

# CLOSE WHEN WE GET PAID



# Close

Did you know a crocodile has a massive stake rate? It will sit and wait until the perfect time to strike an unsuspecting animal on the river bank. Yep, it will lay hidden in the water and can't be seen, but when they know it will get a feed, it will attack, but only when it believes it will succeed.

If they go too early, they will simply scare away their feed, and too late, and it's gone.

Timing is everything, true?

## What are the 3 closes?

1. T\_\_\_\_\_ 2. S\_\_\_\_\_ 3. H\_\_\_\_\_

## What is the difference between them

A test close is \_\_\_\_\_

A soft close is \_\_\_\_\_

A hard close is \_\_\_\_\_

Test = What colours do you prefer"?

Soft = What colours do you like"?

Hard = What colours do you want"?

Test = What websites do you prefer"?

Soft = What websites do you like"?

Hard = What websites do you want"?

These are simple examples. Think of all the test, soft, and hard closes you have and use.

Here's a real example of what we did at ReNet.

**A great system means we should never need a h\_\_\_\_\_ c\_\_\_\_\_ .**

**Why?** \_\_\_\_\_

**What is the close we constantly use during our conversations?** \_\_\_\_\_

**Which close can they buy from?** \_\_\_\_\_ **Why?** \_\_\_\_\_

### 3 Closes

#### ***Test - Soft - Hard***

**Write down some test closes**

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**Write down some soft closes**

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**Write down some hard closes**

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## Close

### *We should need it!*

Once we use a close, it's their turn to talk.

Now we s\_\_\_\_\_ u\_ ! Why? It's t\_\_\_\_\_ t\_\_\_\_\_ to t\_\_\_\_\_!

So if we ask a concluding q\_\_\_\_\_, but we keep t\_\_\_\_\_, we've just wasted an opportunity to o\_\_\_\_\_ more i\_\_\_\_\_.

Remember, we don't s\_\_\_\_\_. People b\_\_\_\_\_. Our closing is what lets them b\_\_\_\_\_.

**What are some examples "yes" answers?**

Can I get a big red one?

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**What can we do to lock the sale away?**

Thank you!

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# Close

**Why do people negotiate on price?**

To get a better price!

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**How can we tell a poor salesperson over an experience one?**

**A poor salesperson negotiates on p\_\_\_\_\_ rather than selling on v\_\_\_\_\_.**

**How can you positively respond to "can you do a better price?" without saying "no"?**

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## Close

### *After the close*

When is the best time to sell a man a tie? When he is buying a s\_\_\_\_\_.

Mcdonald's had a famous line, it was? Do you w\_\_\_\_\_ f\_\_\_\_\_ w\_\_\_\_\_ t\_\_\_\_\_?

What are some "fries with that" that you can offer?

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What is buyer's remorse, and how do we avoid it?

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## Close

### After the close

Overselling happens when we give too much information after they have said “yes” or show a real interest in buying, yet we ignore them and continue to talk more.

How can we avoid overselling?

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Overselling happens when we give up too soon, they are showing a real interest in buying, yet don't close them. Our actions are to let them go, and they do.

How can we avoid underselling?

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# Close

## After the close

Regardless of a yes or no, what are somethings we can do.

After a yes	After a no

We never ask; a\_\_ y\_\_ s\_\_?

What can we do to avoid "are you sure?"




# Close



## Notes

A large rectangular area with a thick blue border, containing 20 horizontal blue lines for writing notes.