

SALES TRAINING NOTES

Let Me Think It Over

July 2021

Last month I sent out a message about closes. I gave you the Balance Sheet Close or The Ben Franklin Close, whichever you want to call it.

This month I want to hear from you. How many closes do you have? Don't be shy, send me a close and I will send you a DMP hat. I am always looking to find amazing new closes.

Now is the time to get better at what you're doing. Let's share our success!

Remember, to be a good closer you must have patience, endurance, always be assumptive in your communications and tie down every major point you make!

Here are some of my favorite closes:

- Phone/Physical Action Close
- Higher Authority Close
- Insurance Company Pays Close
- Reduction to the Ridiculous Close
- Ben Franklin Close
- Higher Monitoring
- Comparison Close
- Sweat Equity/Referral Close
- Hammer is a Key Then Weapon Close
- Doorknob Close
- Product Drop Close
- Crystal Ball/Guarantee Close
- If You Could Have Either for Free Close
- I'm Not Doing My Job Close

- Total Perimeter Protection Drawing Close
- Hand Them the \$20,000 Pen Close
- Whatever It Takes Close

So you don't feel cheated out of a close this month, here is the "I Want to Think It Over" close.

If they want to "Think About It" and tell you they need more time to think things over, say:

"Fine, then may I assume that you are seriously interested in protecting your family with a XYZ system."

Let them respond.

"Now, I know you are not telling me this just to get rid of me, so may I assume that you will give this decision your very careful consideration?"

Wait for response.

"Just to clarify my thinking, what specifically is it that you want to think over? Is it whether or not you need what we discussed tonight?"

Response.

"Is it my company?"

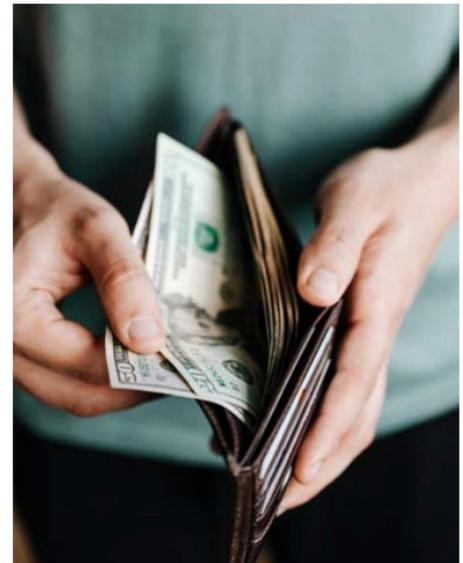
Response.

"Is it me?"

Response.

"Is it the system - do you have any questions there?"

Response.



"Well, the only thing left to think about is the investment. Is that it?"

Response.

If you go all the way through the questions above with acceptance, then you merely say "well, it looks as though we have thought over everything together, haven't we?"

If any of the "Is it" questions are answered "Yes," stop.

Go directly to the "CCICC" and close on it as the final objection.

Always remember, if you do not get the sale, you work for free!

Good luck and happy selling!