of steps still need to happen on your end before it gets signed?"

(“is there anything else?”)

Again.

You're asking 'what happens next' once this hoop they're asking for is successfully completed... **before you even start to jump through the hoop they're presenting.**

Are you starting to get this?

The way buyers express their intention to purchase is through a buying signal that involves *you* jumping through a hoop. Your job, before

jumping, is to qualify it: Ask what happens *after* what they're asking for is done?

Negotiating on price? What happens after we both agree to price?

Gave you a verbal? What happens between now and a signed agreement?

Asks for a reference call? Let's say that reference call goes swimmingly well and you're satisfied. What then has to still happen next for us to do business together?

Simple.

Not easy to ask. But simple.

These are all examples of how the same question ("what happens next?") shows up in slightly different ways based on the closing situation.

Now go complete this simple exercise before you keep going:

EXERCISE:

Ask a variation of this question at your next opportunity to do so. If you have a deal in this stage right now, and you don't know the answer to this, give your champion a call and ask.

You might be stumped with this exercise. Maybe you have a deal you *should have asked* this too a few days (or weeks?) ago. And you're not sure how to call them up out of the blue and ask the question.

If that's your situation...

Here's A Talk Track You Can Steal

It goes like this:

"Hey do you have 5 minutes? I realized I forgot to ask you a key question that would help me stay fiercely aligned as we move through this process together... you asked for a contract the other day: What series of steps do we need to take from here before that gets signed?"

Get yourself into *action* and go *use* this script before you move on.

SCRIPT #3

Understand the Closing Motion

People, Timeline, and Money

You just learned the *first default move* when you get a buying signal:
Ask about the series of next steps that happen next.

But you're not done. You need to complete the entire picture. As thorough as that question is, your buyer is still unlikely to have given it to you. And if you don't get it? Those blindspots lead to *deals that slip at the end of the month or quarter.*

No bueno.

So let's get ahead of that.

After you ask the "what happens next" question in an effort to surface the *series of next steps and full path* to signature from where you are, to signed contract, **now you're going to ask a series of three key follow-on questions:**

- People
- Timeline
- Funding

In that order.

Here's How It Works

I'm going to break down the high level, and then I'll explain this in more detail:

Follow the **series of steps** question on the left with the three questions on the right:

"What series of next steps need to happen once we do [X]? Then what?"

-
- The diagram consists of two main sections. On the left, there is a large white rectangular area containing the text "What series of next steps need to happen once we do [X]? Then what?". To the right of this, there is a vertical green line followed by a black rectangular area. Inside this black area, there are three numbered circles (1, 2, 3) each containing a question. Above the first circle is a small green question mark icon.
- 1 **People.** "Who is involved in each of those steps you mentioned, and how?"
 - 2 **Timeline.** "How much time do you anticipate it taking between each of those steps?"
 - 3 **Money.** "To what extent is there risk of us not being able to secure the funding for this?"

After they've answered the *series of next steps* question (remember to ask twice!), then you follow it up with the **people question**: "*Who is involved in each of those steps you mentioned, and how?*"

Then, you follow *that* up with the **timeline question**: "*How much time do you anticipate it taking between each of those steps?*"

Finally, you ask the **money question**: "*To what extent is there risk of us not being able to secure the funding for this project?*"

You should **ask these four questions in the order that they appear here**. They build on each other.

Here's what I mean: Some of these questions would come across as *intrusive and overbearing* if you asked them in isolation, out of context, or in the wrong order.

Imagine, for example, we *started* that questioning sequence by asking the "money" question. Well, that's the most intrusive question of the bunch. Which is why we put it at the end. If we put that question at the beginning, **you are far more likely to get an "allergic reaction" from your buyer because you have not "softened their palette" with softer questions first.**

On the other hand, if you ask the "money" question in the right order (at the end), **it just seems like a natural extension to a conversation you're already having!**

Cool right?

Asking about the *series of steps* is not that intrusive. It's neutral. It's also the "highest level." That's why start there, and drill in with more detail with the other three questions.

When you follow it up by asking about the **people** involved, that's a slightly more intrusive question. But *because* it's a follow up question to the "steps" question, now it just seems like a detail of the conversation you're already having.

Same can be said for the **timeline** and **money** questions.

Now, before we move on, I want to give you...

An Important WARNING:

By asking the four questions you just learned, you may surface *significant risk* in your deal that you didn't previously know about. And you may not want to hear it.

But that's good news: It's better to swallow that pill and surface that risk rather than be blindsided at the end of the month and quarter.

Indeed, you may find that there's still *significant* work yet to be done in getting this deal close, and you may have to slow it down, do the hard work, and get the deal to a healthier place before you turbocharge into a closing motion before the deal is "ripe."

Let's wrap up with a simple exercise:

EXERCISE:

Ask the entire **series of questions** from the last two chapters at the next appropriate opportunity to do so.

In case you need a simple summary of the questions I'm asking you to ask, here they are:

Summary of the Question Sequence



Steps. "What still needs to happen from here before we move forward together?" (then follow up with "what comes after that?")



People. "Who is involved in each of those steps you mentioned, and how?"



Timeline. "How much time do you anticipate it taking between each of those steps?"



Money. "To what extent is there risk of us not being able to secure the funding for this?"

Feel free to tweak the questions to your style. Just be sure to keep the "softening language" on some of the harsher questions as needed.

SCRIPT #4

Understand the Closing Motion

Spot-Checking Common “Danger Zones”

You just asked a “golden series of questions” to tackle the first of three parts to this guide (*understand* the closing motion, *influence* the closing motion, and *confirm* the closing motion).

You’re still not done.

Here’s why.

Your customer might have *failed* to remember a key piece of their buying process! Remember, they don’t do this every day. A couple times a year at most. So it’s common for customers to “forget” to tell you about a lengthy legal process, security review, or procurement engagement.

So now, **your next job is to make your buyer aware of common steps in a typical buying process that you didn’t hear them mention.**

YOU have to make them aware of the steps they might not be thinking about. If you don’t? They might pop up later and blindside you, leading to the deal slipping.

Remember the four questions you learned in the previous couple chapters?

If your buyer didn’t mention any of the below “danger zones” in their answers, your job is to proactively ask about these things:

**If they don't mention any of the below,
proactively ask about it!!!**



Legal or security review



Procurement process



Paper process (signature process)



Anyone or anything else that would or could derail the deal from here

If you didn't hear anything about these four areas in what your customer has told you so far about the path to signature, then you need to do the hard work (and what feels like risky work) and proactively ask about these danger zones.

Here's How to Ask This (Without Being Intrusive)

After you've asked the original four questions (the ones we covered in the last two chapters), summarize what you've heard. When you summarize every now and then in a conversation, it adds "emotional grease" to the conversation and makes customers more receptive to answering even more questions.

Without summarizing frequently, customers feel they're being interrogated.

So start by summarizing, and then you take which of the “danger zone areas” you haven’t heard them talk about as being part of their buying process, and you ask about it:

“You know one of the things I didn’t hear you say, that many of our customers have to do, is legal and security review. I’m curious if that’s going to come up or if that’s not going to be an issue in this case?”

Another example:

“One of the things I didn’t hear you talk about is whether or not you have a formalized procurement process. Do you know anything about?”

One more example:

“One of the things I didn’t hear you say is whether there’s someone who could derail this project that we haven’t involved yet. Can you think of anyone?”

Most salespeople don’t ask questions like this because they **either don’t want to know the answer, or they think they’re adding these steps to the process by bringing them up!**

But guess what. Those steps will exist whether or not you ask about them. And that’s why most salespeople have two, three, or more deals slipping at the end of every quarter.

That leads me to the next concept that you need to...

Pay very close attention to:

Because what I'm about to share with you truly separates the best salespeople from the rest at the end of the quarter or month.

Here's the essence: **Great B2B salespeople SEEK risk in their deals. They confront it head on.** Weak salespeople *avoid* (and ignore) risk. They bury their head in the sand and just hope the risk goes away (it never does).

Again.

Most salespeople don't ask these questions because it's uncomfortable. They want to hear what they want to hear. They don't want to screw up their high hopes (and that bites them every 30th or 31st of the month!).

It's better to draw the risk out proactively.

Because you cannot manage something that you're not aware of.

SCRIPT #5

Influence the Closing Motion

The Closing Question For “Off Track” Deals

I want you to congratulate yourself on something...

You’re not **one-third of the way through mastering the closing motion**. To jog your memory, there are three “sections” to this guide:

1. *Understand* the closing motion
2. *Influence* the closing motion (**YOU ARE HERE**)
3. *Confirm* the closing motion

Now that you **understand** the path, it’s time to **manage** it and **influence** it where we can.

Understand
the closing
motion

Influence
the closing
motion

Confirm
the closing
motion

Now that you’ve asked the hard questions to *understand* the closing motion (and your buyer’s process)...

It’s Time to Influence It In Your Favor

In the next chapters, you're going to learn several techniques to positively manage and influence the process, now that you understand the process.

There are two “closing motions” we’re going to cover in this chapter and the next one.

Don't confuse these questions with slick closing one-liners. These are questions that set in motion a series of events and steps that gently start to push your deal along to closing on time.

As you approach the end of a month or quarter...

There Are Three “Types” of Deal Situations

First, there are deals that have *no shot* at closing within the month or quarter in question. *We’re not going to cover what to do with these deals since they aren’t closable* (and this is a “closing motion” guide).

Second, there are deals that *have a shot at closing* within the month or quarter in question, but timing is looking *tight*. In other words, they might be *long shots*. Possible, but a lot has to go right. These are “off track” deals.

Third, there are deals that *are highly likely to close* within the month or quarter in question. These are “on track” deals.

Each of these two “deal types” has its own closing motion question.

Let's talk about “off track deals” first.

Closing Motion Question For “Off Track Deals”

For deals where timing is looking *possible but tight*, here's what to ask your buyer:

“Can I ask you a question you can stiff arm me on if I'm overstepping my boundaries? **What conditions would have to be true for us to move forward with an agreement by [target date]?”**

Notice the first sentence. That serves as *softening language*. It makes buyers *far* more receptive to answering an otherwise tough question. Without a softening statement like that, you may irritate your buyer.

Now silence yourself. Let your buyer fill in the void with their words. You'll often be shocked at what they share.

Notice this question is situationally relevant for deals that are *off track*. Your essentially asking a question that says “what conditions would have to be true to get this *on track* (along a specified timeline)?”

The question serves the context.

Now let's move onto the next closing motion so we can compare and contrast...

SCRIPT #6

Influence the Closing Motion

The Closing Question For “On Track” Deals

Now let's take a look at how to ask a closing question for deals that are “on track” – deals that are already poised to close within the month or quarter in question.

Instead of asking “what conditions would have to be true?” like I suggested in the last chapter, you're going to **ask an entirely different question to your “healthy, on track” deals:**

“It feels like we’re poised to move forward within [target timeframe], unless you’d argue against that. What would derail us from here from getting an agreement in place by then?”

That's a very different closing question than what you learned in the previous chapter.

In the last chapter, you were asking about the conditions that would need to be true for an “off track” deal to become an “on track” deal.

That question would make no sense for deals that are already on track!

It would be bizarre to ask that for on-track deals. Your buyer would think, “Well.. it seems like we already have the conditions in place so I'm perplexed by the question...”

So instead, with on-track deals, **you're closing question involves asking about any RISK that would stop you both from closing on time.**

Are you getting this?

Different closing motion questions for different deal contexts.

Ask the question. Hit mute. Pause for longer than is comfortable. And let your buyer fill the open air with information you'll need to close the deal.

SCRIPT #7

Influence the Closing Motion

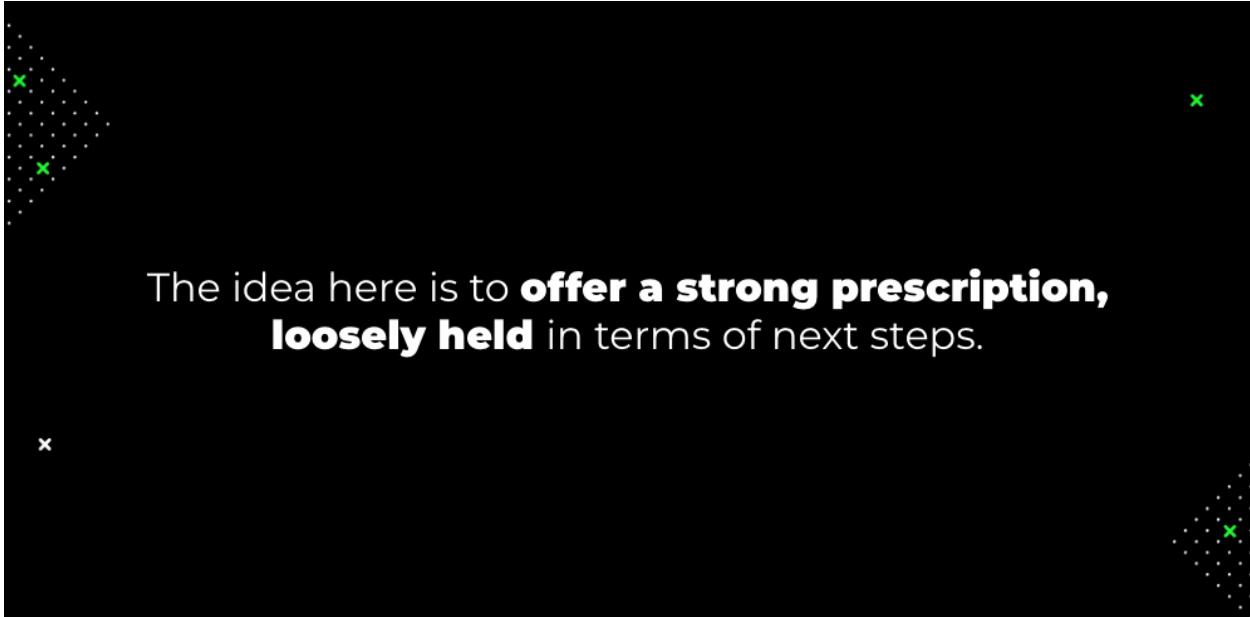
Prescribing Next Steps

You've done a few great things so far.

You've done the work to *understand* the closing motion from here.

You've also taken the *first step* on how to actively manage and influence those steps in your favor to close the deal faster, on time, and without surprises (which you learned in the previous two chapters).

Now that you've asked **one of those two closing motion questions** to understand what it's going to take to close the deal within the target date, **your next closing motion task is to actively prescribe next steps.**



The idea here is to **offer a strong prescription, loosely held** in terms of next steps.

There's a popular phrase in business literature called "strong opinion loosely held." This is a modification of that: strong prescription loosely held.

What do I mean by that?

It means **great salespeople always have a strong point of view on what next steps you should take, but they are open to alternative ideas from the buyer, given they might know something that you don't.**

You're trying to balance *their* perspective on what to do as a next step with *your* perspective.

The Best Salespeople Always Have a POV

This is an observation that has never failed me:

The best salespeople always have a point of view (POV) on what to do as a next step in a deal. They might be open to changing that point of view, but they always have one.

In contrast: weak salespeople rarely have such a point of view. They solely look to their buyer on what to do next (or, if they do have a next step in mind, it's a hollow next step with no agenda or purpose – “let's pencil in a reconnect on Friday.”).

That is because...

Selling Is An Act of Leadership

Think about this:

If you've been at your company a while, you've probably closed dozens of deals. Maybe even hundreds.

You've “seen this movie” a lot.

Now think about your buyer. How many times have they purchased your solution? *This is probably their first time!*

So if you've “seen the movie” dozens (or more) times, and your buyer hasn't at all (or at the most, once), **who should be leading who?**

YOU!

You've sold your solution far more than any buyer has purchased it.

The burden of leadership is on you.

So let's talk about how this shows up in your closing motion.

Here's the exact talk track you can use:

Strong Prescription, Loosely Held:

“I have an idea of what we should do next, but you know your company better than I do, so before I come in hot with my opinion, what do you think we should do from here?”

That talk track communicates *exactly* what you want to communicate.

It communicates that you know what you’re doing.

It communicates that you value your buyer’s opinion.

It communicates your desire to collaborate with (rather than “sell at” your buyer).

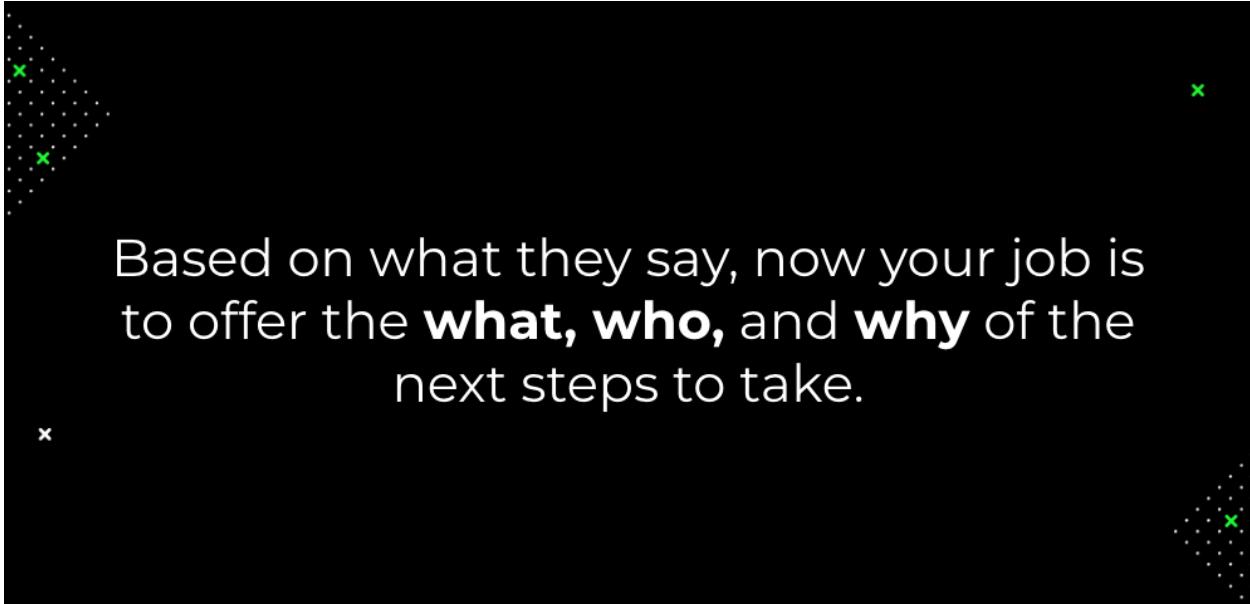
It communicates that you’re ready and able to take the burden of leadership (most buyers are *relieved* by this – they don’t want or need to do more thinking than is necessary).

That simple phrase accomplishes a lot of positive things.

It also accomplishes a rule of thumb in selling: **Always have a point of view, but try to get the other person’s point of view before you offer yours.**

(For the sales leaders out there, that’s also a golden rule of *sales coaching!* But that’s another lesson for another day).

Now let’s talk about what to do after they respond:



Based on what they say, now your job is to offer the **what**, **who**, and **why** of the next steps to take.

There are a few ways this could unfold.

First, your buyer might respond with offering a next step that you're *fiercely* aligned with. You agree it's the right next step. In that case, consider this part of the job done. Take the next step they suggested and move on.

Second, they may look to you. Since you said you have an opinion on what to do next, many (if not most) of your buyers will respond with "would love to hear what you'd suggest."

The **What**, **Who**, and **Why** of Next Steps

Based on what they say, your job is to offer the **what**, **who**, and **why** of next steps:

- **What** next steps will you recommend
- **Who** should be involved
- **Why** those next steps?

I can't tell you what next step to prescribe.

You're going to have to do the hard, cognitively-demanding work of figuring that out for yourself. Like I said, **selling is an act of leadership**. And the burden of leadership (which includes what to do next) falls on you.

That said, I can give you a call to action and simple exercise to make sure you're using this:

Quick Exercise:

Write the *what, who, and why* of the next step you're going to recommend on your next scheduled sales meeting.

SCRIPT #8

Influence the Closing Motion

Four Quick Tips For Managing the Closing Motion

You've done most the hard work to this point.

Let's talk about **four quick tips to get the deal across the finish line.**

Quick tip #1:

Get a "backstop" on the calendar. Don't work a deal with an "open loop."

As you enter the closing motion, always get a backstop on the calendar.

Even if it seems unnecessary (i.e. you're sending for signature). Don't work deals with "open loops" (i.e. no scheduled or "calendered" next step).

Here's what to say to secure the backstop:

Backstop talk track:

“If it makes sense to you, let’s schedule a 15 minutes backstop for [next week]. We can use that time to either untangle any obstacles, or take the next steps in rollout planning.”

Observationally, I see all the best salespeople do this as they are bringing deals across the finish line. They don’t leave anything to chance.

Here’s quick tip #2...

Quick tip #2:

If your champion “hands you off,” get a micro-commitment from them to re-engage if you need it.

Sometimes, your champion is going to “hand you off” to someone else to get the final logistics of the deal done. Often to procurement.

You can’t always prevent that from happening.

But what you can do is get a “micro commitment” from them to *re-engage with you* if you run into trouble.

So imagine your champion says something like “I think we’re good to go, I just need you to manage the rest of this process with procurement.”

You'd respond with something like this:

The “hand off” talk track:

“Happy to work with [your procurement team].

Before I do, mind if I ask a question? I don't expect this to happen, but if things go south or get derailed, can I give you a quick call to get your insight on what to do?”

If they're a true champion, of course they'll say yes.

That leads to Quick Tip #3...

Quick tip #3:

Lean on your champion if you sense trouble.

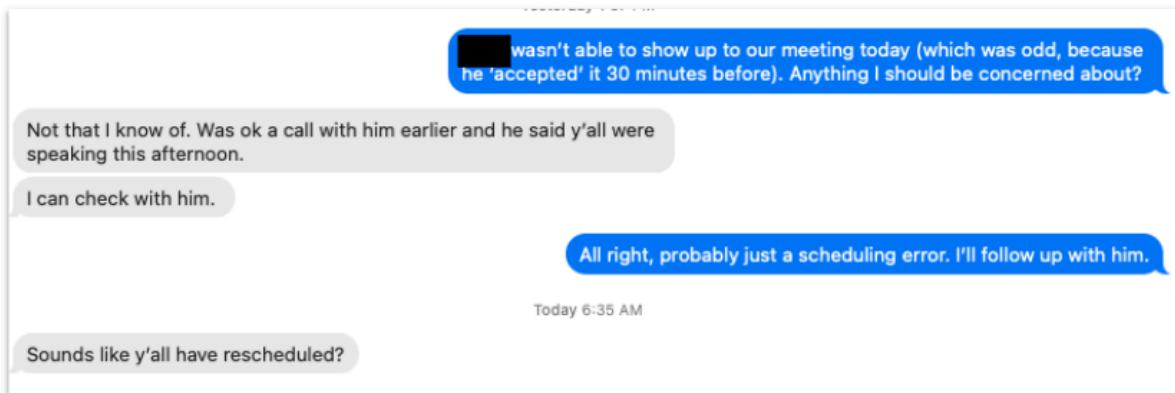
You can only do this one if you did the previous one (get a micro commitment from your champion).

Lean on your champion or exec sponsor if you run into trouble in the deal.

How do you do this? Simply email (or text, which is even better) your champion if you sense things are starting to go off the rails or headed toward trouble.

Here's an example of a text message exchange I had with a champion of a ~\$50,000 deal I closed earlier this year (this was obviously before the deal had closed).

The champion told me I'd work with their sales operations managers to finalize the deal. I met with him once, and we scheduled a follow up call that he failed to show up to. So here's what I texted my champion:



Within a few hours, the sales operations manager had reached back out to reschedule. Close call. I'm not sure if I would have gotten that deal closed within the quarter if I didn't use this play (this was just a handful of business days before the end of the quarter).

Ok.

Here's the final Quick Tip.

Quick tip #4:

As timeline approaches, send a daily “friendly ping” email that can be answered with a yes/no answer.

Do this after you’ve sent the contract for signature. You’ll use this if they’re taking a *little* longer to sign than you thought (isn’t that *always* the case??).

Here’s an example email you could send:

“Hey Dani, friendly ping here. Did the agreement make it’s way to your inbox?”

You’re just looking for a sign of life and to get them to respond. People are busy. Most “signers” wake up with Slack’s lit up like a Christmas tree, hundreds of unread emails, and a huge to-do list. Reminding someone to sign in a socially intelligent way that’s easy to respond to (hence the ‘yes or no’ nature) helps you cut through the noise and close the deal.

Sometimes these four tips are the difference between closing deals on time, and letting deals slip into the next quarter or month.

SCRIPT #9

Confirm the Closing Motion

“What’s changed since last we spoke?”

Welcome to one of the last lessons in this guide. We’ve onto the last “**section.**”

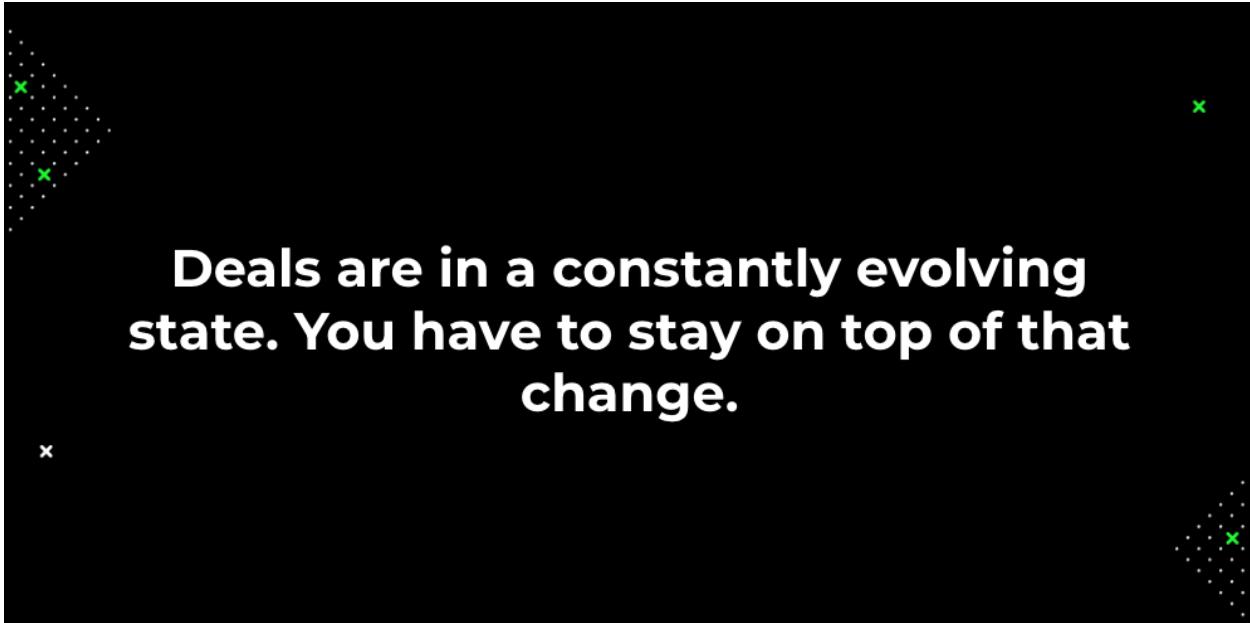
In the first section, you learned how to **understand** the closing motion.

Next, you learned how to **influence** the closing motion.

In this last section, you’ll learn to realize that **the only constant is change**, and it’s therefore incumbent upon you to **monitor change** within the closing motion and **confirm and re-confirm** the status of the deal.

Simple and easy, but important to do. Otherwise, forecasted deals can slip from beneath your feet.

Here’s the main idea:



Deals are in a constantly evolving state. You have to stay on top of that change.

Here's an example that illustrates how quickly things can change.

Earlier this year, I was working a deal with a director of SMB sales. We were starting to get close to doing business. We were well underway into a "closing motion."

We had a meeting to review a few terms on the contract, and it seemed like we were a few days away from signing. But I started the meeting by asking this: **"Before we get into it, what's changed since last we spoke?"**

He told me he had *moved roles entirely over the last week!* He was no longer running the SMB team (the team we were targeting for a deal). He unexpectedly moved to leading the account management team (which our value proposition did not apply to at the time).

That changed everything about this deal.

So much so that I had to restart the sales process from scratch.

Now, you could argue he would have told me all of that anyway without me having to ask. And that's probably true. But that won't be the case all the time. There's no reason *not* to ask this to ensure you're monitoring and staying on top of changing circumstances.

I tell you this story to illustrate the shifting nature of B2B deals. And that it's your job to monitor that change and respond to it accordingly.

The script in this chapter is simple:

Start every meeting or call with:
“What’s changed since
last we spoke?”

You’ll notice a common pattern throughout this guide:

You *start* most of these processes with an open ended question. *Then* (and only then) do you ask more specific, targeted questions.

“What’s changed since last we spoke?” is an open ended question.

Now we’re going to transition into more focused questions that help you “spot check” the key moving parts within the deal to see if anything more specific has changed (that your buyer forgot or failed to mention).

SCRIPT #10

Confirm the Closing Motion

Spot-Checking the “Moving Parts”

This is the last piece to the “final stretch.”

Once you’ve asked them “what’s changed since last we spoke,” your last task is to ask about the status of key moving parts and danger zone areas, to ensure they didn’t forget to tell you something critical.

After you’ve asked the above question, assuming they say “nothing,” spot-check these key areas:

“How are we tracking on...”



Legal and security?



The procurement process?



The paperwork and signature process?



Anything else relevant to your selling environment

Your buyer often forgets to mention these details. So ask about them. This might seem like overkill, but as Andy Grove (the famous Intel CEO) once said: **“Only The Paranoid Survive.”** And oh boy, isn’t that true in B2B sales? :)

Don't let the sand shift beneath your feet.

Don't get blindsided by changing circumstances.

If things are changing, you want to know about it early and often so you can respond to it and prevent the deal from slipping.

We're coming up on the end of this guide, and I want to give you direction on...

Exactly What To Do Next

First off, I want to thank you for reading this far! That act alone puts you in the top 10% of skill-stackers in your field. And skill stacking *truly* is the magic bullet of sales success, if there ever was one.

But.

I have ONE more question for you...

And I want you to think about the ramifications of this question seriously:

Do you want to master every aspect of SaaS and tech sales, from beginning to end, so you can close more deals, sell through changing market conditions, and vastly exceed your OTE?

I know that sounds obvious. But before you say yes, I want to make something clear: what I'm about to share with you is not for everyone.

It's only for those who think of themselves as a "skill stacker." In other words, what I'm going to share is only for people who believe you're not **years** away from your dream life or dream income, but rather

you're **skills** away from your dream life and dream income.

The faster you build your skills, the faster your dreams will run to you.

If that's you... then what I have to share with you next will help you wake up to a completely different life.

That leads me to inviting you to join the pclub.io Platinum Passport, which you can join on a monthly or annual basis and cancel any time:

[>> Grow Your Skills And Close More Deals With a pclub.io Subscription Here.](#)

Now I won't go over *everything* inside the Platinum Passport...

But here's how it works:

With this subscription, you get instant access to all of pclub.io's sales success courses... plus, you get instant access to every new course we release totally FREE while you're a member, which is usually about 2-3 new courses per month.

That means you get to learn directly from the top 0.01% of B2B tech sales practitioners on the planet. We go out and find the very best in the world to teach an online course for every skill so that you can utterly break the curve on your personal growth and turbocharge your success. In fact, we're so stingy with who we let become a course

author that it's **easier to get into MIT or Harvard than it is to become a pclub.io course author.**

Now I want you to imagine something:

Imagine what your life, or career, or business, or income would look like if you had the opportunity to learn revenue-generating skills like deal-closing discovery, winning demos, selling to power, and advanced negotiation from the most successful revenue practitioners on the planet.

Imagine that for a second. It's a powerful thought. Let it linger. *Feel it.*

You'll be in a completely different league from your peers.

If you're a seller, you'll grow your income, revenue, and career progression faster and easier than ever before. **You'll truly write your own check.**

If you're a leader, you'll have the skills to grow your business and revenue to new levels.

I want to invite you to take advantage of this, [which you can do here.](#)

Like I said, I'm not going to go into every detail. But if you take me up on my invitation here, you'll receive instant access to over 25 tech sales and sales leadership courses. Here are just a few of them:

First, SaaS Discovery Masterclass.

A four hour course that teaches the five-step discovery method that over 10,000 SaaS reps use to find business pain that MONEY follows, create urgency, and sell. Normally \$297 on our website, but [included for FREE in your pclub.io subscription.](#)

Second, Cold Email Conversion Machine.

Taught by one of the world's top experts in outbound cold email, Florin Tatulea teaches a 3 hour course on how to turn cold prospecting into paying customers. Normally \$197 on our website, but [included for FREE in your subscription.](#)

Third, Killing the Maybe.

This is an advanced course on how to systematically “dismantle” your buyer's status quo bias, so you stop losing deals to “no decision.” Again, this course sells for \$297 on our website, but [you get it free in your subscription.](#) Suffice to say that we have over 20 and counting sales success courses for tech salespeople, SDRs, and frontline sales managers... **over \$30,000 worth of courses and programs to turbocharge your sales success, income, and revenue...** For a fraction of the total value.

So let's get started! [Click on the link and join the community of Platinum Passport subscribers now.](#) And just remember, you can cancel any time if you decide it's now for you.

At this very moment, you stand at a crossroads. There are two paths ahead of you, and the choice is yours.

Option 1: You bet on yourself. You click the button and embark on a transformational journey that holds the potential to revolutionize your sales success. The rewards are powerful - higher income, better career choices, the white-hot envy of all of your colleagues.

Option 2: You close this guide and stay in the same spot. Just like in business and in life, hesitation and inaction leads to regret. The potential breakthroughs, success, and income growth that all could have been yours... vanish.

The world isn't going to wait for you to catch up. **Your dreams of success, your ambitions, your goals... they deserve to become a reality.** So, let's not delay it anymore. Let's start your transformation today.

Now or never. [**Go here to begin your sales transformation**](#), and I look forward to watching you make your dreams of success, goals, and ambitions a reality.

Chris Orloz