



IF U HAZ QUEZTIONS...

I've built the most common questions directly into the lessons, for anything else (on topic) throw it into the Zoom chat.

FORMAT → QUESTION > ...

SLR LOUNGE

STEP 14

HOW TO CLOSE EVERY CLIENT



TOPICS & QUESTIONS

Here are the topics/pain points we will address in this module

- How do I uncover my clients needs/values?
- How do I hold someone in the limbic system?
- What's the exact process of the WAVE?
- How do I present the solution?
- How can I confidently make the close?
- How do I sell without selling?



HEADS UP! THIS IS FAST-PACED!

I believe that education must quick
and simple in order to be effective.
Pause, implement, and repeat.



BETWEEN SESSIONS

Remember that the Mentorship Group is there for you to:

- Ask questions of me (or the team)
- Seek advice/feedback from peers
- Share wins or “aha” moments

WHAT'S THE VALUE OF A PHOTOGRAPH?





FEAR/SELF-DOUBT

I'm worried that what I do isn't worth the money. Deep down, I'm scared of charging more money for what I do.



QUESTION

What is the purpose or emotional value of a photograph?

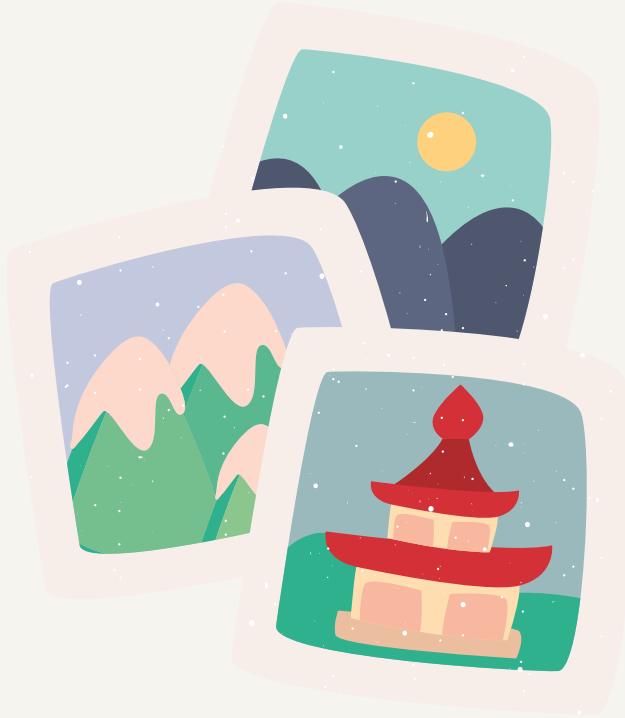


ANCHORS?

Poignant reminders that takes you back to a particular memory or belief. Photographs = Anchors

EXERCISE: TESTING YOUR WORTH

STEP 14



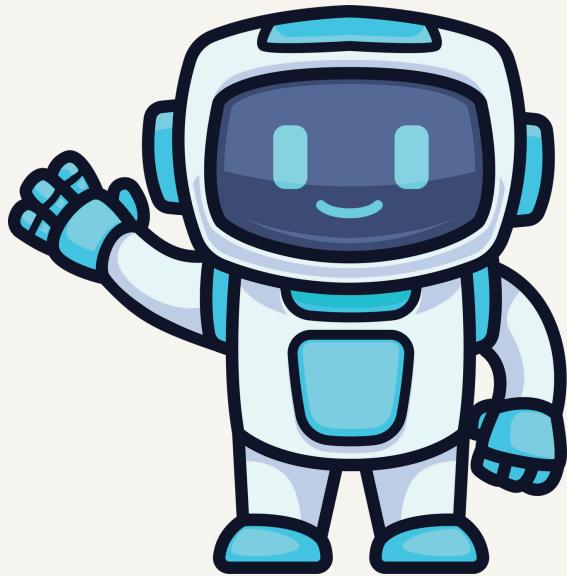
EXERCISE

Close your eyes and think of one of your favorite photographs of you or someone you love. What do you value or appreciate about that image?



YOU ARE NOT A PHOTOGRAPHER

Your job is not to take pictures, it's to create emotional anchors of valuable and meaningful moments. **What is the value of that to a client?**



WHAT ABOUT AI?

Can AI step into a human's life to create something tangible and real based on their values? No, this is why **experiential photography is safe!**



DURING A CONVERSATION

Whenever you uncover a client's value (or something meaningful to them), come back to that anchor often as you present a solution.



COGNITIVE DISSONANCE

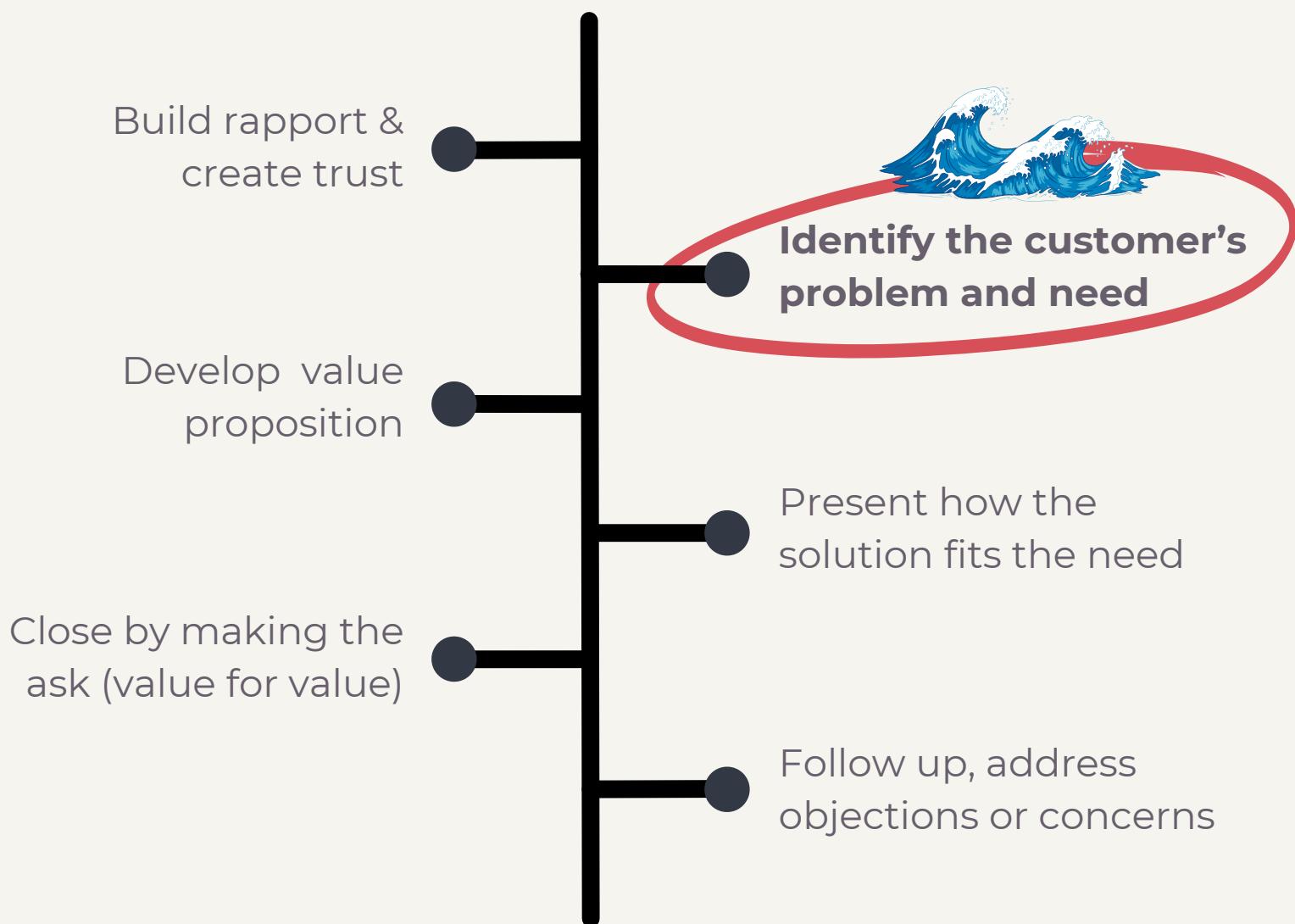
**Anchors are how we will help clients
resolve two conflicting beliefs**

THE (W)ALL (A)RT (V)ISION (E)XERCISE

STEP 14

THE SALES PROCESS

How do you identify what your client ACTUALLY wants and needs?



NEED



WANT



WANT

NEED



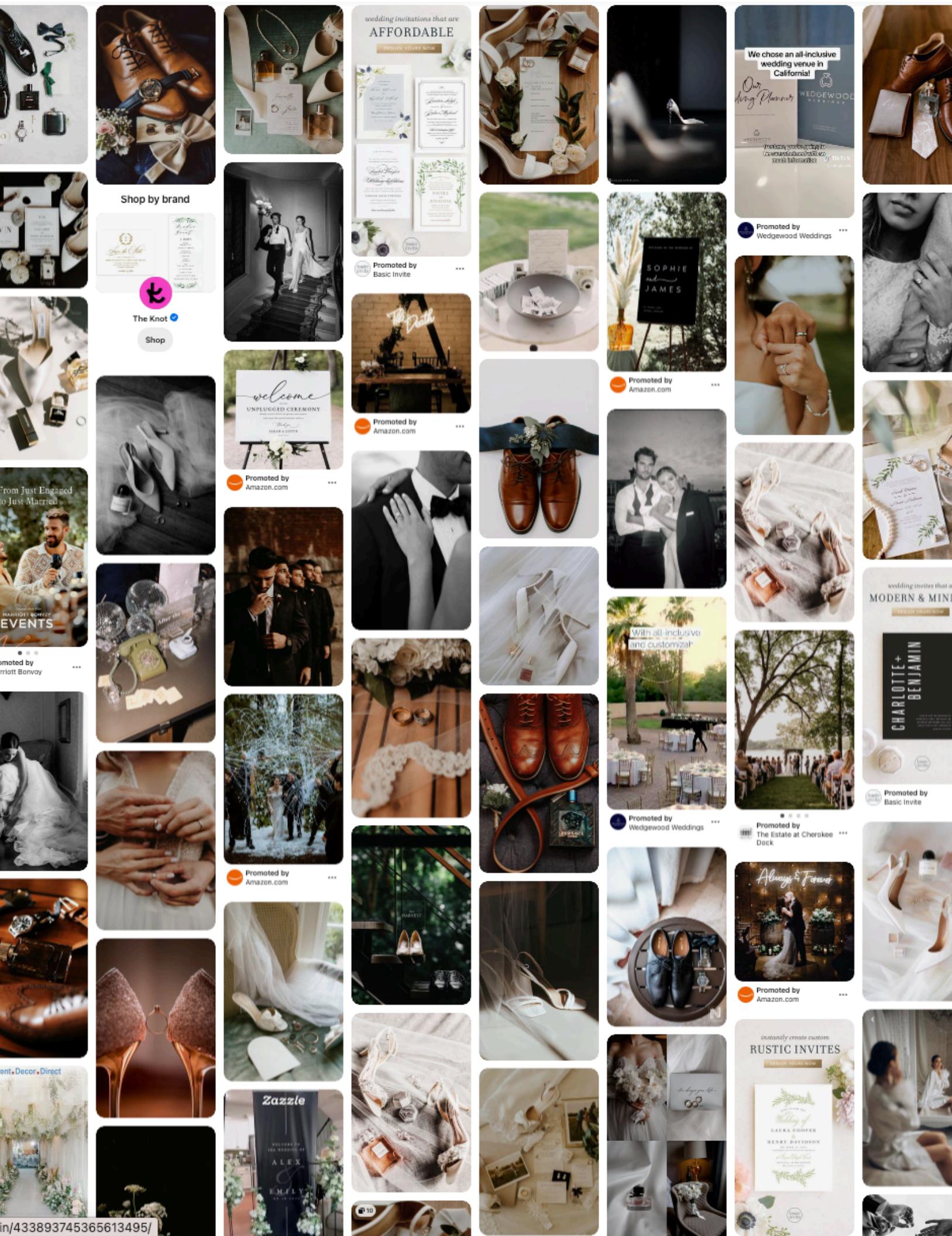
PHOTO = LUXURY

**Cell phones have your clients covered
in terms of their “need,” so we need
to figure out what they “want.”**



QUESTION...

What do your clients actually want?



EVEN WITH A MOODBOARD: What do your clients actually want? What of these images do they truly value?



AFTER BUILDING A BASIC RAPPORT...

Spend 3-5 minutes in person building a rapport (30 seconds via phone), then begin the W.A.V.E.

TIP: You'll continue getting to know them through this process.



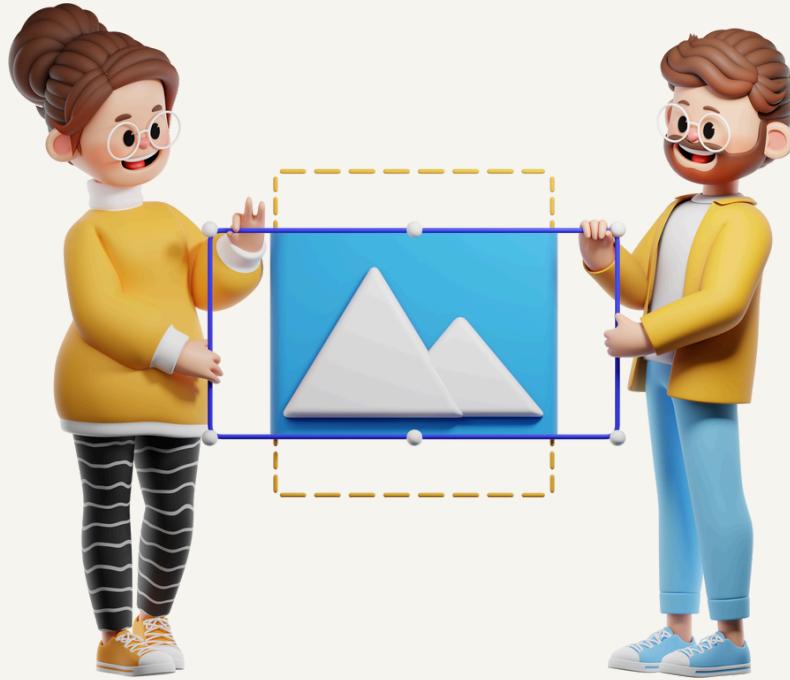
THE WAVE

**The W.A.V.E. = Tried and true
psychological framework to uncover
EXACTLY what a client wants and
values in their photography.**



THE GOAL

To hold your clients in the limbic system where they can share with you a vision of an image that would be meaningful to them.

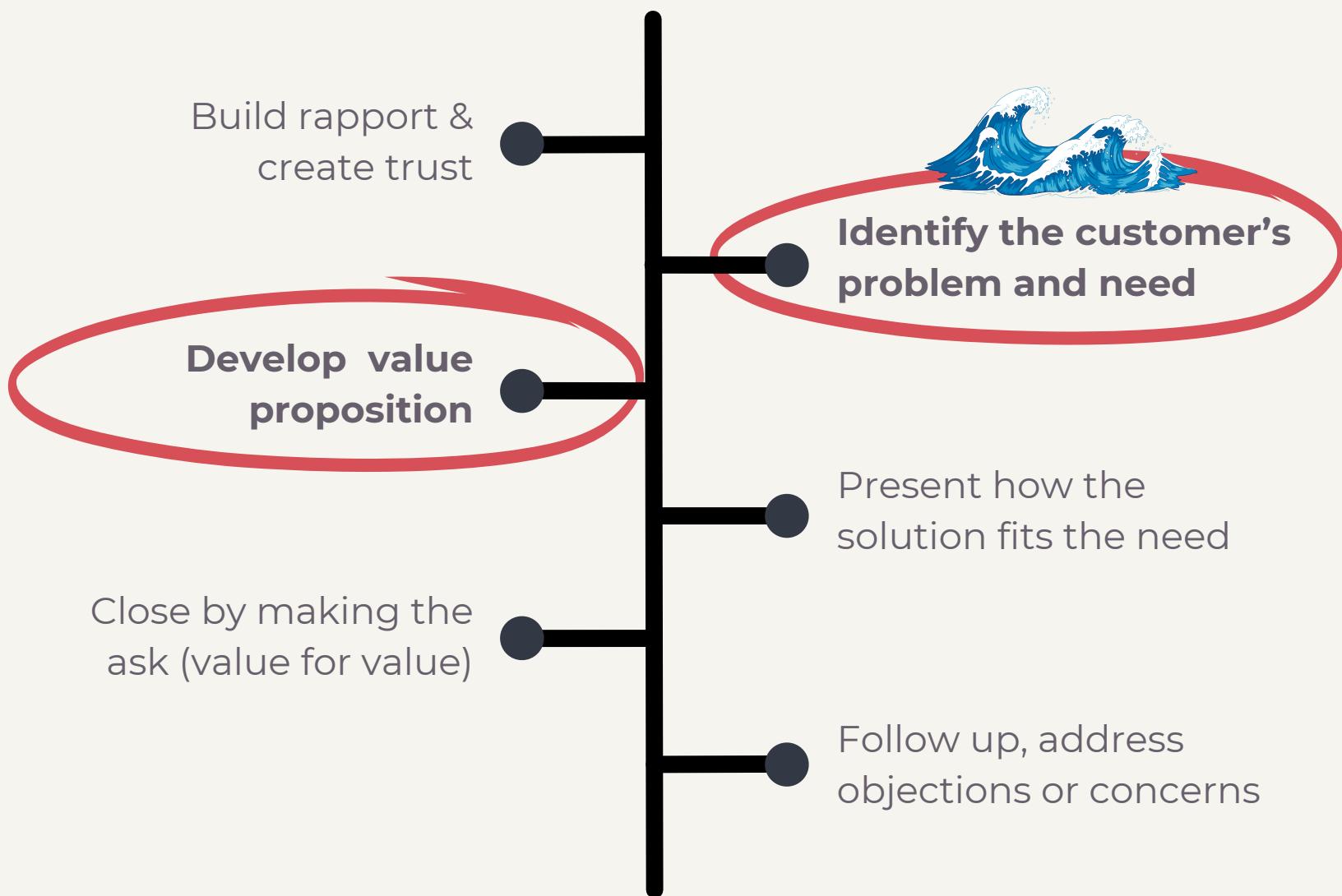


WHAT'S IMPORTANT

The image they describe is NOT nearly as important as WHY they're choosing that image and HOW they're choosing to describe it.

THE SALES PROCESS

As you identify needs/values start thinking of the value proposition as well



THE W.A.V.E. SCRIPT & FRAMEWORK





PART I

**Set the stage with an opening that
disrupts their thought process:**

“If it’s OK with you, I’d like to walk you through a unique visualization exercise to help me understand what you value when it comes to your photography.”

[WAIT FOR APPROVAL]

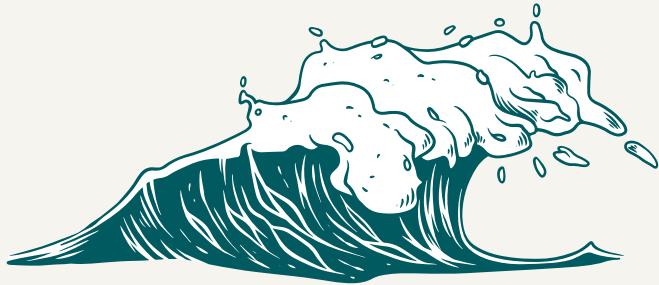


PART II

Move them into the limbic system (emotional processing)

“I want you to imagine your home (or apartment), and more specifically, I want you to pick a location in your home where you might hang a frame or piece of wall art.”

[LET THEM PROCESS & RESPOND]



PART III

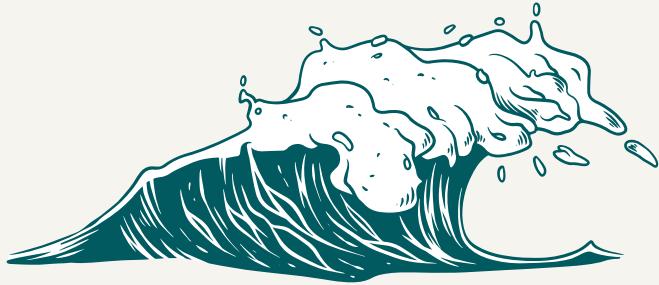
Ask the location, and then play deeper into their vision

“What place are you thinking of?”

(Ask both people if doing it as a couple)

“Ok, so let’s imagine that space is roughly # of feet wide, is that a good approximation?”

[WAIT FOR CONFIRMATION]



PART IV

Start setting *anchors* while creating limitations...

“So I have a question, but there are a few things I want you to keep in mind. First, a professionally printed frame in that space will cost around X dollars. The price isn’t important, because you could print it on your own. But it’s either going to be an investment of your money, or your time.”

[LOOK FOR UNDERSTANDING]

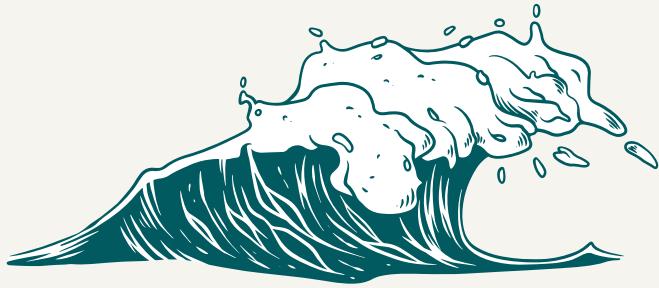


PART IV

Start setting *anchors* while creating limitations...

“Next, you’re going to see this photograph multiple times each day because it’s hung in your [LOCATION]. So it needs to be something you truly love, and last. While we’re going to take tons of pictures during your [TYPE OF SHOOT] I’m going to limit you to only being able to choose ONE.”

[LOOK FOR UNDERSTANDING]



PART V

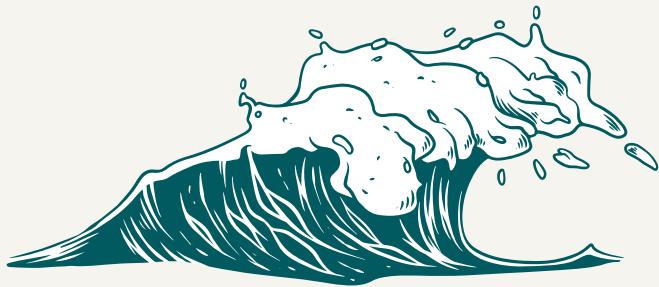
**With the visualization set, it's time
for the KEY question...**

“What’s the ONE photograph from your [TYPE OF SHOOT] that you would value enough to invest in and see every day in your [LOCATION]?”

[WAIT AND **LISTEN**]



As you listen to their responses, look for wants and values that guide you to a solution that fits them best.



PART VI

After hearing their words, start inferring values to see if you're right...

“OK, based on what you’re sharing with me, I’m going to take a guess at your value to put together a sort of ‘Valueboard.’ Help me know whether I’m on the mark, or if there’s anything you’d tweak.”

[SHARE & COLLABORATE]



AFTER THE WAVE...

Without ever selling or even picking up your camera, you now know:

- Who they are as people and individuals
- What they appreciate and value
- Common language they resonate with
- Exact images you need to capture
- Anchored your printed price points



PART VII

Upon finishing the WAVE, reiterate some of the things you've learned and set a cognitive dissonance anchor

“I love this exercise because as your photographer, don’t you feel that it’s critical that I know exactly what you appreciate and value?”

[WAIT FOR THEM TO AGREE]



STICK WITH IT!

Knowing how to do the WAVE and actually doing the WAVE are two completely different things. Be prepared to suck at this at first.

ROLE PLAYING

“PERFECT PRACTICE MAKES PERFECT”

**Find a buddy within our community and
hop on Zoom until you can both:**

-  Break the ice and establish a rapport
-  Smoothly transition into the WAVE
-  Effortlessly guide them through the WAVE
-  Understand what they want and value



PAUSE HERE

Do NOT continue until you've completed this assignment by scheduling a roleplay:



**FIND A ROLE PLAY BUDDY:
SCHEDULE A ZOOM CALL**

Create a Post within the community requesting a WAVE roleplay buddy

COMMON W.A.V.E. MISTAKES





MISTAKE #1

**Don't treat the WAVE like a script
that you memorize verbatim**



MISTAKE #2

**Forcing someone into the WAVE
without properly addressing
questions or concerns first (pricing)**



MISTAKE #3

**Moving from one step of the WAVE to
the next when someone is stuck or
not understanding the prior step**



MISTAKE #4

**Not playing in deeper to understand
and fully describe the “one single
image” they end up choosing**



MISTAKE #5

Thinking the WAVE is about the “one single image” rather than about the reason WHY they’re choosing it



MISTAKE #6

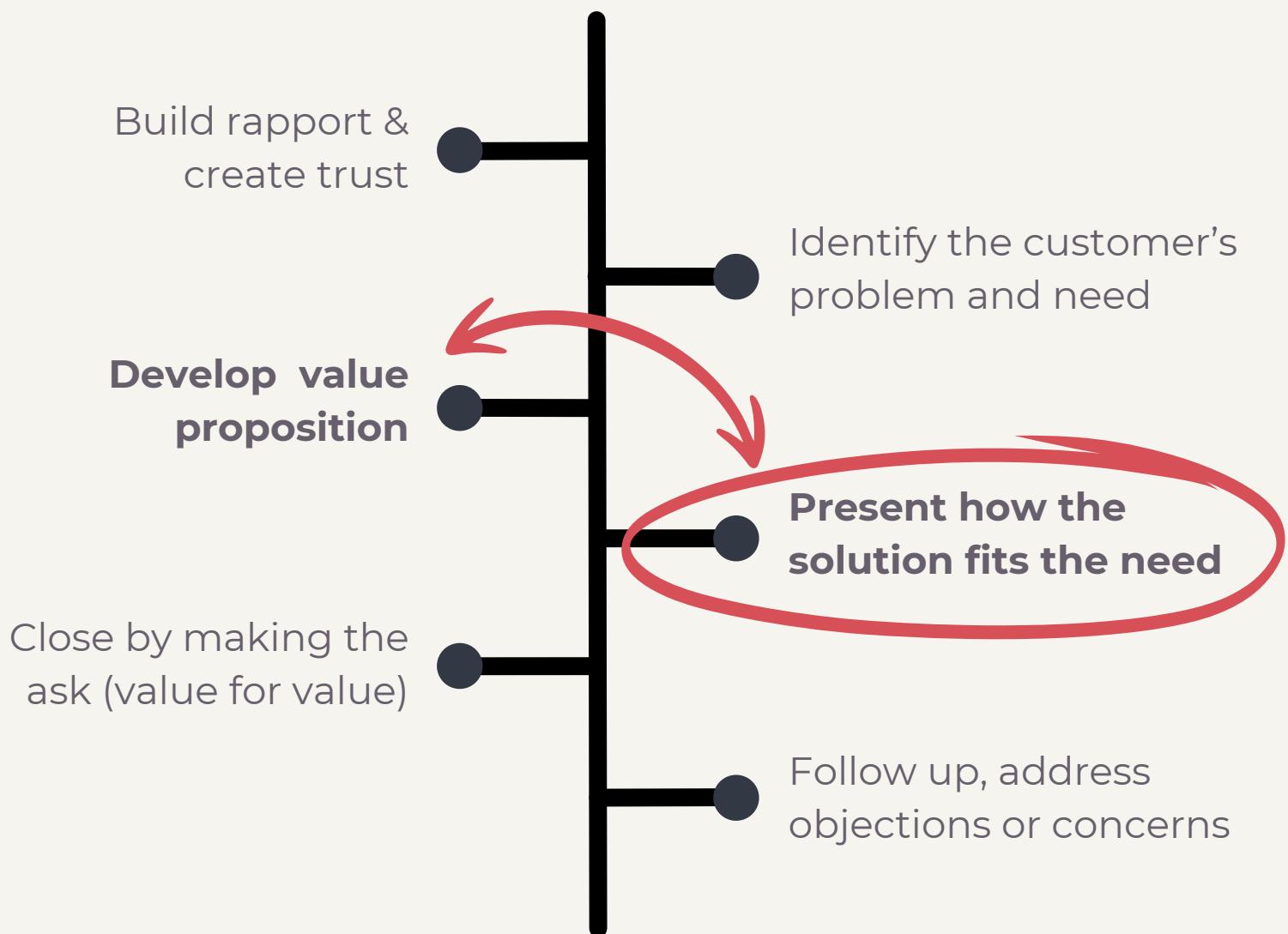
Not applying their WHYs to create the “Valueboard” and at the same time showing them practically how it changes your approach to the shoot

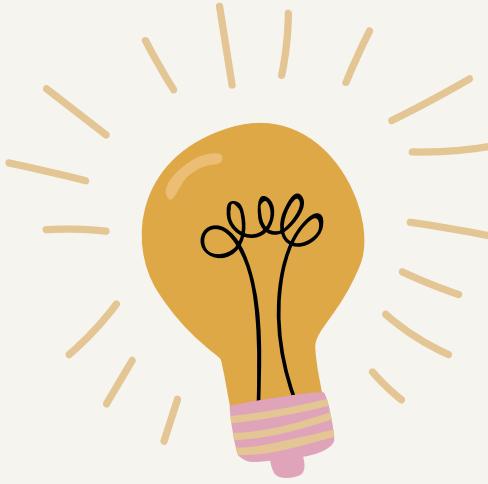
PRESENT THE VALUE & SOLUTION

STEP 14

THE SALES PROCESS

**Now knowing what they value,
identify the ideal SOLUTION.**



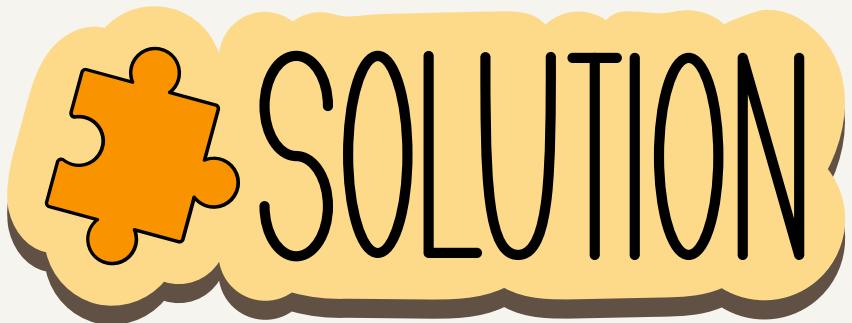


THE SOLUTION

**Now knowing what they value,
present the the solution while
reiterating how it:**

- Fits them as people and individuals
- Provides what they appreciate and value
- Results in the exact images they value
- Delivers on their wants and needs

**Along the way, parrot and use
language they resonate with and
ALWAYS act as their advocate.**



YOUR WORDS...

“Based on what you’ve shared with me [THIS PACKAGE] is what I feel would be perfect for you because [TIE TO VALUES]...”

WITH VALUE-BASED SALES...

Closing becomes a breeze! They see your value, know you understand them, you just need to make the ask!

“ And that makes it official, \$10K earned for February!!!! ”



Gretchen Troop ★ Rising contributor

I upgraded a new client who had bought my top photo package to my top photo & video package. I thought this client would be a super cheap client by their wedding description and have been slowly upselling them. Best part is how excited they are to get my top level of service. Everyone is hired and we are ready to deliver!

And that makes it official, \$10K earned for February!!!!

2d Love Reply

3 ❤️



Pye Jirsa ✨ Author ⚡ Admin

Gretchen Troop GRETCHEN!!!!!! Did you just say you hit your first \$10K month!? LFG!!!

1d Like Reply

1 ❤️



Gretchen Troop ★ Rising contributor

Pye Jirsa gross income, but yeah, good month. Still count? 😊

1d Like Reply

1 ❤️



Pye Jirsa ✨ Author ⚡ Admin

Gretchen Troop ~~100~~ ~~100~~ ~~100~~ ~~100~~ ~~100~~ ~~100~~

1d Like Reply

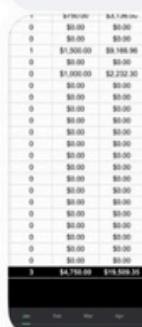
Projecting my first \$30k month in the history of my business. Yeah, I'm pretty stoked! LFG!



Jorge Rodriguez

Day 16 of 2025, so far I've closed 3 deals for a total of \$19.5k in bookings and we still got 15 days left in the month!

Projecting my first 30k month in the history of my business. Yea, I'm pretty stoked! LFG!



5h Love Reply

2 ❤️



MISTAKES...

Avoid making these common mistakes when presenting your solution and service:

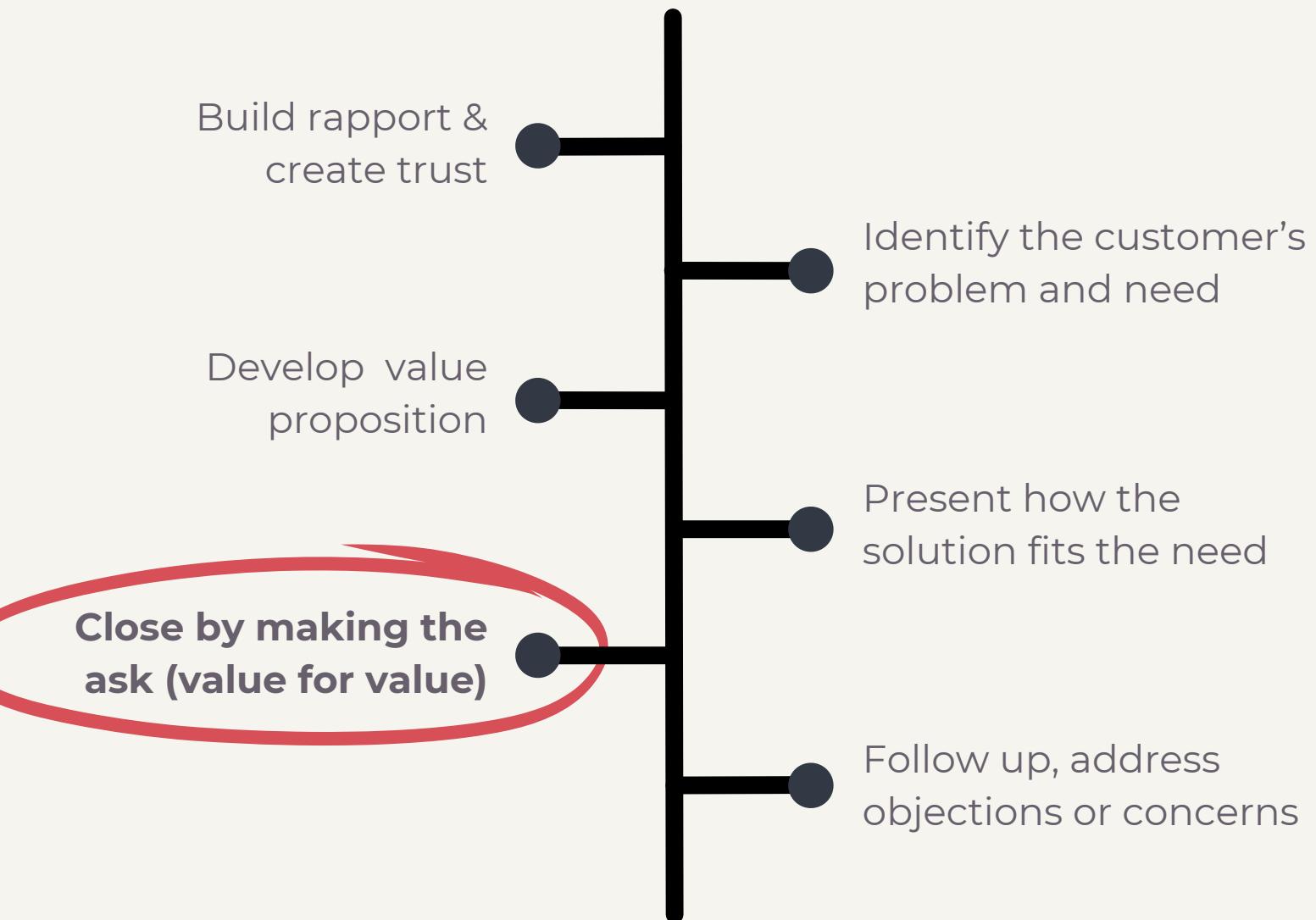
- Present based their “wants” (not needs)
- Let them decide on wants vs needs
- Allow them to say what’s out of budget
- It’s not about YOU, don’t get in the way

CONFIDENTLY PRESENTING THE 4-STEP CLOSE



THE SALES PROCESS

**Having presented the ideal solution,
move to CLOSE during the consult!**





AT THIS POINT...

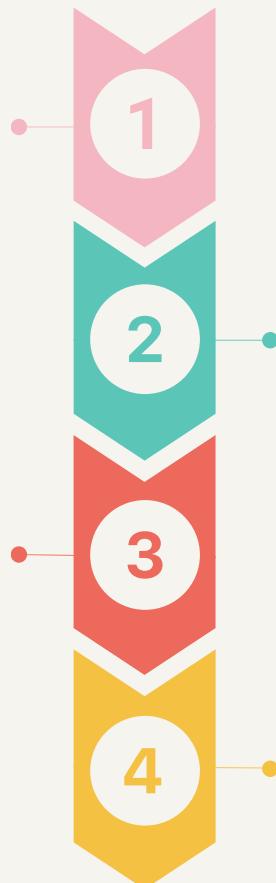
You've worked to understand their needs and values, you've presented a solution that's in their best interest.

Permit yourself to be BOLD in asking to exchange value for value.

THE 4-STEP CLOSE

REMEMBER: Be bold, let them decide on what they want/need, and get out of your own way!

Present the price of your solution



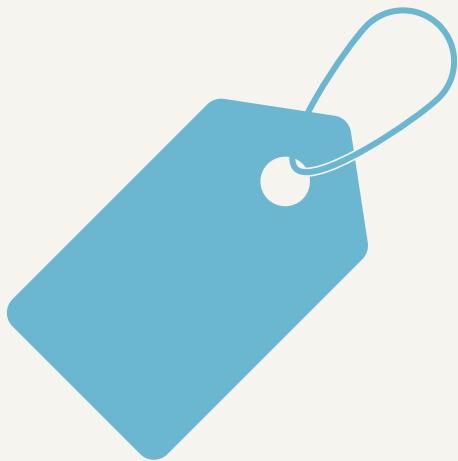
Ask for their payment method

Create a genuine sense of urgency

Shut the hell up!

THE 4-STEP SALES CLOSING FRAMEWORK

STEP 14



STEP ONE

PRESENTING PRICE

**Keep it simple, the more words,
the more desperate you sound.**

“For your [EVENT] I’d recommend starting with [PACKAGE], and then we can add the following [UPGRADES]. The total cost of your package comes out to [\$\$\$].”

[BRIEF PAUSE, THEN CONTINUE]



STEP TWO

URGENCY

Use your calendar to create a genuine sense of urgency

“I don’t wish to pressure you. Your date has [NUMBER] of other inquiries.”

[SHOW CALENDAR]

Sun	Mon	Tue	Wed	Thu	Fri	Sat
27	28	29	30	31	Jun 1	2
Alisa Aunskul - Wedding Maria Valdovinos Other - Job Michelle Alexander Other - Job Rebecca Adot Other - Wedding Sankara Sarma Other - Job Alisa Aunskul - Wedding Maria Valdovinos Other - Job Michelle Alexander Other - Job Sankara Sarma Other - Job Rebecca Adot Other - Wedding	Team Leads - Approve Timecards on Tsh... Studio Holiday Observance PJ - Ethan goes to school, Pye into... 8 AM PJ - Office Hours Begin 8:15 AM SLRL Team Meeting 10 AM PJ - WORKOUT (DNBI) 12 PM PJ - Ethan off school 2:45 PM PJ - Office Hours End 5:30 PM	PJ - Ethan goes to school, Pye into... 8 AM PJ - Office Hours Begin 8:15 AM PJ/JA/LB/SL - Weekly Scrum 10 AM PJ - WORKOUT (DNBI) 12 PM PJ - Ethan off school 2:45 PM SLR Lounge Dev - Show and Tell 3 PM PJ - Office Hours End 5:30 PM	PJ - Ethan goes to school, Pye into... 8 AM PJ - Office Hours Begin 8:15 AM Partner Meeting 10:30 AM PJ - WORKOUT (DNBI) 12 PM PJ - Ethan off School 1 PM SLR Lounge Dev - Show and Tell 3 PM PJ - Office Hours End 5:30 PM	PJ - Ethan goes to school, Pye into... 8 AM PJ - Office Hours Begin 8:15 AM PJ - WORKOUT (DNBI) 12 PM PJ - Ethan off school 2:45 PM PJ - Office Hours End 5:30 PM	PJ - Ethan goes to school, Pye into... 8 AM PJ - Office Hours Begin 8:15 AM Tannaz Eskandari - Wedding Tannaz Eskandari - Wedding PJ - Ethan goes to school, Pye into... 8 AM PJ - Office Hours Begin 8:15 AM Partner Meeting 10:30 AM PJ - WORKOUT (DNBI) 12 PM PJ - Ethan off school 2:45 PM PJ - Office Hours End 5:30 PM	Anuja Chumble Other - Job Bella Tran Other - Job Mona Noroozi and David Clever Wedding... Nancy Villalobos Other - Job Phuong Dao and Steven Wedding - Job Rosa Solis Other - Job Shelly Dutt Other - Job Somya Jalan and Inneet Bhullar Wedding... Anuja Chumble Other - Job 7 more...
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17	18	19	20	21	22	23
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To create a calendar that reflects your schedule and creates urgency:



Add all lead inquiry dates to calendar



Add all booking dates to calendar



Add all personal events to calendar



Add your daily schedule to calendar



STEP THREE

MAKE THE ASK

Again, less words. Take this example and make it yours.

"We have to work on a first come first serve basis. I'd love to work with you all and reserve your date, all we need is a deposit and signed contract. Would you like to pay your deposit via cash or credit?"

[STOP TALKING]



STEP FOUR

STOP TALKING!

**Allow them to bring up concerns
or objections, don't create them!**

~~"What do you guys think?"~~

~~"Actually, I can discount this a bit more..."~~

~~"I really want to work with you guys, so what if..."~~

~~"Actually, how about this..."~~

[STOP TALKING]

ROLE PLAYING

“PERFECT PRACTICE MAKES PERFECT”

Find a buddy within our community and
hop on Zoom until you can both:

- Practice the 4-step close
- Confidently present your solution
- Boldly present the price (value for value)
- Stop talking and over explaining



PAUSE HERE

Do NOT continue until you've completed this assignment by scheduling a roleplay:

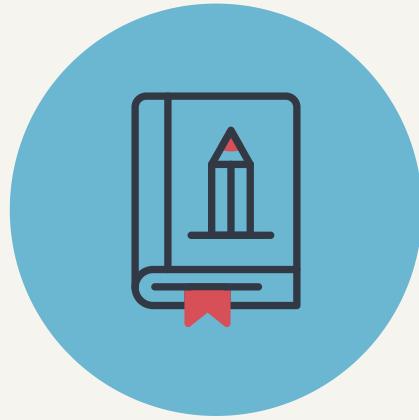


**FIND A ROLE PLAY BUDDY:
SCHEDULE A ZOOM CALL**

Create a Post within the community requesting a WAVE roleplay buddy

YOUR COMPLETE SALES HANDBOOK





THE SALES HANDBOOK

Your summary and scripts for the sales portion of \$10K for \$2K

[CLICK HERE](#)

SAVE TO MODIFY: File > Download

We can't grant access to edit since this will modify the template itself. Please don't request.