



Module 1: Foundation

Overview:

- What Is The Close
- The Closing Mindset
- Stability In An Unstable Role
- Science Of The Close
- Reasons Closers Fail
- Rules Of The Close
- Requirements To Closure
- How To Enter The Close
- When & If You Should Leave The Close
- Closing Approach

Goal:

In this module we'll cover the fundamentals of the close and how it works before we start to implement the techniques, frameworks and word tracks to become the closer you were meant to be.

Understand:

Everyone on planet earth is eligible to be closed. I relate the closing skill to picking a lock. The better the key... The more doors you'll unlock. If you aren't closing it is because you are simply not skilled enough.



- What Is The Close

The Close

- The Close is a step in the call where you get the buyer to take action
- The Close represents 100% of your earnings
- Everyone loses by you not closing the deal
- A closed deal is **MONEY COLLECTED** - Not a verbal or written agreement
- Objections at this point in the call need to be handled differently
- The Close is a mind game (Precision not Force)
- The skill of closing is built through repetition and practice

Selling vs Closing

- Selling & Closing are 2 COMPLETELY SEPARATE skillsets
- Selling is emotional - Closing is logical
- If you are speaking more than the client you are selling... Not closing

The Reality

- 90% of deals require insistence and persistence in the close
- The close is made when the sellers conviction to sell is higher than the buyers conviction to wait or not buy
- ***Everything In Life Is A Sale... And You Have To Close Everyone***
- All of the greats are closers. The world is full of salespeople but the greats... know how to close.



- The Closing Mindset

Understand

- All of the greats are closers. The world is full of salespeople but the greats... know how to close.
- Closing is the movement and action point of the sale. The sales process is useless if it doesn't lead to a close.
- 20% of the work leads to 100% of the money

The Exchange Point

- Shift your view from a close to an exchange. People give you money, you give them a product. A close is not just a purchase, but a follow through on both ends to exchange goods and deliver.

The Winners Exchange

- Anyone can convince someone to give them money. This shows your good. But the greats inspire and convince people to take action. This shows your great.
- What good is it that someone buys a sales program and doesn't use it? Vs. Someone buys a sales program, gets a sales job, makes money and changes their lives
- This protects you and sets you apart in the marketplace from all the average sales people and average sales problems like refunds and chargebacks

Building An Economy

- Closers aren't just collecting money. They build entire industries and economies.
- Let's say you close a client. Your commission and buy food. The restaurant owner takes it and hires people. Those people then buy more stuff etc. All because you closed a deal.



- Stability In An Unstable Role

Average people dont trust sales because their income isn't predictable

Understand

- The better understanding that you have the easier it is to control
- Control = Income
- In the closing game the only thing that can truly defeat a closer is the inability to handle variables on a sales call.

Ability = Stability

- The greater you are at this game and this process the more stability you will have. The greats of the game realize that not only surviving will come but thriving will happen.
- Those who can sell their ideas and dreams in this world will have what they want.
- Those who can't will used as a resource to build someone else's dreams.
- The most valuable and irreplaceable skillset a person can master is closing.

2 Ways To Learn

Proactive - Creating an environment to practice the skillset and experience scenarios to build a skillset

Reactive - Learning by the fire of trial and error over the course of your career

Understand

- Both Proactive & Reactive learning will take place.
- Proactive learning comes from a creator standpoint. One that takes responsibility for their skillset, their income and their dreams.
- Fear is the indicator of not knowing. Confidence is the indicator if knowing.



- Science Of The Close

Understand

- There are have and have nots. And there is no inbetween.
- Close Or Die Mentality

The more pain and deep rooted desire the closer has attached to each and every deal, the further he will go and the harder he will work

Things To Note

- Relationships is not a close
- A follow up call is not a close
- He'll do it next week is not a close
- He jumped off the call to talk to his wife is not a close

The Science Of The Close

- When there is a deep rooted obsession and need with getting the deal. The closer will find a way to get it
- A complacent closer will buy the clients reason to wait
- An incompetent closer will buy objections

But an obsessed and committed closer will not buy bullshit objections and will get the resources and tools necessary to perform. Regardless of what will come.



- Reasons Closers Fail

In Order:

- 1. They Don't Attempt The Close**
- 2. They Stop Attempting The Close**
- 3. Handling the WRONG Objections**
- 4. They Get Sold**
- 5. Lack Of Commitment To The Close (Creativity)**
- 6. They Are Out Of Ethics**
- 7. No pain attached to NOT closing**
- 8. Lack Of Experience & Training**
- 9. Negative Attitude and Energy**

Understand:

These are the only reasons a closer does not close... Notice how all of them revolve around the closer. Sales people stop sales. Sales people make sales. Clients DO NOT make or break deals.



- Rules Of The Close

Understand

- Just like in every other single thing on planet earth there are rules.
- When the rules are broken your outcome has variables and the closer will have to deal with the consequences.

You will have always or nevers

Rules Of The Close

1. Agree On Terms and then price (Rule Of Negotiating)
2. Always present a proposal in writing & clearly communicate the proposal
3. Know how to relieve tension in the close (Example: Humor)
4. Always Ask 1 more time
5. Be seated and in a calm area for closing (Full Attention)
6. Have closing material memorized so you don't just sit there and repeat yourself
7. Treat all prospects like a buyer & Always know you can come to an agreement
8. Positive attitude and demeanor no matter what happens (Fix your face)
9. Always acknowledge what the buyer says and offers that they make
10. Care so much you refuse to not close



- Requirements To Closure

Understand

If the requirements are not there you physically cannot close the deal. As soon as you notice one of them is out you need to evacuate the close

This should be taken care of in the Gathering Intelligence Phase / Appointment Set

If the sales process was done right closing should be easy

Requirements

- Decision Maker
- Wherewithal
- Sold On Product
- Urgency

Beware

Do not use this as reasons to not produce and not seek closure. But if someone cannot make the decision the deal won't happen. This is why getting better at the Gathering Intelligence Phase will have the biggest impact on your closing rate.



- How To Enter The Close

Process

In the Presentation you should be taking “Temp Checks” with “Trial Close Questions”

When it seems the client has taken “Mental Ownership” over the product or service then the transition to the close is eligible. DO NOT HESITATE

Transition to the close with a closing question...

My Favorite: “Have you seen or heard enough to make a decision”

This gives the client the ability to say no I haven't seen enough but also say yes. Understand buyers will say they've made a decision of YES but then object to taking action right away. You are officially in the close and can start the closing framework

Sweeping For Landmines

- Asking questions pointed in the direction of future objections
- The goal is to close the door on common objections before you get into the close to minimize the time spent in the close

Defined:

- “Temp Checks & Trial Closes”

Examples: “What do you like about that” - “Could you see yourself using this” - “Would this help”

- “Mental Ownership”

When the buyer starts to think with the product / service as if they've already bought it

- Sweeping For Landmines”

“Do you think you'd have the 4 hours to actually use something like this”



- When & If You Should Leave The Close

Understand

- You should almost never leave The Close.
- Most people leave the close because it's UNCOMFORTABLE
- Most people don't know the difference between closing and selling and bounce back and forth between the whole call
- If the client went through the entire sales process, the requirements are there

Only Reasons To Leave

- Requirements Are Out (Return To Selling To Solve Or Follow Up)

Fake Reasons To Leave

- The Client Isn't Buying
- You Can't Overcome The Objection
- Other Fake Pussy Bullshit To Make Yourself Feel Better



Module 2: Understanding Objections

Overview:

- What Are Objections
- Complaints
- Types Of Objections
- The REAL Objection
- You Create All Objections
- Certainty & Conviction

Goal:

In this module we'll cover objections. What they are, how they are created, how you can identify the real one and the secret sauce to melting them.

Understand:

Objections are everywhere in life. Between you and everything you want there are objections. It is key that you're able to identify and solve. Your entire life, income and happiness depend on your ability to handle objections. But before we can handle, we need to understand.



- What Are Objections

Definition:

- **Sales Objection Defined:** - *"A sales objection is an indication that a specific reason is preventing a buyer from purchasing a product or service from you."*
- Aka a reason or excuse to not take action immediately

Understand:

- All objections are not created equally
- Some are complaints and some are real objections
- Objections can carry tremendous power and energy - This can lead to emotions, hard resistance, over reactions and more
- Do Not Let Objections Get You Down - Do Not Become Victim To Objections
- Most of the time these are generated out of lack of trust or certainty
- **3 Trust factors (you,product,themselves,past experiences,success,failure)**

Note:

Objections are never a reason to not do the deal. Never. If the requirements are there the deal is closable. No matter what happens. Everyone spends money every day.



- Complaints

Definition:

- **Sales Complaint Defined:** - *"A sales complaint is an indication that a specific reason is preventing a buyer from purchasing a product or service from you. But it has zero value or merit and is not real"*

Understand:

- People are going to complain the same you complain about gas prices.

"Damn thats a lot of money! **Inserts card into gas pump."**

- Handling complaints as objections will lead to handling the incorrect barrier to close and will actually form a complaint into an objection because the buyer notices that your buying their complaint

ALL OBJECTIONS SHOULD BE TREATED AS COMPLAINTS UNTIL VALIDATED

- After its validated then you can handle it like its real.

How To Handle A Complaint:

- Close Over it. That's it.

Example For Money Complaint

" Now John, I agree it is a lot of money and this isnt the first time and I promise it won't be the last time that you spent more than you expected to. You ready to roll?"



- Types Of Objections

Understand:

There are unlimited reasons buyers will tell you why they cannot buy today

But there are only 3 Categories of Objections. And it's your job as the closer to identify and handle accordingly to the objection.

You will hear "Complaints" These are NOT Objections

(1) Product

- 90% of the real objections are product objections.
- They either don't think it's the right product or there's a lack of trust in it

(2) Money

- This is 1 category for 2 objections
- They cannot justify the amount or They physically do not have it

(3) Hinder

- 90% of the objections you hear are hinders
- Hinder: "Difficulties resulting in delay" - Basically a stall.
- These are 100% of the time not real



- The Real Objection

There is only 1 REAL Objection That Stops People From Moving Forward

Understand:

- The REAL objection carries tremendous weight and power and you can feel it
- Complaints do not stop the deal. The REAL objection will
- You can only find the real objection through asking hard questions
- Most of the time the REAL objection is “Unspoken”

When you get to the point where you're handling the objections and the deal still isn't closing this lets you know you don't have the REAL one

***Your entire job in the close is to find the real reason the buyer is hesitant to
move forward and handle***



- You Create All Objections

Understand:

- The objections you're struggling to handle are the ones you agree with.
- The objections you get every call are the ones you create in the call

Example 1:

If someone is 500 pounds and I'm 300 pounds. Even though im obese they can't lean in on me and tell me to go to the gym. Because they aren't.

Summary: You cannot tell someone to do what you won't do or aren't doing yourself

Example 2:

If you get a money objection every call. Is it that everyone on planet earth is broke? Or is it that you aren't building enough value in your presentation.

Summary: You're creating a money objection by not building enough value in your call

Note:

You create all objections. Through your presentation and your own life you create objections that make it hard to handle and lose deals. This gives you the control you need to become the best closer ever.



- Certainty & Conviction

Understand:

- If almost all objections are generated out of a lack of trust... then building trust would solve objections.

The best way to build trust is by having high levels of Certainty and Conviction.

- The sales is made when your conviction as the salesperson is able to make the buyer certain in their decision to buy

Note:

- Certainty and Conviction cannot be faked. It is something that comes from within
- The client and yourself can feel when your Certainty and & Conviction levels are low
- Ethics drives certainty and conviction

When you truly believe doing the deal is the only ethical option for the client... they'll buy

- Certainty & Conviction will melt through any objection no matter how impossible it may seem to handle.



Module 3: Closing Process

Overview:

- Understanding The Closing Process
- Hearing the client
- Dig & Collect
- Tie Down
- Logic
- Mistakes made in The Closing Process
- Closing Process Script

Goal:

In this module we'll cover the process to handling objections. Covering the unbeatable tools to closing all deals.

Understand:

In life you have to become a master closer to get anything you want. It is critical that you master this process and use it daily. The close represents 100% of your income and it's your job as the salesperson to perfect this so your clients, company and your pockets win.



- Understanding The Closing Process

Closing Process

- **Defined:** - *"The step by step process when facing objections in the close"*

4 Step Process Overview

- Hear The Client
- Dig & Collect
- Tie Down
- Logic

Understand

- Following this process will save you time and energy.
- If done correctly you'll be handling the real objection every time.
- The only things that beats this process are either requirements being out or usage
- This process is done correctly when you have the 1 real objection.



- Hearing The Client

Understand

- Objections carry tremendous weight & the clients feel as if you need to understand their specific scenario. So it is key that you are able to acknowledge and validate the thought process. Even if it's ridiculous.

Example:

Objection: “ Hey man it’s too much money. I have so much going on with the kids I just can’t swing it right now”

Hearing the client: “You’re completely right sir. I would be feeling the same exact way. Honestly if I were you I don't even know If I would have the time either.”

Takeaways

- Not only did you validate the thinking, you agreed and made them right for thinking that way. But doing this you are taking the power out of the objection.
- You showed the buyer you understand by adding onto it. Which is key.
- This reaction shows you care about the client and their situation



- Dig & Collect

Understand

- Dig & collect is a phase that is mixed in with the “Hearing The Client” phase
- The goal is to dig and collect all the objections the client gives you’
- **Pro Tip:** Write them all down. You’ll need them in the next step.

Example:

Hear the Client: “You’re completely right sir. I would be feeling the same exact way. Honestly if I were you I don’t even know If I would have the time either.” **Dig & Collect:** Other than the money what else bothers you John?”

Goal:

- Get all the objections out of the client. Keep “Hearing the Client” & “Digging” until the client tells you there are no more concerns or objections twice

Why:

- Amature sales people chase objection after objection giving the client the power to throw you in any directions and begin making up objections to stall the close
- Professional Sales people collect all objections then narrow it down to the real ones and solve them. Putting them in a position of power, authority and a position to close the deal



- Tie Down

Understand

- **Tie Down Defined:** - *"To take all the objections and narrow it down through a process of elimination to find the real one objection"*
- The tie down is very critical and is often overlooked
- Messing up in the tie down will result in no deals closed
- There is only one real objection - you have to find it
- DO NOT TRY AND HANDLE OBJECTIONS
- Use "Key Questions" to pry it out the easy way... some people will make you use process of elimination to find the real one
- Think About It and Hinder Objections are NOT REAL OBJECTIONS

Key Questions

- "If we could solve the money... would there be any other reason we don't do this?"
- "So I see we got the time, money and the wife here... what's the real objection?"
- "What is the one objection that if we solve everything else would fall into place?"
- "Thank you for listing off these concerns... which one is the main one?"

Elimination Process

- Lock the client in "If I could snap my fingers and solve all of these... would you buy today? And would there be any other reason you don't buy?"
- Then simply solving and handling one at a time
- Using the frameworks discussed in module 4 "Logic



- Logic

Understand

- **Logic Defined:** - *"To sit there and repeatedly slap the client with logic, facts and value"*
- If they show resistance in the close you have to bone up and show them they are wrong. In a helping way. **Not an antagonistic way**

- You have one real objection. Now you have to make it logical.

Example: If it's the money. Make the money make sense. Payment plans. Extra value.

- This is where the stream beats the rock you keep going back in and back in with logic until they do the deal or they hang up on you.

- If you hang up. You got sold...

Tips

- Cling to the truth in the close... It hits hard and is always logical
- Diffuse hidden objections by being honest, transparent and straightforward
- There is no shortage of ways to ask for the close only a shortage of closing material that you know
- Your ethics and the level you are sold on your yourself, product and company will give you the certainty that you need to stick in the deal when it gets uncomfortable
- The deal is only over when you give up
- Clients getting emotional is a good things



- Mistakes In The Closing Process

Moving into the close before they are sold

Handling objections immediately

Not agreeing and validating the clients objections “enough”

Not getting all the objections in the dig and collect

Not having the real objection

Giving up in the logic phase

Getting emotional as the closer

Not “loving the one you're with”



- Closing Process Script

HTC - Listen	<ul style="list-style-type: none"> - Let Me Write This Down - Please Tell Me More - Got it... I Completely Understand - What Else? - Tell Me more. - Thank You For Sharing - Tell me everything
HTC - Agree	<ul style="list-style-type: none"> - You're right - I agree with you - I can see that - I am in total agreement - I feel the same way - John... I get it brother
Dig & Collect	<ul style="list-style-type: none"> - What are you other concerns - What else bothers you - Do you have any other reasons for not moving forward - Do you have any other objections - If I could solve those would there be anything else?
Tie Down	<ul style="list-style-type: none"> - What's your real concern? - What's the real objection? - There's gotta be something else... - When you say that, what do you mean? - Why do you say that? <p>***MAGIC VALIDATOR*** THAT WOULDN'T KEEP YOU FROM OWNING IT, WOULD IT?</p>
Determining Type Of Objection & Handle	Money - Hinder - Product
Logic	Look john you've spent more and gotten less. Lets do this.



Module 4: Logic & Closing Material

Overview:

- Money Objection Framework
- Spouse Objection Framework
- Hinder Objection Framework
- Hall Of Fame Closes
- Other Closes 1
- Other Closes 2

Goal:

In this module we'll cover the "closing materials" and path ways of handling these objections as you get them in the logic phase.. THIS IS AFTER THE TIE DOWN

Understand:

This material is not a "watch once and take notes" this is meant to be followed as a check down when you do get to the one real objection at the very end. Also included in here are some closes I love to use...

BEFORE YOU USE THESE FRAMEWORKS ALWAYS ASK

"That wouldn't keep you from doing it though right?"

Or "Do It Anyway"



- How To Use this Module

Understand

- This module should be an instructional guide that you keep handy when you are closing deals.
- This should be in a separate tab while you are on calls and zoom so you can pull this up and read them at a whim.
- Great closing material takes the hard work, guessing and lag time out of using them
- Since 90% of deals require insistence - You'll need this handy on 9/10 calls.

Repetition is the mother of all skill

Pro Tip: Practice these every single day. Memorize them. Ingrain them into your soul.

Learning Framework:

Memorize: The first step is to be able to rattle these off back to back for 30 minutes without having to look.

Internalize: The second step is to understand why they are working, when they should be used and getting great with the material at hand

Personalize: the 3rd step will happen naturally after you see your new found skillset of closing flourish and you start adding your own twists to them to hit even harder for each client



- Money Objection Framework

Understand

- There are 2 “money” objections that can get mixed up (Wherewithal & Worth)
- Money is never a reason to NOT slap a card (Use your inventory & flexibility)

Step 1: Categorize The Objection

“ Now John, when you say the money... Is it that you don’t physically have the money? Or is it that it’s hard to justify spending the money on this?”

If they can’t justify the money

- Leave the logic part of the close
- You have a **product or trust objection** that is *covered as a money objection*

If it’s wherewithal

“ Thank you for opening up and sharing that, we would never let money stop us from helping you. If we could find a figure or a plan that works would there be anything other reason you wouldn’t pull the trigger?”

- Find a payment plan/figure that works for you and the client OR switch products and downsell.
- **It’s common as salespeople to put people on too much product.**
- Do not use that as an excuse to not insist for the client to do the deal



- Money Complaints

Understand

- This close should be used when you are treating the objection as a complaint.
- You will need to tailor small wordings to your specific product

Do It Anyway

"You're right John this is outside of your budget... why don't we just do it anyway?"

First Time or Last Time

"Now John, I agree it is a lot of money and this isn't the first time and I promise it won't be the last time that you spent more than you expected to. You ready to roll?"

Congratulations

I know John, it is a big investment and you should congratulate yourself for being able to make an investment of this size. Not everyone can even consider doing something like this. Lets make this happen, you ready?"

No Shortage

I agree X AMOUNT is a ton of money, but there is no shortage of money on planet earth. Just a shortage of people who know how to get it. And the good news is that will be you. Lets do this.

Reduce To Pennies On The Dollar

\$2000 for a 90 day program is 22 dollars and 22 cents a day. You know like I know that you can make \$20 in a day buy doing anything. Mowing a lawn, taking out garbage or even doing an uber eats delivery. If your committed to success \$20 a day is a small price to pay. Lets do this.



- Spouse Objection Framework

Understand

- People often use the spouse as a smokescreen to nice guy you and resist taking action immediately.
- The key to this objection is to ask the spouse questions through the client to find the real objection.
- If it is the spouse you will 100% have to hammer and hard. If it's a real deal they'll stick with you, the fake ones will blow out and you'll never speak to them again
- Sometimes you simply won't have the DM, and they physically can't do it without the other party.

Step 1: Dig & Collect

"John, the last thing you should do is make a decision without approval from everyone... But let me ask you... What concerns would the wife have?... ****LIST OPTIONS**** Money? Trust? Budget? Time? Me? The Company? Etc.

If he bites on the list (money, time etc.)

- Leave the logic part of the close (You have the wrong objection)
- Go back to dig and collect and refunnel the deal to logic

If he says the wife will be in

- List of closes

- "John, if she's in then let's do it!"

- "John your wife doesn't need you asking her questions, she needs you to bone up and take care of the family"

Probe: "When was the last time you spent *X Amount of Money* Without the wife involved?"

- "John, if you knew you had to talk to the wife... Then why'd you hop on the call today?"

- "John, what is the worst that would happen if you did this right now? Would she leave you?"

- John Just because you're committing now, I'm going to.." **(MAKE HIM A DEAL)** "This is a right now deal John. This will be off the table tomorrow because my manager would kill me for doing this. But I want to help you and make this happen for you"



- Spouse Complaints

Understand

- This close should be used when you are treating the objection as a complaint.
- You will need to tailor small wordings to your specific product

Spouse Agreement

"I agree and you should talk to your wife. But if your wife is anything like mine, she never tells me no when I love something, and I never tell her no, Lets do this... you ready?"

Forgiveness

"Better to ask for forgiveness than ask for permission. Lets go ahead and move forward with this"

You Already Spoke

"I understand and if you and your spouse talk like me and mine do, then she already knows your goals and dreams and wants you to achieve them. Lets get this done and make her proud."

Spouse Not Available 1

"Does your spouse approve of your current situation and the credit card debt with it? If nothing changes except for the fact that your situation is improved she would 100% certainly support you in improving yalls situation. Lets do this."

Spouse Not Available 2

"I understand and so what we can do is agree to terms and price and and starting is subject to the wife's approval... is that fair?"



- Hinder Objection Framework

Understand

- Hinder objections are 100% of the time **FAKE OBJECTIONS**
- 100% time they are complaints & Cover ups that **DO NOT NEED TO BE HANDLED**

They Need To Be Closed Over And Pressed Until Closure Or The Real Objection Comes

- Very rare when the client gives you Hinder Objections, you have to Isolate the hinder and then hammer logic and how waiting/stalling doesn't make sense...

(Use incentives/Opportunity costs Etc.)

- When you hammering throw dig and collect questions in as bait to find something else

The Process To Handling Hinder Objections

YOU DON'T

- You can't handle something that is fake....
- You shouldn't even be in the logic part of the close with a Hinder Objection
- **Hinders are for weak people with no urgency.**



- Hinder Complaints

Understand

- Beat the client into the ground on a hinder objection. (for lack of better words)
- You will need to tailor small wordings to your specific product

Let Me Think

"Thought is instantaneous. Think of an elephant. Did you see it? Now think of a red ball. Did you see that? You see, thought is immediate. What you need to do now is make a decision. Yes or No. Do or don't. I'm fine with either. Which is it?"

Now & Later

"You know your going to do this the only difference is now and later. And the cost of waiting is higher than the cost of action. ***Describe why doing it now benefits then rather than waiting.**"

Waiting Hurts you

"You can 100% wait, let me just share with you what happens while you wait. 1. You still need the product. 2. Its costing you to not have the product. 3. Nothing changes when you leave here except for the price only gets higher. Let's do this and get it done because you have other things that need your attention"

Rash Decisions

"I understanding the reality is it would be impossible to make a rash decision. You've been on 3 calls, filled out an application and have been on for 45 minutes with me. Now lets do this."

Do the right thing

"I want you to do the right thing as I trust that you are a person that prides themselves on always doing the right thing. If doing X isn't the right thing then dont do it. But I dont believe thats the case and I know you don't either. So lets do the right thing and do this."

Now & Later

"The reality is your going to do this But the question is do you want to be first or last?"



Hall Of Fame Closes

Understand

- These Are My Personal Favorites

- Momentum Closes

Understand

- When you're in the logic phase, lots of the time you need logical momentum to close
- This consists of asking questions and getting the answers you were looking for then asking for the close
- My favorite is the 3 yes close (3 yeses then close)
- You can do it after 1 question that gives you any answer you were looking for (it's about momentum nothing else)
- The specific questions do not matter. As long as it's logical to the buyer

3 Yes Close

Set

"John, I have 3 questions before I hang up on myself here today. Can I ask them real quick?"

Ask

"John, do I have you on the right product?" Yes

"Do you physically have the money?" Yes

"Do you want to retire you mom" Yes

Close

"If it's yes to all 3 then let's do this! You ready?"



- Pain & Truth

Understand

- Almost all of your deals WILL require insistence.
- If and When you run out of closing materials or you don't know your next move..

Pain & Truth Are Your Go To

Pain

- This will only be effective if the Gathering Intelligence was done correctly
- These are examples. Use the framework of how they are set up
- Feel comfortable saying 2,3,4,100 of these back to back in a row

- “ John, theres 1,000 reasons to not do this... But here is why you do it **(LIST OFF PAIN)**”

Examples:

- How long do you want to not have enough money to buy your kids shoes?
- The worst case scenario is your family is in the same horrible position... Best case is you can finally have the dream life you're looking for”
- “John, your business has been dying for years... How long do you want to keep waking up not knowing if you're going to make money?”

Truth

- People cling to the truth. Truth is respected even when it's harsh. Use it.
- By saying the truth and making the client say it you establish a “stable datum” that the client can cling to for certainty

- “ Look John, the truth is **(LIST OFF TRUTHS)**”

Examples:

- I hear successful people all the time talk about how they did not wait, about how they took the risk and went all in... Do you think that's fake or real?”
- If you don't have life insurance your family's life will collapse if god forbid something happens to you.. You know in your heart you cannot let that happen”
- John, if you don't do this... Would you still have ****X Problem****... And do you actually want to solve that problem?”



- Critical Questions

Understand

- When you're in the close you know the client should be speaking more
- This comes from you hitting the ball into their court with... Questions
- Your questions need to be hard, direct and filled with certainty
- You should know the answer or at least where it guides you before you ask it.
- Getting yes's and leading the buyer to a logical decision.

FRAME WORK: Critical Questions, Crack, Bait question, Close

I cannot possibly describe every scenario, question or answer. So i'm going to give you an example and explain it

Example

- "Hey John, quick question before I let you go here..." (PSYCH haha)

Critical Questions

"You've been struggling with sales for how long again?" 5 Years
"And does this type of training even solve your problem?" Yes of course
"What about our training actually solves that problem?" X,Y,Z Let him explain
"And if you could snap your fingers and raise your income.. Would you?" Immediately!

CRACK!

"So John, the reason why you've been struggling for 5 years is because you do this every time you make a decision.. You wait. That's why you don't have the life you want yet. Is because you wait and you never move. Just like the clients you talk to.... The information to become successful is available and its been 5 years... So let me ask you..

Bait Question

"Do you actually want sales training?" Yes of course blah blah blah

Close

"Great, let's get you started... Visa, Mastercard or American Express"



- Ben Franklin Close

Understand

- Pure logic
- This is a pros & cons list
- Always do the cons first and down play them "That's it?" "Just the money, time etc?"
- Read this word for word
- Stat stuff the pros list with word tracks
- List the main objection before they do (It takes power from it)

Ben Frank Close

"John, are you familiar with one of our founding fathers Benjamin Franklin?"

"He's a big inspiration and what he would do when he was faced with a difficult decision he would make a pros and cons list"

"So let's do that. And if the pros outweigh the cons.. I'm going to ask you to do the deal. If they don't? I'll hang up on myself"

"So let's start with the cons..."

Word Tracks

Cons

- "John only the money, time, spouse? That's it??"

Pros

- John you forgot to add the 8pm calls...Do you even like those?



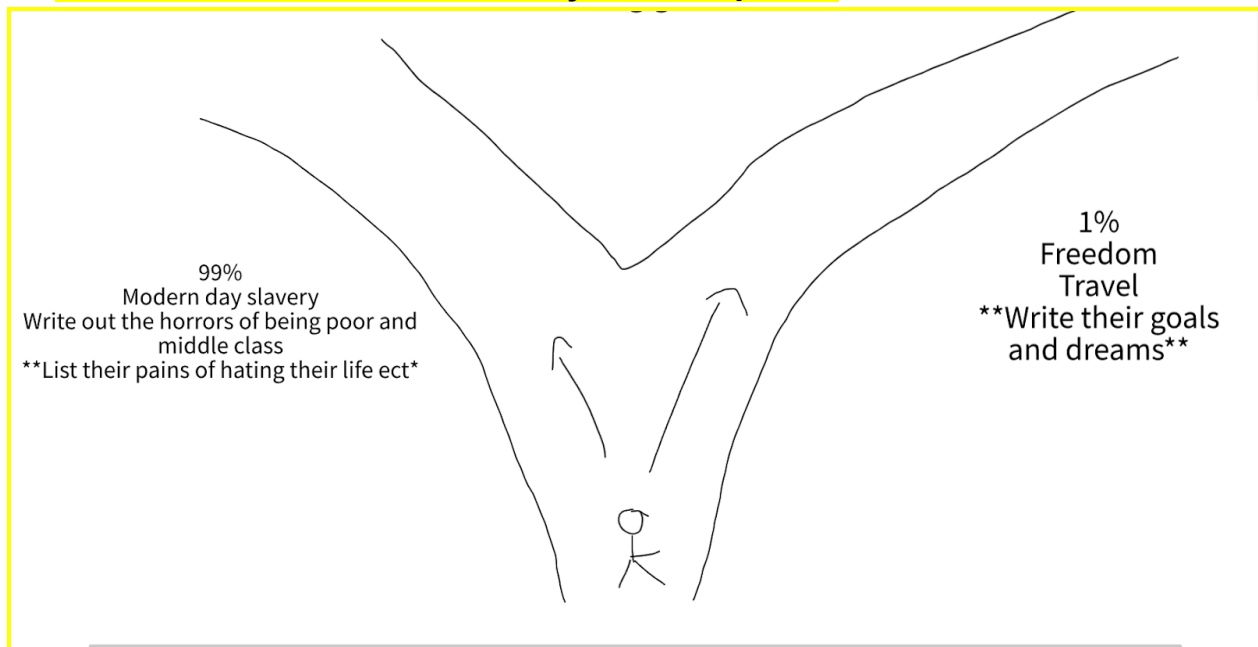
- 2 Roads Close

Understand

- This is my favorite close - Info products
- You draw 2 roads on the zoom whiteboard or paper if in person
- Discuss the winners on the right and losers on the left
- Use truth about the 99% and the 1%
- Tell them that they can't be a 1%er acting like a 99%er
- List out the life of the 99%
- List out the life of the 1%

This is simply a truth play

- Draw it out and tell them they have 2 options





- Surrender Close

Understand

- This is a pure play on emotions to find out the real objection
- Only a wicked, dedicated and committed sales guy would do these
- Use these when the client is being tough for no reason and has low urgency

1: Surrender

" John, it's my fault we couldn't get you on the product here today. The sad thing is I know how much your life and your family's life would change if you did this... So i have to ask..."

" What did i do wrong?"

What could we have done better?"

"What's not perfect?"

"Can you tell me the real reason why we weren't able to get you in?"

Note

- The specific questions do not matter
- It's about tonality - Sound almost defeated - surrender to the deal not being closed
- Then try and pull out the real objection

2: Do It For Me

" John, if you can't do this for your success.. Can you do it for mine?"

BEG

"I Haven't gotten a deal yet today and my manager is going to kill me"

"John this is how I feed my family, you know it's the right thing to do, so lets do it"

"You want me to be successful right john?"



- Takeaway (Worst Case Scenario)

Understand

- These closes can come off disrespectful if you don't do this the right way
- This is a last resort and will result in most people hanging up on you
- There is a time and place to use this

Takeaway Close

"John, maybe you're right. This program isn't for you. We are looking for people that want to move quickly and create the life of their dreams. Not people who want to sit, wait and think about it. So I want to say thanks for your time but maybe this isn't for you."

Then go silent and wait...

Note

- If they show interest "wait wait I really want to do it" go back in
- If they agree you just lost a prospect
- There are a ton of forms of this type of close where you take it away. This is just an example to test how serious they are.

Other Closes 1



Understand

- You will need to tailor small wordings to your specific product

- **Things Cant happen Fast**

"You want to achieve X goal fast right? You want to change your life fast right? Your sick of being where your at right? Exactly. Things cant happen fast when you move slow. You know its the right thing. You know you can afford it. And you know it will work. Lets do this, you ready?"

- **Never The Best Time**

"There is never a best time to make this decision as you will always have things going on lets do this now and get it handed for you so you can start benefiting now. Lets roll."

- **Inventory**

"Would you consider the product right under this. It would save you X AMOUNT and reduce your monthly payments by X. Or would you rather get exactly what you want and pay a little extra?"

- **How Would You Justify**

"How would you justify an investment of this size?"

- **Bad Information**

"Who taught you to think like that? You can do anything you want to do and afford whatever you want to afford. That is not you talking thats someone else. Lets do this"

Other Closes 2



Understand

- You will need to tailor small wordings to your specific product

- **Feel, Felt & Found**

"I appreciate you feel and I have felt the exact same way until I found out X THING. So im here because this changed my life and it will change yours. You just have to take the leap."

- **Brutal Decision Maker 1**

"I appreciate your input will you be helping out with the price, the downpayment, the monthly payment or all of the above?"

- **Brutal Decision Maker 2**

"I appreciate your input now. Did you want me to work this out so that it is affordable using the monies that MAIN DECISION MAKER has alone or did you plan on getting financially involved as well?"

- **Your Pressuring Me 1**

"Not yet. But I am willing to resort to it in order to get this done here today. Lets roll."

- **Your Pressuring Me 2**

"Look please don't confuse my belief, confidence and enthusiasm for this product and helping you change your situation as pressure. If you knew what I knew you'd be the exact same way. So trust me and lets get this done."