

Book: Zig Ziglar's Secrets of Closing the Sale (1984)

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10 Key Concepts:

1. By asking questions, there is no way you can get unhappy with me about the answers you give to those questions
2. There are five basic reasons people will not buy from you. These are: no need, no money, no hurry, no desire, and no trust.
3. People buy what they want when they want it more than they want the money it costs.
4. You can get everything in life you want if you will just help enough other people get what they want.
5. You must believe in what you are doing, that you are interested in serving your client and that you do feel you are offering the best product or service at the best price which will do the most for your client and their needs.
6. The prospect is persuaded more by the depth of your conviction than he is by the height of your logic.
7. I am glad you are concerned about the price....because that's one of our most attractive advantages. Would you agree that, as a practical matter, a product is worth what it can do for you and not what you have to pay for it? Our company has the choice between providing coaching as cheaply as possible and selling it as a get by service, or providing coaching that teaches you how to create long-lasting results, profits and growth.
8. Selling is essentially a transference of feeling....believers are closers...c stands for conviction.
9. A calm, confident, positive, reassuring salesperson working from a base of honesty and integrity is the most effective tool to calm the fear of the prospect and get the sale.
10. Take the reason why he could not buy and use it as the reason why he must buy.
11. Move to the prospect's side of the table, identify the problem, get involved in the solution, and your closing percentage will increase.
12. Your business is never really good or bad out there. Your business is either good or bad right between your own two ears.
13. Improve your self-image and you will improve your sales performance.

14. The high performer is sensitive to the value of the customer's time and is able to spend more quality time in front of the customer because he spends more quality time planning strategy and preparing for the call.
15. The high performer is able and willing to explain service drawbacks, builds relationships and provides a valuable service.
16. Professionals are counselors who identify the prospect's needs and then fill those needs through his services.
17. Since your integrity is the most important factor in building customer loyalty and career stability, the practicality of a totally honest relationship becomes even more obvious.
18. Have a booster week....a total-effort week during which you give your maximum effort from early in the morning until late at night.
19. Positive mental preparation in advance will help absorb the impact of dealing with negative experiences.
20. You build your mental reserve by reading the good books, by listening to motivational and sales training recordings and attending professional training sessions.
21. Build your reserves, get your thinking right, get your spiritual values in order, get your body in good physical condition, and you will have the key steps toward building an exciting and successful career.
22. People believe more of what they see than what they hear. – use testimonials
23. Logic makes people think, but it is emotion that makes them act.
24. Use emotion and logic in a presentation, chances are excellent you will end up with a sale and a happy customer for the future
25. High performers – involve others by soliciting opinions, sharing information and establishing trust relationships inside the organization...they are total, well-balanced people with integrity who are knowledgeable and aggressively caring in their creative approach to solving problems....He is so other-people conscious he never lets his ego hinder his efforts...is inspirational and motivational...he believe in his ability to make the sale on a specific call...the professional is the one who has an assured competence in a particular field or occupation. It is a quality performance....school is never out for him....he studies his prospects...
26. **He know his prospects will make their decision based on what they understand and believe so he undersells, keeps it simple and makes it believable**

27. He is a thinker, but he clearly understands it is better to emulate genius than to create mediocrity, so he evaluates materials and procedures on the basis of results. Tests and measures.
28. **The professional possesses conviction, concern, confidence, and courage. His confidence is strong that he can persuade the prospect to take action, and his courage enables him to ask the prospect to take action now for his own best interests.**
29. In the final analysis he understands that his career will depend on what he does with what he knows, not just on what he knows.
30. Drop a note to all prospects and clients at least once a month
31. The professional is skilled at communicating and reading the prospect's communications back to him.
32. When you are talking with a prospect, please remember that in most cases he's delighted to give you pertinent information if you will just ask for it!
33. Always think as a seller and a buyer
34. If there are any objections, it is infinitely better to bring them out early so you can deal with them as part of the presentation rather than at the end of the interview.
35. Don't argue, get defensive, or try to justify the price. Quietly and with an almost casual confidence put the ball back in their court. I.e. Is it too much? What do you think would be a fair difference to give in exchange for increasing your profits?
36. The best way to get a prospect to make a favorable new decision is to make him happy with an old decision.
37. Break down costs and frame with similar costs per month or values
38. You make the sale when the prospect understands that it will cost more to do nothing about the problem than to do something about it.
39. Do you carry the marble? Do you carry the baseball? Or do you carry the beach ball?
40. Words that sell: your clients name, understand, proven, health, easy, guarantee, money, safety, save, new, love, discovery, right, results, truth, comfort, proud, profit, deserve, happy, trust, value, fun, vital, security, your, advantage, positive, and benefits.
41. Words that unsell: deal, cost, pay, contract, sign, try, worry, loss, lose, hurt, buy, death, bad, sell, sold, price, decision, hard, difficult, obligation, liable, fail, liability, failure.
42. Never...use you know.... Or
43. Paint word pictures. Must be in color and in the present tense...paint beauty, luxury, love, satisfaction, enjoyment, success, performance,

or the features...something they can feel and see. Emotional pictures of delayed benefits must be embedded in their minds. Should contain six questions.

- 44. You are not selling what it is...you sell what it does.**
- 45.** Thanks after the sale cards
- 46.** Cost objection – Cost too much. I am inclined to agree with that....name....because good things are not cheap and cheap things are not good....
- 47.** Objections thrive on opposition but basically die with agreements.
- 48. Clients want to be right and they want to be understood...they do not want to make a mistake. Treat an objection as a question and get the client involved in the sales process.**
- 49.** Obviously...name....you have some good reason for saying thator feeling that way...Do you mind if I ask what it is?
- 50.** Do you like it? Do you want it? Can you afford it? When do you want to start?
- 51.** In order to make an intelligent decision you must have: good access to the information, expertise in order for you to evaluate and perhaps a personal acquaintance with the management.
- 52.** Because your company has its own strong points, I urge you to learn what yours are and handle them according.
- 53.** I wish everyone I deal with was as concise with their questions as you are, because if a person knows their own feelings, it makes it easier and more fun to demonstrate our services. I know that you are going to love this.
- 54.** Name...it is obvious you feel quite strongly about this issue so you must have an excellent reason for feeling as you do. Would you mind sharing with me why you feel that way?
- 55.** First a prospect needs the reassurance that it is all right to take this step and that the price is fair, second that the price is worth what he is getting, third their sense of fairness is involved – believe you and fourth he is buying not just for himself but for others as well.
- 56.** Give a prospect a reason for buying and an excuse to buy....you need to improve your profits and your family will be proud of you
- 57.** How do you persuade people to take action...you persuade by asking questions which lead the prospect to a conclusion which demands that he take action because it becomes an idea which he originated....If you make a statement to which your prospect will readily agree (cannot refute), then ask a series of questions based on that

agreement, and ask a concluding question based on those agreements. You will force the desired response.

58. If I show you something that could save you or your firm a great deal of money, are you in a position to act on it now? How do you feel about this?
59. There is no doubt that your career as a sales person will move forward faster as a direct result of learning how to ask questions and how to use the proper voice inflection than from any other skills you might develop.
60. In order for me to determine how we might be able to help you, I need to ask you a few questions
61. It is better to use one effective procedure or close if that's all you know than it is to know all the techniques in this book and not use any of them.
62. The disclosure close – write up the order as you ask questions.
63. The Ben Franklin close – reason for and ideas opposed....write up all the reasons for first...say one, two etc. but don't write them....then be sure to put down their strongest objection first which of these weigh heaviest?
64. Start your presentation with the strongest benefit and end with the second strongest benefit
65. Hat in Hand close - I am embarrassed to ask you this, but it would mean a lot to my career if you would help me by answering a question. Obviously, you have not done any business with us today and that's alright. I certainly don't work with everybody. I had hoped you would engage our services because I thought our service fit your needs. However, you have chosen not to and I feel badly about it because I did not explain it thoroughly enough to make the benefits more obvious. It would really be helpful to me, as I call on other people, if you would identify the mistakes I made.
66. Remember when a person brings up a logical objection you answer it emotionally, and when he brings up an emotional objection you answer it logically
67. Keys to success....1) Positive Projection 2) the assumptive attitude 3) Physical action 4) Enthusiasm 5) The subordinate question ...Can you see where this will make you a profit? Are you interested in making more money? If you were ever going to start making more money when do you think would be the best time to start?....Ask then the specific questions they use – arouse interest, sell benefits, get appointments, secure prospects, close the sale, tie the order down and

convey conviction. 6) Listen 7) The impending event...higher prices...competition....8) Persistence 9) Inducement 10) Sincerity 11) The narrative event...short stories that paint pictures of companies where their problems are solved by using your services.

- 68.** Never lose sight of your objective...to make the sale... and when the prospect changes the subject to acknowledge the change, comment briefly and tie it to the diversion.

5 Statistics / Quotes / Comments

- 1.** If there were a way I could show you that the price is more than fair and the product is worth every dime we're asking, would you go ahead and take advantage of our offer today?
- 2.** We decided that it would be easier to explain price one time than it would be to apologize for quality for ever....An I'll bet you are glad we made that decision, aren't you.
- 3.** It is safe to say that you are what you are and we where you are because of what has gone into your mind. You change what you are and where you are by changing what goes into your mind.
- 4.** You don't build a business, you build people and then people build the business.
- 5.** If your thinking is good...your business will be good
- 6.** P. 299 – What is your experience?
- 7.** Carnegie ...Show me a man who can make a decision, act on that decision, and stay with that decision, and I'll show you a man who will succeed.