Module 9: Negotiation & Closing

Training Guide for Private Lending Sales

Vertex Sales Training Platform

Introduction

Closing is not a single moment—it is the natural culmination of everything you have done throughout the sales process. If you have conducted effective discovery, presented a customized solution, and handled objections professionally, closing should feel natural and easy. The close is simply asking for the business and guiding the prospect through the final steps.

In private lending, negotiation and closing require a balance of confidence and flexibility. You must be confident in your value while remaining flexible enough to structure deals that work for both parties. This module will teach you proven closing techniques, negotiation strategies, and how to ask for the business with confidence.

Understanding the Close

Before you can master closing, you must understand what it really is and when it happens.

What Closing Really Means:

Closing is not a trick or manipulation—it is simply asking for commitment and guiding the prospect to take action. It is the natural next step after you have demonstrated value, addressed concerns, and confirmed fit. The close is you saying "Based on everything we have discussed, the next step is to move forward. Are you ready?"

The Close Starts at Hello:

Closing does not happen at the end of the sales process—it happens throughout. Every step of the process is a micro-close that moves the prospect closer to the final decision. When you schedule the discovery call, that is a close. When they agree to the presentation, that is a close. When they accept your solution, that is a close. The final close is just the last in a series of commitments.

Closing is About Confidence:

Your confidence in closing is contagious. If you are nervous or apologetic about asking for the business, prospects will feel uncertain. If you are confident and assumptive, prospects will feel reassured. Believe in your value, believe in your solution, and believe they should move forward. That confidence will come through in your close.

When to Close

Knowing when to close is as important as knowing how to close.

Buying Signals:

Watch and listen for buying signals—indicators that the prospect is ready to move forward. When you see these signals, close.

Verbal Buying Signals:

- "How soon can we close?"
- "What are the next steps?"
- "When would we start the application?"
- "Can you send me the paperwork?"
- "This sounds like exactly what I need"
- Questions about implementation or timeline

Non-Verbal Buying Signals:

- Leaning forward
- Nodding in agreement
- Taking notes
- Relaxed body language

- Smiling
- Asking detailed questions about process

Trial Close:

If you are not sure if they are ready to close, use a trial close—a question that tests their readiness without asking for final commitment.

Trial Close Examples:

- "How does this solution sound so far?"
- "Does this address your financing needs?"
- "Can you see yourself working with us on this deal?"
- "If we can meet your timeline, would you want to move forward?"

If they respond positively to the trial close, move to the final close. If they hesitate, uncover and address remaining concerns.

Close Early and Often:

Do not wait until the "perfect moment" to close. Close early and often. If they are not ready, they will tell you, and you can address remaining concerns. But if they are ready and you do not ask, you miss the opportunity.

Closing Techniques

These proven closing techniques will help you ask for the business confidently and effectively.

The Assumptive Close (Most Powerful):

Assume they are moving forward and guide them to the next step. Do not ask "if" they want to proceed—assume they do and focus on "how" and "when."

Examples:

- "Great. The next step is to complete the application. I can help you with that right now, or we can schedule 30 minutes tomorrow. Which works better for you?"

- “Perfect. Let me send you the application link. Do you prefer email or text?”
- “Excellent. I will prepare the term sheet and have it to you by end of day. What email should I send it to?”

The assumptive close works because it removes the decision about “whether” and focuses on the logistics of “how.” It feels natural and confident.

The Alternative Close:

Offer two options, both of which result in moving forward. This gives them control while still advancing the sale.

Examples:

- “Would you prefer to start with the DSCR loan or the fix-and-flip loan?”
- “Do you want to close in 10 days or 14 days?”
- “Should we schedule the application call for tomorrow morning or afternoon?”
- “Do you want me to send the paperwork today or tomorrow?”

The alternative close works because it gives them a choice, which makes them feel in control, but both choices move the deal forward.

The Direct Close:

Simply ask for the business directly and confidently.

Examples:

- “Based on everything we have discussed, I think we are a great fit for your financing needs. Are you ready to move forward?”
- “This loan structure will help you close on time and protect your deal. Shall we get started with the application?”
- “I am confident we can help you achieve your investment goals. Let’s do this. Are you in?”

The direct close works when you have strong rapport, have addressed all objections, and the prospect is clearly ready. It is bold and confident.

The Summary Close:

Summarize the key benefits and value, then ask for commitment.

Example: "Let me recap what we have discussed. You need to close in 10 days to beat the other buyer. You need a lender who can fund reliably so you do not lose the deal. And you need someone who understands investment properties. We can close in 10 days, we have a 99% funding rate, and we specialize in investor loans. Based on that, I think we are the right fit. Are you ready to move forward?"

The summary close works because it reinforces value right before asking for commitment. It reminds them why they should say yes.

The Urgency Close:

Create urgency by highlighting time-sensitive factors that make moving forward now important.

Examples:

- "The property is getting multiple offers. If we start the application today, we can have approval by Friday and you will be in the strongest position."
- "Rates are expected to increase next month. If we lock your rate today, you will save money."
- "The seller wants to close quickly. If we get started now, we can meet their timeline and you will have the best chance of getting the deal."

The urgency close works when there are legitimate time-sensitive factors. Do not create false urgency—use real deadlines and consequences.

The Puppy Dog Close:

Let them "try before they buy" by starting the process with low commitment.

Example: "How about this—let's start the application process. There is no obligation, and you can always decide not to proceed. But if we get started now, we will have approval ready when you need it. That way, you have the option. Does that make sense?"

The puppy dog close works because it lowers the barrier to commitment. Once they start the process, they are more likely to continue.

The Take-Away Close:

Suggest that the solution might not be right for them, which often triggers them to want it more.

Example: “Based on what you have shared, I am not sure we are the best fit for you. You mentioned you want the absolute lowest rate, and we are not the cheapest option. We are the fastest and most reliable, but if rate is your only priority, you might be better off with a bank or a cheaper lender.”

The take-away close works because people want what they think they might not be able to have. Use this carefully and only when genuine.

Negotiation in Private Lending

Negotiation is about finding win-win solutions that work for both parties. You must protect your margins while also meeting client needs.

What is Negotiable:

In private lending, certain elements are negotiable and others are not. Know what you can negotiate and what is fixed.

Typically Negotiable:

- Rate (within a range based on risk)
- Points (origination fees)
- Loan amount (LTV)
- Closing timeline (within reason)
- Loan term (length of loan)
- Prepayment penalties
- Extension options

Typically Not Negotiable:

- Third-party fees (appraisal, title, etc.)
- Underwriting standards
- Documentation requirements

- Legal compliance requirements

Negotiation Principles:

Principle 1: Anchor High
Start with your standard pricing and terms. Do not discount preemptively. Let them ask for concessions if they want them. If you start low, you have nowhere to go in negotiation.

Principle 2: Trade, Do Not Give
If you make a concession, get something in return. Do not just give discounts or better terms without getting value back.

Examples:

- "I can reduce the rate by 0.25%, but I would need you to increase the down payment by 5%."
- "I can waive the prepayment penalty, but the rate would need to increase by 0.5%."
- "I can close in 7 days instead of 10, but I would need all documentation by tomorrow."

Principle 3: Justify Your Value
Before making any concessions, reinforce your value. Help them understand what they are getting for your pricing.

Example: "I understand you are looking for the best rate. Before we discuss rate, let me make sure you understand what you are getting with us: 10-14 day closings, 99% funding rate, dedicated loan manager, and expertise in investment properties. Our clients choose us because they value reliability and speed over saving a few hundred dollars. That said, let me see what I can do on rate…"

Principle 4: Know Your Walk-Away Point
Before entering negotiation, know your minimum acceptable terms. If they push beyond that, be willing to walk away. Not every deal is a good deal.

Principle 5: Silence is Power
After you make an offer or respond to a request, stop talking. Let them respond. Silence creates pressure for them to accept or make a counteroffer. Do not fill the silence by negotiating against yourself.

Common Negotiation Scenarios:

"Can you lower the rate?"

Response: "I appreciate that you are being cost-conscious. Let me see what I can do. If I can get the rate down to [X]%, would you be ready to move forward today?" (Get commitment before making concession)

Or: "I can look at the rate, but help me understand—what rate would make this work for you?" (Anchor their expectations)

Or: "I can reduce the rate by 0.25%, but I would need you to increase the down payment by 5%. Would that work?" (Trade, do not give)

"Can you waive the points?"

Response: "I understand. Points are how we cover our origination costs. If I waive the points, the rate would need to increase by [X]%. Would you prefer lower points and higher rate, or standard points and lower rate?" (Show the trade-off)

Or: "I can reduce the points from 2 to 1, but I would need you to commit to using us for your next deal as well. Fair?" (Trade for future business)

"Your competitor offered me better terms"

Response: "I am glad you are comparing options—that is smart. Help me understand—what terms did they offer?" (Get specifics)

Then: "Here is the difference between us and them: [speed, reliability, service, track record]. Our clients choose us because [value proposition]. That said, if terms are the only issue, let me see what I can do to make this work." (Differentiate, then negotiate if needed)

"I need you to close in 5 days instead of 10"

Response: "I understand the urgency. Closing in 5 days is possible, but I would need all documentation by tomorrow and a commitment that you will be responsive to any requests. Can you commit to that?" (Trade faster timeline for their responsiveness)

Or: "I can close in 5 days, but there would be a rush fee of $X to expedite underwriting and processing. Would that work?" (Charge for expedited service)

Handling Final Objections at the Close

Often, final objections arise right when you ask for commitment. Handle these confidently.

"Let me think about it"

Response: "I completely understand. This is an important decision. Just so I can be helpful—what specifically do you need to think about?" (Uncover the real concern)

Then address the specific concern and close again: "Does that address your concern? Great. Let's move forward."

"I need to talk to my partner"

Response: "That makes sense. Just to make sure we are on the same page—if your partner is on board, are you ready to move forward?" (Isolate the objection)

If yes: "Great. Let me send you everything you need to share with your partner. When do you think you will have had a chance to discuss it?" (Equip them and schedule follow-up)

"I am not ready to commit yet"

Response: "I understand. Help me understand—what would need to happen for you to feel ready?" (Uncover what is missing)

Then address what is missing and close again.

After the Close

The close is not the end—it is the beginning of the client relationship.

Immediate Post-Close Actions:

Confirm Next Steps:
Immediately after they commit, confirm exactly what happens next. "Great. Here is what happens now: I will send you the application link within the next hour. Please complete it by tomorrow. Once I receive it, I will submit it to underwriting, and you will have approval within 48 hours. Sound good?"

Send Confirmation:
Send a confirmation email summarizing what they committed to, what you committed to, and the timeline. This creates accountability and clarity.

Celebrate the Win:
Acknowledge and celebrate their decision. "I am excited to work with you on this deal. We are going to make sure you close on time and get this property." This reinforces that they made the right decision.

Deliver on Promises:
Do exactly what you said you would do, when you said you would do it. This builds trust and sets the foundation for a long-term relationship.

Stay in Touch:
Do not disappear after the close. Provide regular updates throughout the process. Proactive communication builds confidence and prevents buyer's remorse.

Closing Mistakes to Avoid

Even experienced salespeople make these closing mistakes. Avoid them to increase your effectiveness.

Mistake 1: Waiting Too Long to Close

Do not wait for the "perfect moment." Close early and often. If they are ready and you do not ask, you miss the opportunity.

Mistake 2: Being Apologetic

Do not apologize for asking for the business. "I know this is a big decision, but…" or "I do not want to pressure you, but…" These statements undermine your confidence. Instead, be direct and confident.

Mistake 3: Talking After the Close

After you ask for commitment, stop talking. Let them respond. Do not fill the silence by talking yourself out of the sale.

Mistake 4: Not Asking Directly

Do not hint at closing or hope they will volunteer to move forward. Ask directly: “Are you ready to move forward?”

Mistake 5: Giving Up After One “No”

Do not give up after the first objection or hesitation. Uncover the concern, address it, and close again. Persistence pays off.

Mistake 6: Negotiating Against Yourself

Do not make concessions without them asking. Do not say “I can probably get you a better rate” unless they ask for it. Let them negotiate if they want to—do not do it for them.

Mistake 7: Not Confirming Next Steps

After they commit, confirm exactly what happens next. Do not leave it vague. Clarity prevents confusion and buyer’s remorse.

Building Closing Confidence

Confidence in closing comes from preparation, practice, and mindset.

Preparation:

Know your closing techniques. Practice them until they feel natural. Have responses ready for common final objections. The more prepared you are, the more confident you will be.

Practice:

Role play closing scenarios with your team. Practice asking for the business out loud. Record yourself and review for improvement. The more you practice, the more comfortable closing becomes.

Mindset:

Believe in your value. Believe in your solution. Believe they should move forward. If you do not believe they should buy, they will not buy. Your belief is contagious.

Reframe Rejection:

Do not take “no” personally. A “no” is not a rejection of you—it is just a “not right now” or “not the right fit.” Learn from it and move on to the next opportunity.

Celebrate Wins:

When you close a deal, celebrate it. Acknowledge your success. This builds positive momentum and confidence for the next close.

Key Takeaways

Closing is not a single moment—it is the natural culmination of everything you have done throughout the sales process. If you have conducted effective discovery, presented a customized solution, and handled objections professionally, closing should feel natural and easy.

Master multiple closing techniques: assumptive, alternative, direct, summary, urgency, puppy dog, and take-away. Use the technique that fits the situation and your style. The assumptive close is the most powerful because it assumes they are moving forward and focuses on logistics.

In negotiation, anchor high, trade rather than give, justify your value, know your walk-away point, and use silence as power. Not every deal is a good deal—be willing to walk away from deals that do not meet your minimum acceptable terms.

Handle final objections confidently by uncovering the real concern, addressing it, and closing again. Do not give up after the first “no.” Persistence, professionalism, and confidence win deals.

After the close, confirm next steps, send confirmation, celebrate the win, deliver on promises, and stay in touch. The close is not the end—it is the beginning of the client relationship.

Finally, avoid common closing mistakes: do not wait too long, do not be apologetic, do not talk after the close, do not hint instead of asking directly, do not give up easily, do not negotiate against yourself, and do not leave next steps vague.

This training guide should be used in conjunction with the Module 9 Worksheet and Role-Specific Supplement. Effective closing is the skill that turns opportunities into *revenue—master this and you will achieve your sales goals.*