

\$SALES CLOSING \$SECRETS\$

**HOW TOP SALES PEOPLE CLOSE
MORE DEALS THAN EVERYONE ELSE**

SALES CLOSING SECRETS

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PHASE I: LEAD NURTURING

CHAPTER 1: WHY MOST PEOPLE SUCK AT SALES



First off, congrats on choosing to level up your sales skills. This is a big deal, and I've got a ton of insights to share with you that applies across multiple industries. And don't worry, I'll keep things simple straight to the point and as concise as possible.

I'm guessing a few things about you: maybe you're looking to make more money, sell more of your products, or get more clients and customers. You probably also really believe in what you're offering and want to share it with as many people as possible.

But, let's be real: you might be finding it tough to attract new clients or customers. That's probably why you're here, reading this. Maybe you've

had times when people seemed uncomfortable around you, or they were all in one minute and then suddenly backed out at the last minute. It's frustrating, isn't it? You start to wonder, "Is it them, or is it me?"

If all this rings a bell for you, then you're about to learn one of the most valuable skills in life. Once you get the hang of sales, you're pretty much set for long term success.

Seriously, knowing how to sell effectively is a game-changer. It's the skill that can keep your bills paid and your bank account a healthy balance.

It's no coincidence that the richest and most successful people out there are also stellar at sales. That's not just luck. Sales skills can take you places, and I'm here to show you how.

Why 'Selling' Is A Bad Word To Many

Ever wonder why so many folks find themselves tangled in the sales web, unable to make that perfect pitch or close the deal?

First off, let's talk about the script trap. Picture this: a salesperson clinging to a script like a life raft in the ocean. Sure, it's meant to be a guide, but what happens? Conversations become as robotic as a telemarketing call. There's no jazz, no personal touch. Instead of crafting a dialogue that really speaks to the customer's unique needs, it ends up sounding disconnected, almost automated.

Then there's the issue of script dependency, especially the untested kind. It's like trying to navigate unknown waters with an outdated map. The result? Methods that just don't click with the audience, failing to address what really bugs them or what they truly need.

Now, let's not forget the internal tug-of-war many face in sales. For some, it feels like wearing shoes that just don't fit. They're either not confident enough, feel too pushy, or simply can't shake off those negative vibes about sales. This internal struggle is a real game-changer, making it tough to connect and engage with potential clients.

And who hasn't encountered the 'attack dog' sales approach? You know, the all-out, aggressive pitch. While enthusiasm is great, this high-pressure tactic often backfires, sending potential clients running for the hills. It creates discomfort and resistance, the exact opposite of what we want.

Lastly, there's the art of qualifying leads – a step often missed. It's like fishing without checking if there are any fish in the pond. You end up spending time and energy on leads who might not have the interest, need, or budget, leading to frustration and wasted efforts.

So, What's The Game Plan?

As we dive into this journey together, there's something really important you need to know: this isn't just about learning new ways to sell; it's also about unlearning some of the old ways. Sometimes, to move forward, you have to let go of what's holding you back.

You might be clinging to some ideas about sales that are more myths than truths, without realizing. These could be things you've heard over the years or habits you've picked up.

My goal is to help you see past these industry lies perpetuated by 'experts' and others - whether they know it or not. We're going to break down these old beliefs to make room for new, more effective ways of selling.

Think of it this way: if you want different results, you've got to change your actions. Doing the same old thing and expecting a different outcome just doesn't work. We're going to switch things up, try new approaches, and see how they can work better for you.

And don't worry, I'm not going to throw a bunch of jargon or complicated theories at you. We're going to keep it real and practical. Throughout this course, I'll give you clear, easy-to-understand steps that you can start using right away and by the time we're done, you'll have a set of tools and techniques that you can use every day to close more sales.

It's about getting personal, understanding the unique needs of each prospect, and being strategic in our approach. We need to break free from those rigid scripts, build genuine connections, and master the art of qualifying leads.

Who This Works For

Sales isn't just for those who call themselves salespeople. It's a super important skill for pretty much anyone in business. Imagine trying to build a business without knowing how to sell. It's like trying to ride a bike without wheels; it just doesn't work.

Now, whether you're a:

- Copywriter
- Online Marketer
- Distributor
- Agent or Reseller
- Business Owner
- Salesperson
- Coach, Consultant, or Trainer
- Speaker
- Author
- The list goes on really...

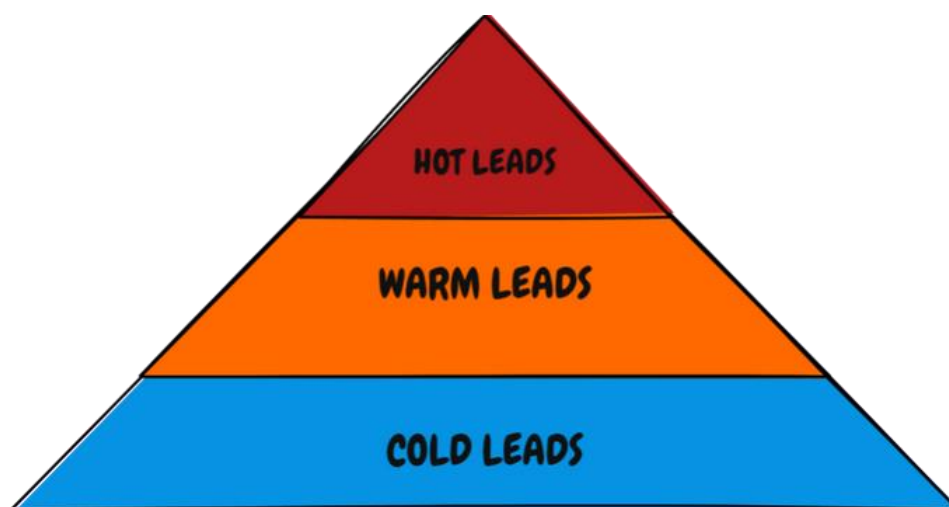
Sales is your go-to Primary Weapon. If you're selling anything – a product, a service, a book, an idea – at any price, you need to know how to do it well.

Now the good news is: Learning how to sell can actually be fun and super rewarding. And no, you don't need to use any of those sleazy, tricky tactics you might have seen or heard about. You know, the kind that give things like Multi-Level Marketing a bad name. It's not the product or the system that's the problem. It's all about HOW you do the selling.

I'm going to show you that sales can be honest, straightforward, and respectful. And guess what? It's effective too, especially when you're dealing with high-ticket items.

That's right, we're talking about selling stuff that are in the range of **4 figures, 5 figures, even 6 figures**. When you get good at selling high ticket, selling the smaller stuff naturally becomes a piece of cake.

CHAPTER 2: 3 TYPES OF LEADS AND WHY THIS MATTERS



Alright, so we've established that a big reason why some folks struggle with sales is because they don't even get the first step right. That step? Figuring out if the Prospect you're talking to is even the right match for what you're selling.

Now, whatever you're selling, it's probably meant for a certain group of people who have specific needs or problems. And I hear some folks say this all the time, "Hey, my product is perfect for everyone!" But here's the thing: if you try to sell to everyone, you're really selling to no one. It's like shooting arrows in the dark, hoping to hit a target you can't even see.

Let's do a quick mental exercise: when I say "everyone," can you picture anyone specific?

Probably not, right?

Now what if I say, "a woman in her 40s, single for a few years, with a steady job"?

That's more specific. You might even think of someone you know.

That's why having a clear idea of your Customer (also known as a Customer Avatar) is important.

Next, let's talk about whether your prospect is actually looking for what you offer. It's like this: if you're at the mall trying to get people to sign up for a new credit card, most folks will probably walk right past you.

Why? Because they're not looking for a credit card right then. But if they suddenly need a credit card, they'll be the ones reaching out – applying online, calling up, or visiting a bank.

It's way, way easier to sell to someone who's already looking for what you've got than to someone who's not interested at all.

So, first thing's first: you need to figure out if your prospect is the right match. It's about qualifying them first, not trying to sell to them right away. That comes afterwards.

When we're talking about the people you might sell to – your prospects or leads – we can sort them into 3 main groups: Hot, Warm, and Cold.

1. Hot Leads

These are the folks who already know you and trust you. They're like your fans in the world of sales. Maybe they've bought something from you before, or you've had some business dealings with them. It's like they're already part of your team.

Hot leads can include:

- **Your existing customers or clients** who have bought from you in the past

- They can also be **your family and friends**, especially if they believe in what you're selling and support your business

So, how do you identify someone as a “hot lead”? It's pretty simple. If you call them up, they're likely to answer because they know you. They won't be like, "Who's this?" Instead, they're more like, "Hey, what's up?" They're familiar with you and what you offer.

Selling to hot leads is usually the easiest because they already like and trust you. It's like if you recommend a movie to a good friend. They're more likely to watch it because they trust your taste.

In the same way, hot leads are more responsive and open to what you're selling because they trust you and your judgment.

2. Warm Leads

These are the people who are somewhere in the middle – not as familiar with you as hot leads, but not complete strangers either. Think of them like people you've met a couple of times but aren't close friends with yet.

Warm leads are:

- **People who may have heard of you or your business.** Maybe a friend told them about you, or they saw an ad or a post about your product
- **They might be on your email list or follow you on social media.** They know who you are, but they haven't bought anything from you yet

With warm leads, you're in this middle ground. They're aware of you, but they haven't made that jump to becoming a customer.

So, your job is to help them make that leap. It's like if you've chatted with someone at a few parties, and now you're trying to become better friends.

You'll need to do a bit of convincing here. Since they already know a little about you, you don't have to start from the very beginning. But you do need to show them why what you're offering is great for them.

3. Cold Leads

Last but not least, we have Cold Leads. These are the people who are complete strangers to you and your business. **They don't know who you are, what you sell, or that you even exist.** They're literally someone you've never met or talked to before.

Cold Leads constitute the vast majority of people out there. No matter how popular or well-known you are, there will always be more people who don't know you than those who do. That's just how it is. So, in a sense, cold leads make up about 99.99% of the population.

Now, here's the deal with cold leads: **they are the toughest group to sell to.**

Why? Because you're starting from zero. They have no prior trust or knowledge of you, so you've got to build that from scratch. It's like trying to start a fire with wet wood – it takes more effort and patience.

With cold leads, you've got to slowly warm them up. This means first getting their attention, then sparking their interest, and gradually building trust. It's like making a new friend – you start with a hello, share a bit about yourself, find some common ground, and slowly build a connection.

Mismatched Message To Mismatched Leads

Now you can see why most people are terrible at sales and that's because they try to talk to cold leads like they talk to hot leads.

This is like using the same tone and words you use with your family or close friends when you're talking to someone you've just met. It just

doesn't work. You naturally change how you act and what you say based on who you're talking to, right? That's exactly what you need to do in sales too.

This is why some salespeople prefer to stick with warm and hot leads. Sure, it's easier to sell to someone who already knows and trusts you.

But here's the catch: warm and hot leads are usually just a small part (maybe around 1%) of all the people you could sell to. By focusing only on them, you're missing out on a huge chunk of potential customers.

Some salespeople stay in this comfort zone because they've had a tough time talking to strangers, so they keep to what they know best. There's nothing wrong with sticking to what you're comfortable with, but if you want to be a sales superstar, **the real magic happens when you learn how to talk to cold leads.**

Here's the thing: if you can learn how to turn cold leads (which are the 99%) into hot buyers, you're on your way to winning big in sales. You become kind of unstoppable. And yes, it's definitely possible to do this. I've done it many times, and I can show you how.

Thus, the name of the game here is to warm up those cold leads and turn them into hot leads. When you do this, selling becomes a whole lot easier.

CHAPTER 3: FUNNEL SEQUENCING LEADS TO YOUR GRAND OFFER

Now that you understand the three types of leads, the next step is key: preparing or nurturing your leads before you try to sell to them. This is like getting everything ready before the big show. You want your leads to be in the perfect state – warm and receptive – when you present your grand offer.

Think about it like this: You're trying to turn cold leads into warm or hot ones. It's a crucial step that a lot of folks skip because they're eager to jump straight into selling. But that can be awkward, kind of like asking someone to marry you the first time you meet. You wouldn't do that, right?

So, nurturing your leads is a bit like dating. You're getting to know each other, building trust, and creating interest. The goal is to make this process smooth, quick, and, ideally, to have your leads more excited about what you're offering than you are about selling it to them. This doesn't mean being pushy or rushing; it's about making a connection and showing them the value of what you have.

Here's the thing: when your leads are properly nurtured, they're more likely to say "yes" to your offer. They know you, they trust you, and they understand how what you're offering can help them. And that's when sales feel natural and easy, for both you and your customer.

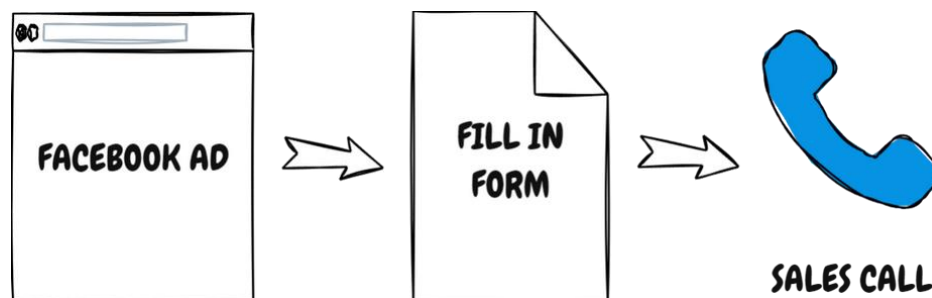
Funnel Sequencing

To achieve this, you need to build a sales funnel. Now, sales funnels are a huge topic. They're like the blueprints for guiding your leads to the point where they're ready to buy. We can't cover everything about funnels in this training since our main focus is on sales, but it's also super crucial that I can't skip it.

First off, understand that not all funnels are created equal. Different products or services need different types of funnels. It's like using the right tool for the right job.

Here are a few common funnel structures and what they're best used for:

Lead Funnel 1: Ad To CTA Direct



(NOTE: CTA means call to action. CTA can refer to purchase, sign up, enroll, or any meaningful action...)

This is quite straightforward.

You craft an ad that pops up on someone's social media feed. It could be an engaging video or an eye-catching post. The key is that it speaks directly to something that person cares about or is curious about. They see your ad, and it resonates with them. It's like a small spark of connection is made right there.

They're interested, so they click on your ad. This takes them straight to a form where they can leave their contact information. It's a quick step from interest to action. And from there, it's up to you to follow up as soon as possible, to keep that spark alive.

Pros:

1. It's very direct. You can reach a large number of people in a relatively short amount of time.
2. Expect high volume Leads and low Cost Per Lead.

Cons:

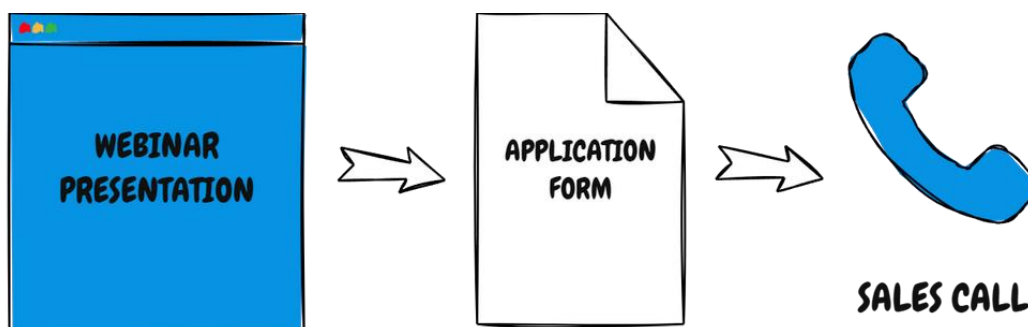
1. The main issue is the depth of the lead's engagement. They've only seen one post or video – that's their entire experience with your brand so far. So, while you might get a lot of leads, they might not all be high-quality leads.

Yet, this funnel works brilliantly for certain types of offers, especially those that don't need a lot of explanation or 'educating'.

Examples: signing up for a yoga class, attending mainstream events, car grooming services, or even certain real estate properties.

These offers are straightforward; people already understand what they're about. So, it's less about the price and more about how well-known or easily understood the offer is.

Lead Funnel 2: Webinar Model



Moving onto the next powerful funnel: the Webinar Model. This method has become a favorite, especially among trainers, speakers, and coaches, for enrolling premium clients and selling high-priced courses.

While this topic is vast and intricate, let's break it down to its core elements.

Imagine hosting a webinar – it's usually a free online event where you invite people to attend. This isn't just a casual chat; it's a well-structured presentation that typically lasts between 60 to 90 minutes.

During this time, you share valuable insights, teach something meaningful, and connect with your audience. The real magic happens towards the end when you present your Call to Action (CTA). This CTA is an invitation for attendees to apply for a personal call with you or your team.

The purpose of this call? To qualify them as potential clients and, ideally, close the sale. But we'll dive deeper into this in Phase 2 of our training.

Pros:

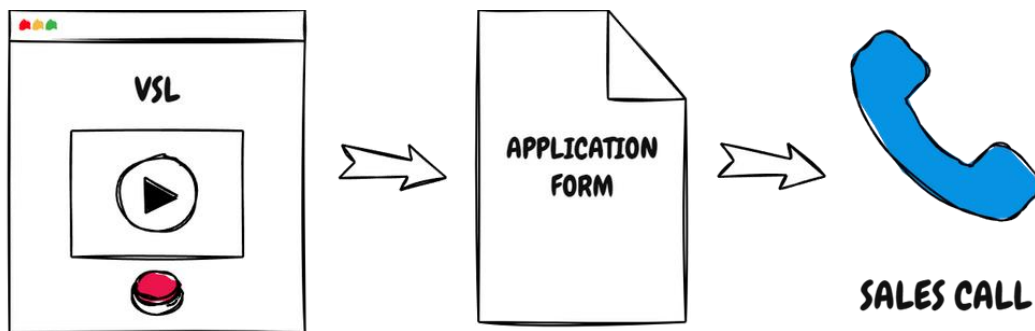
1. You position yourself as an expert or an authority in your field. It's a platform where you showcase your knowledge and expertise.
2. Compared to organizing a live, in-person event, webinars are more budget-friendly. You're reaching an audience without the overhead costs of a physical venue.
3. Webinars can be automated. You can record them once and use them repeatedly, reaching new audiences each time.
4. People have made practically millions from the comfort of their homes using this model!

Cons:

1. Dropping Attention Retention: the main challenge is to keep your audience engaged and interested online for the entire duration of the webinar with hopefully little or no distractions.
2. As these webinars are usually free to enter, the show-up rate can vary. A 20% attendance rate is often considered good, but this can depend on your niche or industry.

3. To really nail this model, you'll need to practice relentlessly and refine your webinar presentation (but it is super worthwhile).

Lead Funnel 3: Video Sales Letter (VSL) To CTA



This approach is similar to the Webinar model but with a few differences. Think of it as a more accessible "anytime" version of a webinar.

Here's how it works: You create a video, a sales pitch in essence, and place it on your website. Unlike a webinar, it's not live. It's a pre-recorded video that people can watch whenever they visit your website. The length of the video can vary – from a quick 10-minute overview to a more detailed 60-minute presentation.

The beauty of a VSL is its evergreen nature. It's always there, ready to be watched, making it a fantastic alternative for those who don't want to deal with the logistics of live webinars.

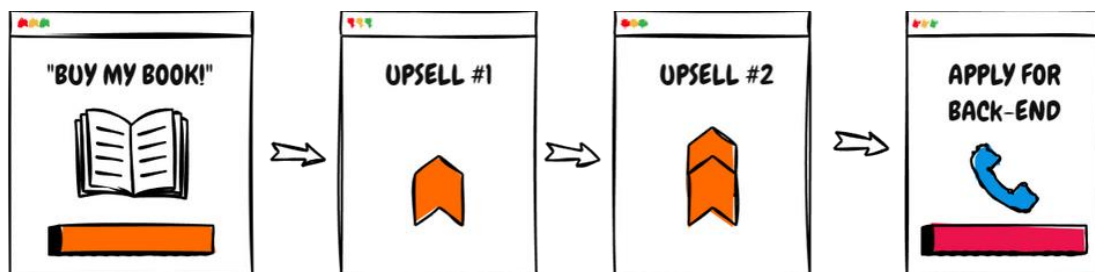
Pros:

1. The video is evergreen, which means your leads can watch it whenever it suits them, whether that's in the middle of the night or during their lunch break.
2. Your VSL length can be as short as several minutes, and shorter videos is ideal for those that want quick, digestible content.
3. With no need for webinar software or scheduling, VSLs can be more straightforward and you save a bit on cost.

Cons:

1. Because the video is always available, it might lack the 'watch it now' urgency that live webinars can create (though you can add a countdown timer).
2. Unlike webinars, where you can easily track attendance and engagement, VSLs might require more effort to monitor visits and conversions effectively.

Lead Funnel 4: Book Model



For topics that need a lot of awareness raising and educating, one of the best vehicles to bridge this gap is through books, though you can also use Videos, Audiobook, Online Courses, and such for this.

You're selling a book (or any informational product) at an affordable price, usually below \$50. The book itself is just the starting point.

Along with the book, you present two to three upsell offers. These upsells not only help to offset your initial advertising costs but also potentially bring in some profit.

However, the true value lies in using the book to prime these new buyers for your Big Offer that follows.

A book is more than just a product; it's like a sophisticated business card. It establishes you as an expert and a trusted source in your field. More than that, it serves as an educational tool, guiding the reader and preparing them for the bigger, more comprehensive offers you have down the line.

Let's put this into context with a real-world example, such as real estate. One common approach is to directly try to sell properties to leads. While this can work, it's a crowded field where everyone is competing on price or trying to be the most likable. Now, imagine you have authored a book.

Instead of selling properties upfront, your book educates potential buyers on how to select their ideal home or how to invest smartly.

When the time comes to recommend properties, who do you think they'll trust more: someone they've never heard of, or the author who has guided them through the process?

Pros:

1. Publishing a book positions you as the authority and go-to person in your field.
2. A book can educate your prospects on complex topics in a way that's engaging and accessible.
3. It's a high-value calling card that leaves a lasting impression and builds trust.

Cons:

1. Creating a book and accompanying upsell products is not a simple task. It requires considerable effort and resources.
2. From writing to production, to content creation for upsells, this funnel demands a significant investment of time.
3. To reach your audience, you'll likely need to depend on paid advertising, which requires continuous focus and adjustment for optimal conversion.

The Purpose Of These Funnels

The big idea behind these funnels – whether it's a webinar, a video sales letter, or a book – is to do 3 key things: **educate, indoctrinate, and train your leads.**

This is about showing your leads the real value of what you offer. It's not just telling them what your product or service does, but also why it matters to them.

Here, you're helping leads to understand and buy into your brand's philosophy and approach. It's about aligning their thinking with your methods and values, so they start to see your offer as the best solution to their problem.

This is about preparing your leads to take the next step. You're guiding them through the process, building up their knowledge and confidence, so when the time comes to make a decision, they feel ready.

This approach is particularly important for high-priced offers. Think about it: if you're selling something that costs tens of thousands of dollars, your leads need a deeper understanding and a stronger relationship with you before they're ready to commit to such a significant investment.

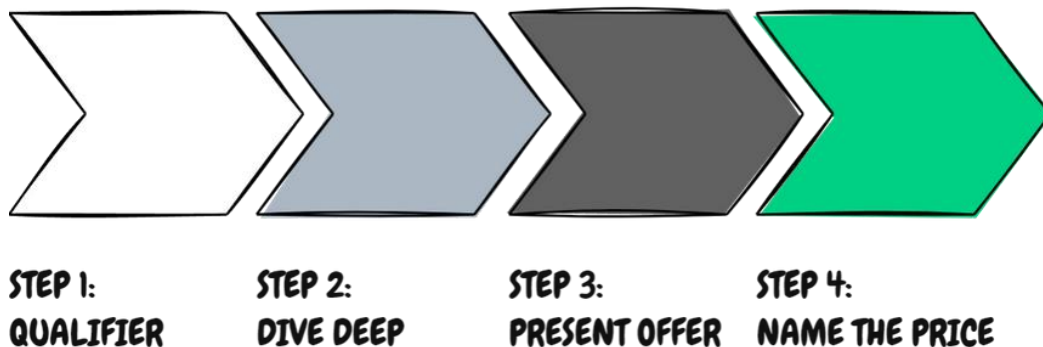
Consider a lead who has attended your webinar, watched your video, or read your book. This person has already spent time with your content, getting to know your expertise, and understanding the value you provide. They're much more 'sold' on you compared to someone who's had no prior exposure.

Moreover, these funnels help you preemptively tackle those frustrating objections that every salesperson faces: "Who are you?" "Why should I trust you?" "Why is your price what it is?"

By the time you're making your grand offer, your leads already have the answers to these questions. They know who you are, they understand why they can trust you, and they see the value in the price you're asking.

PHASE II: SALES CLOSING

CHAPTER 4: SALES CLOSING SEQUENCE



Now that you've set up a lead funnel, you've already done a lot of heavy lifting in your sales process. A well-constructed funnel not only captures leads but also addresses many common objections and begins the process of qualifying them.

By the time you reach the sales closing sequence, your leads should already be familiar with who you are and why they're interested in talking to you or your team.

In an ideal scenario, they are more eager to avail of your offer than you are to sell it to them. This is where the art of the sales closing sequence comes into play.

Thanks to your funnel, the sales call becomes considerably smoother. You're no longer dealing with a cold lead. At this stage, they are at least in a warm state, or even hot if they have previously purchased from you. This warm-up changes the entire dynamics of the conversation. Instead of starting from scratch, you're already halfway through the journey.

The goal of this call, whether it's online or in-person, is twofold. First, it's about validating your prospect. You want to ensure that they are indeed a good fit for your offer. This is where your skills in asking the right questions and listening attentively come into play.

Second, and most importantly, the purpose of the call is to enroll them, which essentially means closing the sale.

Basically, there are 4 parts to the sequence:

Step 1: The Qualifier

Think of the beginning of your call as the first date in the relationship with your prospect. Here, you're assessing if there's a mutual fit. It's not just about whether the prospect fits your program; it's equally about whether your program can fulfill their dreams and goals.

This stage is about asking the right questions to understand their needs and expectations, and equally, to present your program as a potential solution to their challenges.

Step 2: Dive Deep

Here, you go deeper. You want to understand their motivations, challenges, and what they aspire to achieve. This step goes beyond surface-level conversation; it's about developing a connection and showing genuine empathy.

Step 3: Present Offer

Here, you present your program as the solution to their problems. It's about illustrating how your offering can help bridge the gap between where they are now and where they want to be. You're painting a picture of a future where your program plays a key role in achieving their goals.

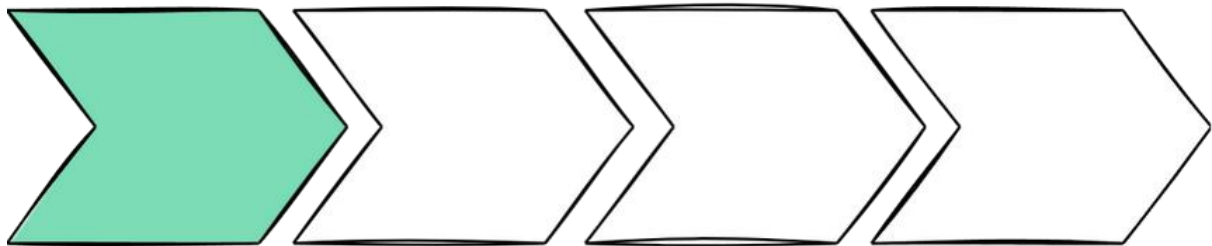
Step 4: Name The Price

Towards the end of the call, it's time to discuss the investment required. This is more than just stating a price; it's about demonstrating the value of your program. Your goal is to help them understand the return on their investment and why the price of your program is justified by the benefits and results it promises.

That's the gist. Of course, we'll cover each step in greater detail as I break down the psychology and reasoning behind every move.

IMPORTANT! While we refer to this process as a 'sales call,' don't call it so in front of your Prospect! You can frame it differently as: Discovery Call, Strategy Session, Breakthrough Meeting, etc.

CHAPTER 5: QUALIFIER (STEP 1 OF 4)



**STEP 1:
QUALIFIER**

**STEP 2:
DIVE DEEP**

**STEP 3:
PRESENT OFFER**

**STEP 4:
NAME THE PRICE**

If you're new to this, it's natural to feel a mix of excitement and nerves. But let's put things into perspective: your prospect didn't just stumble upon this call. They've been through a journey – maybe they've read your book, watched your video, attended your webinar. They've seen what you have to offer and were interested enough to fill out a form and wait for this conversation. So, breathe easy – you're not talking to a cold lead anymore. They're at least warm, if not hot.

Starting Off Casual:

Begin with something simple and casual. A "How are you doing today?" works wonders. It's a friendly opener that sets a comfortable tone for the call.

Setting the Tone:

Once the pleasantries are out of the way, it's time to be clear and firm about the purpose of the call. You might say something like, "You're here today because you want to know more about [Name Of Program], correct?" The response to this question should ideally be a 'yes.' If it's

anything else, it's a red flag – it means your prospect might not be clear about why they're here.

Gauging Interest and Intention:

This step is crucial to gauge their interest and level of intention. If you sense less than enthusiasm or get responses like "I don't even know why I'm here" or "I just want to know the pricing," it's a sign that this might not be a fruitful conversation.

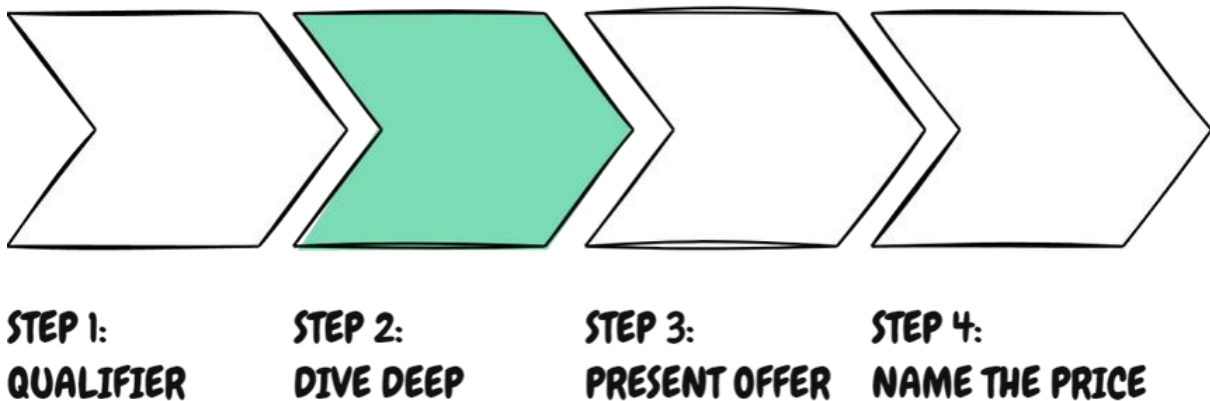
Remember, it's perfectly okay to tactfully end a call if you realize that the prospect isn't aligned with what you're offering.

The Goal of Qualifier:

The main goal of this first step is to qualify your prospect. You need to confirm that they're here with a specific intention and manage expectations right from the start. You'll be asking a few key questions to see if they're a good fit for your offer. If not, that's okay. Not every call will lead to a sale, and that's part of the sales journey.

Qualifying isn't just about ticking boxes; it's about starting a meaningful dialogue where both you and your prospect can openly discuss the potential fit of your program for their needs. It sets the foundation for a more focused and productive conversation as you move through the rest of the sales call sequence.

CHAPTER 6: DIVE DEEP (STEP 2 OF 4)



You've just warmed up the conversation with your prospect. The ice is broken, and it's time to delve into the depths of their story. This stage in your sales call – 'Dive Deep' – is not about rushing to present your program or jumping to the pricing details.

It's more important that your Prospect is a fit for your Offer, than trying to get every Tom, Dick and Harry onboard.

Here are some go-to questions you can ask (provided it makes sense and relevant to your Offer later):

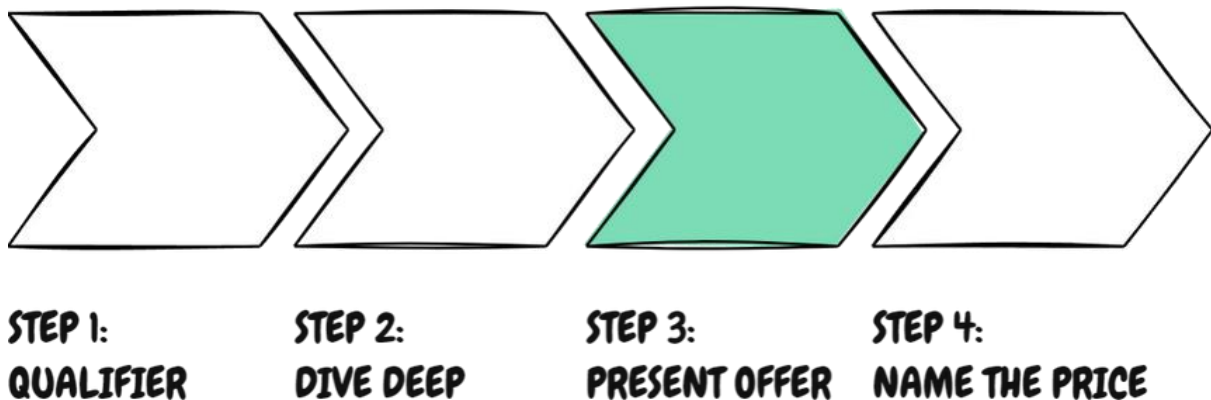
1. What made you apply for this call?
2. What do you want to achieve in the next [time frame] typically 6 to 12 months?
3. What's stopping you from achieving it then?
4. What else have you tried before getting on this call?

At this point, you should be speaking less and hearing out more. The best case scenario is that your Prospect is talking more than you are. And if your prospect is forthcoming, sharing their story with ease, it's a clear indicator of their interest and comfort level with you.

However, not all prospects are naturally open. Some may be more reserved, offering minimal responses. In such cases, you can try to coax more depth from them.

And if you still sense a persistent reluctance or a lack of engagement, it could signal a mismatch. If it feels like pulling teeth to get them to open up, they might not be ready or suitable for your offer. Recognizing this tell-tale sign is crucial, as you can save yourself potential trouble from possibly enrolling mismatched Prospects into your Offer.

CHAPTER 7: PRESENT OFFER (STEP 3 OF 4)



Okay, we're halfway through.

Your prospect has opened up, sharing their story, their challenges, and their aspirations. You've listened, understood, and arrived at a crucial conclusion: your offer is a potential key to unlocking their goals.

This moment marks the transition from exploration to presentation – it's time to reveal your offer.

Seamless Introduction to Your Offer:

Your prospect, having engaged with your earlier content – be it a video, a webinar, or other materials – should have a general idea about your program. Therefore, when you begin to unfold the details of your offer, it shouldn't feel like a bolt from the blue.

Rather, it should come across as a natural extension of everything they've learned about you and your services so far.

Detailing the Program:

Spend the next 10 to 15 minutes walking them through your program. This isn't just a run-through of features; it's a carefully crafted presentation that links each component of your program directly to the prospect's specific needs and timelines.

Highlighting the Components: Explain what each part of your program does and how it will specifically benefit them. It's like drawing a map that shows exactly how each step of your program leads them closer to their destination.

Setting Timeframes: Offer a clear timeline. People appreciate knowing what to expect and when. This clarity helps them visualize their journey and the transformations they can anticipate.

Differentiating Your Offer:

This is also an opportune moment to set your program apart from others in the market. If your prospect has tried similar programs before, draw clear distinctions.

What makes your approach unique? How does your program address the shortcomings of others? This isn't about disparaging competitors; rather, it's about showcasing the unique value and strengths of what you offer.

Aligning Solution with Needs:

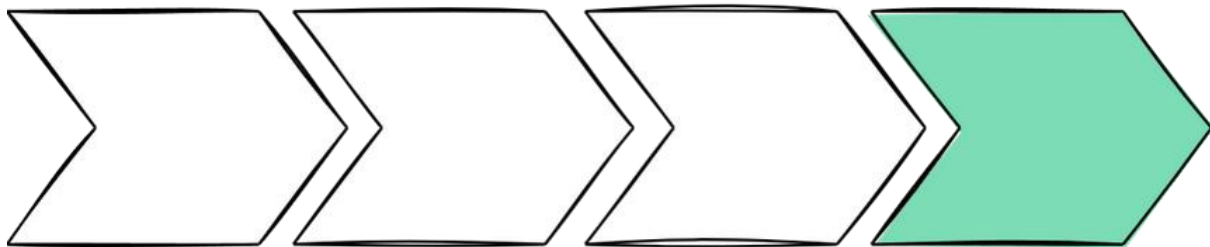
As you present your program, keep tying back its components to the needs and goals your prospect expressed earlier. This personalized approach demonstrates that your program isn't a one-size-fits-all solution but a tailored pathway designed to meet their unique situation.

Creating a Vision:

Your presentation should paint a picture of success and achievement. Help your prospect visualize the end results – the changes they will see, the goals they will meet, and the problems they will overcome. This

vision-building is crucial in turning your offer from a mere concept into a tangible, desirable outcome.

CHAPTER 8: NAME THE PRICE (STEP 4 OF 4)



**STEP 1:
QUALIFIER**

**STEP 2:
DIVE DEEP**

**STEP 3:
PRESENT OFFER**

**STEP 4:
NAME THE PRICE**

You've reached the final and perhaps the most critical step in your sales call – naming the price. This moment is the culmination of all your efforts, the point where the value of your offer meets the prospect's decision to invest.

Saying the Price with Confidence:

If you're dealing with high-ticket items, stating the price can be daunting at first, especially if we're talking about a figure in the 4-5 range. But here's the thing: you've got to say it with confidence. If your program is \$10,000, state it plainly and directly.

Practice this in front of a mirror if you must. Repeat it until it feels natural, until the price rolls off your tongue as easily as any other fact about your program. This isn't just about saying a number; it's about believing in the value that your program offers, a value that transcends the price tag.

Prompting Immediate Decision:

At this stage, it's crucial to encourage your prospect to make a decision – and it's better if it's immediate. The harsh truth is, even under the best conditions, some prospects will back out.

But remember, even a 20% success rate on a high-ticket item translates to significant earnings. It's a numbers game, and each successful close is a testament to your skill and the value of your offer.

Act Now, Not Later:

Encourage your prospect to act now. Those who say "I'll think about it" often end up not taking any action. Be direct and ask them if they're ready to commit. If they say yes, that's fantastic! Now it's time to seal the deal.

Securing the Payment:

In-person, you might accept a payment via a credit card terminal, cash, or even a QR code. Online or over the phone, provide a secure payment link like Stripe, or share bank details for a wire transfer. If the amount is substantial, understand that it may require multiple payments due to daily transfer limits. Aim to secure the largest upfront payment or deposit possible to solidify their commitment.

A Closed Sale is Money in the Account:

Remember, a sale isn't truly closed until the payment is secured. Many salespeople fall into the trap of celebrating a 'closed' sale when it's still just a promise. The deal is only done when the money is in your account.

Congrats! You've Closed A Sale!



Once the payment is confirmed, congratulations are in order – you've just closed a sale! While it's a moment of elation for you, keep your focus on the client.

This isn't the end of the transaction; it's the start of your service delivery. Congratulate them for their decisive action and initiate the onboarding process. Your private celebration can wait – for now, the spotlight stays on your new client and the journey you're about to embark on together.

PHASE III: QUASHING OBJECTIONS

CHAPTER 9: "I CANNOT AFFORD IT"

In the sales process, despite a well-structured funnel designed to preemptively address concerns and alleviate limiting beliefs, objections may still arise. These objections often highlight specific hesitations or challenges that prospects face when considering an investment in the offered program or service.

Not to worry, we'll take a look at some of the most common objections you'd expect to hear, and what to say in response.

"I Cannot Afford It"

This objection, while often about finances, can also reflect underlying hesitations or uncertainties about the value of your offer.

Understanding the Reality of Affordability:

It's important to recognize that the issue of affordability is often more about perceived value than actual financial capacity.

Think about it: people find ways to finance major purchases like homes or cars because they see the value in these investments.

It's crucial to approach this objection with sensitivity and not resort to high-pressure tactics that could place your client in a financial strain.

Exploring the Prospect's Desire:

Start by gauging their true interest. Ask, "If money were not an issue, would you want to be part of this program?" If the answer is yes, and you sense genuine interest, this opens the door to discussing payment options.

Proposing Payment Plans:

Offering an easy payment plan can be a game-changer. For instance, let's say your program costs \$10,000. You could propose breaking it down into manageable installments, such as \$4,000 this month, followed by \$3,000 for the next two months.

The key here is to limit the number of installments – typically, no more than three. More than that can increase the likelihood of incomplete payments.

Setting Up Installment Billing:

Platforms like Stripe offer functionalities for installment billing, which can be a convenient option for both you and your client. This allows you to secure the commitment while providing your client with a feasible way to manage their investment.

Utilizing Payment Processors for Extended Installments:

For an even smoother process, consider using a payment processor that handles the full payment upfront but allows your client to pay in installments over 6, 12, 24, or even 36 months.

This arrangement can make your offer more accessible to clients who are genuinely interested but need more flexibility in payment. The availability of such services may vary by country, so it's worth researching the options that are accessible to you and your clients.

CHAPTER 10: "I NEED TO THINK ABOUT IT"

Ah, don't we all hate this one? "I need to think about it".

You're probably thinking, what else is there to 'think' about? This is the default go-to excuse for Prospects that want to delay the decision making process.

I'm insistent on them making a decision NOW because it's now or never. Most people don't follow through because either they're not serious or something gets in the way, such is life. So, you want to strike while the iron is hot.

The objection "I need to think about it" is a familiar refrain in the sales world. It often serves as a polite deferral, a way for prospects to delay making a decision. As a sales expert, you recognize that this hesitation can be a critical moment in the sales process. It's not just about the objection itself, but about understanding the underlying reasons for it and addressing them directly.

When a prospect says they need to think about it, it's important to gently probe further. You might respond with, "I understand. May I ask what specifically you'd like to think about?" This question isn't pushy; it's an invitation for them to share their true concerns. Often, getting to the heart of their hesitation can reveal obstacles you can help them overcome.

Listen carefully to what the prospect shares. If their hesitation is price-related, you can refer back to the strategies discussed in the previous chapter. If it's due to personal concerns, reservations, or other issues, this is your opportunity to address those head-on. Sometimes, a

prospect's reluctance can stem from a lack of information or misunderstanding that you can clarify.

One crucial aspect of handling this objection is not letting the conversation end without a resolution. It's better for both you and the prospect to reach a clear conclusion. If they're not ready to commit, that's okay. A 'no' can be just as valuable as a 'yes' because it allows you to move on to other prospects without lingering uncertainties.

Whether the prospect decides to go ahead with the offer or declines it, ensure that the call ends with clarity. If they decide against it, thank them for their time and consider asking if they'd like to keep in touch for future opportunities. If they choose to proceed, guide them towards the next steps in a way that reaffirms their decision and sets the stage for what comes next.

CHAPTER 11: "I NEED TO TALK TO MY SPOUSE FIRST"

This one comes up fairly common too.

"I need to talk to my wife."

"I need to talk to my husband."

"I need to talk to my boyfriend."

"I need to talk to my girlfriend."

"I need to talk to my business partner."

One of the more common objections in sales is when a prospect says they need to discuss the decision with a significant other or a business partner. This statement can range from a genuine need for collaboration to a tactic for buying time or deflecting responsibility.

Ideally, you want to address this potential objection even before the call begins. When setting up the call, ensure that you are engaging with the decision-maker. This could be the business owner, the head of the household, or whoever holds the authority to make the final call. Asking upfront if they need to consult with someone else to make a decision can save time and prevent this objection from arising later. If they do need to confer with someone else, suggest bringing that person into the same call.

However, if you're already deep into the call and this objection surfaces, it's time for some strategic questioning. Start by clarifying, "Are you not the main decision-maker in this matter?" This question will help you understand the prospect's decision-making capacity. If they affirm that they are the decision-maker, encourage them to make a decision during the call.

If they insist on needing to consult with someone else, explore further by asking, "What do you think your partner/business partner will say?" and "If your partner disagrees, would you still be interested in moving forward with the program?" These questions help gauge the prospect's level of commitment and influence in the decision-making process.

Remind your prospect that they have shown initiative by engaging in this call and that their opinion and decision carry weight. It's crucial for them to feel empowered and responsible for the decision, especially since they took the step to learn about your offer. Reinforce the idea that you're looking to work with decision-makers, not just followers. This approach can encourage the prospect to take ownership of the decision, whether it's made independently or in conjunction with someone else.

Ultimately, if the prospect decides they must discuss with someone else, respect their process but aim for clarity. Suggest setting up a follow-up call that includes the other decision-maker.

CHAPTER 12: "WHAT IS YOUR GUARANTEE?"

When someone asks about guarantees, especially for high-level coaching programs, it's a sign they're seriously considering joining but need that extra bit of assurance.

At the same time, you're not selling a toaster or gym equipment; Coaching Programs demand time, effort, resources, and attention. And you can't get a 'refund' on your time.

So, here's how you can handle this question in a way that builds trust and confidence.

Start by making sure they know what to expect from your program. Talk about the goals and results they can look forward to. This isn't about making big promises; it's about being honest about what your program offers and how it can help them.

Then, let them know that your program is all about results. Tell them you'll work closely with them to achieve the outcomes you've talked about. This shows you're committed to their success and that the value of the program is in the results it brings.

Instead of a regular money-back guarantee, you can offer a kind of promise based on performance. Assure them that the program is designed to get results and that you're dedicated to working together until those results happen.

Highlight the continuous support they'll get throughout the program. Make it clear they won't be alone in this. They'll have guidance and help from you and other experts in the program.

Promise to keep them updated on how things are going. Let them know you'll be open about their progress and any changes that need to be made. This kind of clear communication helps build trust.

Finally, talk about how the program will be customized for them. Everyone's different, so assure them that the strategies and methods you use will be chosen to fit their specific needs and goals. This shows you understand and care about making the program work for them.

Here's an example of a guarantee statement you can make:

"I'll continue to work with you until you get results."

CHAPTER 13: CONGRATS! YOU'VE MADE A SALE!



You've just closed your first client and made your first significant sale. This moment is a monumental milestone in your sales journey. You've successfully navigated the challenges, embraced the techniques, and now, you've reaped the rewards. But how does it feel to finally hear that 'yes' after all the rejections and the long, dry spells?

It's natural for this first success to feel a bit surreal. Maybe you're even wondering if it was just luck, or perhaps a fluke – a 'pity sale,' as some might say. But let me assure you, this is more than just beginner's luck. It's the result of your hard work, perseverance, and the sales system

you've learned to navigate. So, take a moment to bask in your achievement and be grateful for this turning point.

Remember, money is abundant. It's out there, waiting to be earned by those who know how to seek it. Sales, at its core, is a system – and systems are predictable. With every lead, you have the opportunity to generate revenue. The beauty of this system is that even with a success rate of 2 out of 10, if you're selling a \$10,000 offer, you're looking at \$20,000 from just two sales. The math is in your favor, and this principle holds true regardless of the price point of your offer.

Now that you've unlocked this skill, you might find yourself in high demand. Many businesses out there are struggling to increase their revenue. They might be looking for someone just like you – someone who can turn leads into sales and maximize profits. Whether you choose to focus on growing your own business, help others grow theirs, or do both, you now possess a powerful skill that can create sales almost out of thin air.

This system works across the spectrum – from low-priced products to premium offerings. The strategies and insights you've learned are adaptable and can be tailored to different markets and needs.

As you move forward, I urge you to use this newfound skill responsibly. The power of persuasion, the ability to close sales – these are potent tools. While rare and valuable, they should be wielded with integrity and ethical consideration. Your journey in sales is not just about making money; it's also about creating value, building relationships, and contributing positively to the lives of your clients.

In closing, celebrate your victory, but also look ahead. This sale is not the end; it's the beginning of a path where each step forward can lead to greater success, impact, and fulfillment.

BONUS CHAPTERS

BONUS CHAPTER 1: ULTIMATE STRATEGY SESSION BLUEPRINT FOR MAXIMUM SUCCESS

Mindsets & Roles:

- **Confident Communicator.** You demonstrate absolute certainty and confidence in all your communications, and marketing materials.
- **The Solution.** You possess the skills to solve their biggest problems, challenges, and frustrations. You make their lives better, and you always leave people better off than when you found them.
- **Paradigm Shifter.** You create the space for others to grow with your guidance and presence.
- **The Warrior.** You have the ability to coach your clients through their objections, and mental blocks, and you help them DESTROY their excuses and obstacles so they can get the results they've always wanted.
- **The PROTECTOR.** You CARE for your clients, and are deeply invested in their success no matter what. You protect them from failure and mistakes at all cost.
- **The Motivator.** You are excited for their life to change, and you always remind your clients WHY they are doing this in the

first place. What are they trying to achieve, and what are they trying to avoid?

- **The SHAPER OF DESTINY.** You have the power to give your clients the 'greatest gift' in this world. You can help their achieve their goals, and become the best version of themselves. You change the lives of everyone you meet.

STEP 1: Pre-Frame

- “I’m calling because you submitted an application. We get 100s a day, read your story and I like it, that’s why I’m giving you a call back. Do you remember submitting an application on our website? Is this a good time to talk?”
- “The reason why we have such a high success rate with the people we work with is because we take the time to really get to know them, so we have the ability to truly help them. So the way this works is that I’m going to ask you some questions about your background and experience, so I can come up with a ‘success plan’ for you. At the end, we can decide if this is going to be a good fit for both you and I. Does that sound fair?”
- “Did you watch all the videos? Even the ones on the thank you page?”
- “What is it about the video that made you want to apply? What did you like about it?”

STEP 2: Wide Rapport (Gather the Facts)

- “I’m curious about you, what’s your background, what’s your story?”

- “Are the people in your life, your friends and family, supportive of your goal?”
- “How many hours do you currently work right now?”
- “How long have you been trying to succeed with this?”
- “Why now? What’s the biggest thing driving you to make this happen now more than ever?”

STEP 3: Deep Rapport (Discovering the Dream & Nightmare and Getting Financial Data)

- “What is your goal? How much money do you want to make per month in the next 90 days? Then ultimately how much do you want to be making?”
- (Repeat back what they said)... “Once you’re making that, how would that change your life, what would that do for you?”
- “Those are really good goals... Right now, what’s stopping you from achieving your goals? What’s your biggest obstacles, frustrations, and challenges?”
- “Thank you for sharing that. So, if you solved that problem once and for all, you think you’d finally succeed?”
- “Our first goal would be to replace your income. Then the next goal would be to replace the income of your household. Right now, what would it take to replace your income? Because that would be our first goal.”

STEP 4: Core Rapport (Building Appreciation, Commonalities, Elevation and Vulnerabilities)

NOTE: Find something to compliment them about. So if they have spent 5 years with little success, you compliment them on their persistence, and not giving up.

RESPECT AND APPRECIATE

“You know what, I deeply respect and appreciate about you? It’s the fact that you are very persistent, and you never gave up no matter how hard it got. Also, the fact that you just took action. You watched my videos, went through the entire process, and filled out the form. Most people just let opportunities pass them by, but you took action. Where did you learn that from? Were you always like that?”

BUILD COMMONALITIES, RELATE, AND SHARE YOUR STORY

“Thanks for sharing that. I can completely relate. Here’s my story... (tell them what you have in common, and open up. Build a connection.)”

ELEVATE

“Most of my most successful clients have one thing in common. They never gave up, and they always had the DRIVE to succeed no matter what. All they needed was guidance. Someone who’s been there, done that, to show them what to do. So I’m excited for your success.”

STEP 5: Educate (Help them By Actually Helping Them. Give them New Models of Success, Mistakes Most People Make, What You Should Do, and Why)

- Big reasons why people fail: no mentor and guidance, no technical skills, no time
- Lottery mentality mindset vs. Business mindset (to make 10K/month, invest 10K, 5K/month, 5K)
- Formula for success Mindset, Skills, Mentor, and get the work Done For You.

STEP 6: Pre-Presentation Framing

- If we could get you to achieve XXX (insert income goals) income in 90 days so you can experience (insert actual goals they have)... is that something you want to do?
- What would be your budget for that?
- Are you in front of computer, will send you an email with right now with a link to a video I want you to watch. Call me back after you finish watching the video.

STEP 7: Advanced Closing

Phase 1: Eliciting Values

- “Did you get to watch the video? What did you think?”
- “If money wasn’t an issue, which one of the packages appealed to you the most?” (wait for the answer, then say)... “What is it about that package that caught your eye?”
- *Repeat back to them what they like, and ask them if they would succeed if they had that. So if they say they liked the program because of the 1on1 nature you say = “So if you had 1 on 1 help from someone successful, do you think you’d finally succeed, and why?”

Phase 2: Qualifying and Challenging (Micro Commitments)

- Have you ever had a mentor or coach before?
- How are you with following directions? If someone gives you a step by step plan, can you follow it?

- How many hours can you realistically put towards your internet business on a daily basis?
- How are you with someone holding you accountable?
- Procrastination is the number 1 reason why most people fail. How do you overcome procrastination?

Phase 3: Assuming the Sale & Setting Conditions

- “Which one of the packages did you want to do?”
- “We have 2 conditions with everyone we work with. First, once you start seeing results from this program, are you okay with doing a testimonial for us? Second, once you start seeing results that you’re happy with, will you be open to upgrading to our higher packages?”
- “If those 2 conditions are met, then we can work together.”

Phase 4: Future Pacing, and Closing the Deal

- “Here’s how it works. After you sign up, my team starts working on your stuff within 12 hours. The goal is for us to have something up and running, getting you results within 7 days. In order to hit the goals you want, stuff needs to get done pretty quickly. Are you okay with us moving fast?”
- So, one of the things we will do today, is start setting up your multiple streams of income. How often do you want to get paid for your commissions? Weekly, biweekly, or monthly?
- Do you want to get paid by check, direct deposit, or by PayPal?
- What’s your best email address?
- What’s your best mailing address?
- What name should the payment be written out to?

- Awesome. I'm sending this out to my team now, so we can get you something setup today. So, you want to do visa or MasterCard for your payment?

YOU'VE CLOSED A SALE!

BONUS CHAPTER 2: HOW TO GET YOUR FIRST CLIENTS FROM FACEBOOK

Utilizing Facebook as a gateway to acquire your initial clients is a strategic move that demands finesse and consistency. Here's how you can go about it, leveraging your existing Facebook presence and delivering value to your audience:

So, assuming you're already active on Facebook, let's skip the fuss of ads and joining groups. Instead, let's focus on content—the kind that reels in potential clients.

Step 1: Establishing Your Presence

First things first, ensure your Facebook profile speaks volumes about your expertise in sales. Highlight your achievements, showcase your dedication to client success, and make it known that you're the go-to person when it comes to mastering sales.

Step 2: Crafting Valuable Posts

Now, let's get to the good stuff—content. Think of it as showcasing your skills without sounding salesy. Make two solid posts that your audience will find invaluable:

Expert Insights: Share actionable advice. Think along the lines of "The 5 Unmissable Elements for Nailing Sales Conversations."

Success Stories: Narrate success stories (keep it confidential, though) that prove your strategies work wonders.

Problem-Solving Gems: Offer solutions to common sales hurdles. Show them you've got what it takes to overcome challenges.

Industry Insights: Discuss trends in sales, giving your audience a glimpse of your industry knowledge.

Inspiring Content: Throw in motivational content—a quote or anecdote—that resonates with their sales journey.

Step 3: Introduce the Tempting Offer

Now, here's where it gets interesting. After those two value-packed posts, it's time to hint at what you offer. But hold off on the direct sell or naming prices. Instead, craft a post that invites them to reach out via private message for more details on your tailored offer.

Step 4: The Rhythm of Repetition

Here's the thing—consistency is key. Keep cycling through this sequence: value post, value post, offer post. Keep it regular, maybe weekly or bi-weekly, to keep the interest alive and well.

Examples of Value-Oriented Posts

Just to give you a clearer picture, here are some ideas:

Post 1 - Tactical Sales Insights: Drop some wisdom with "The 5 Proven Steps to Master Closing Sales Deals."

Post 2 - Client Success Chronicles: Share the triumphs (while keeping it confidential) of how your strategies propelled someone's sales.

Post 3 - Sneak Peek Offer: Create a post that intrigues them to explore an offer. Keep it mysterious, prompting them to shoot you a private message for personalized details.

