



Shooting Fish in a Barrel:

Unfair Secrets of Closing the Sale

By Trevor James

(Powerline Press, <http://powerlinepress.com>)

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Forward –

This is a private report I wrote for a company some years ago. I was one of their salesmen – one of the top two salesmen in the company – and this report was written to explain my ‘secret language patterns’ method of closing sales that allowed me to sell over a million dollars of their equipment to customers.

If you elect to learn the patterns of Conversational Hypnosis, you will discover an entire set of language patterns that are even more powerful than these presented here. And, when you learn how to operate Conversational Hypnosis, you will learn something even more important ... you will learn how to observe your prospect, so that you can tell whether he is “buying” what you are selling.

When you learn Conversational Hypnosis, it applies to any “sales” situation, whether it’s selling industrial machinery, selling shirts in Macy’s, or selling the hot babe in the bar that she needs to take you home.

The language patterns here are more limited ... only *some* of them will work with the hot babe ... but their beauty is that they can be used pretty much right out of the box, though it should be said that practice with these patterns increases their power, and of course what you are actually learning, whether you know it or not, is a sense of when to use this one or that one, and this is actually coming from your developing awareness of the prospect before you.

This report was originally written in April of 1985, and quite a few of the methods given here are older still, as I learned many of these from methods taught by an old-school marketer named J. Douglas Edwards, who came from the time when personal salesmen were the name of the game and there was no internet.

I do not know if J. Douglas Edwards materials are still available. The materials I had were on L.P. recordings called “Thirteen Methods of Closing the Sale,” and “More Closes.”

But just as the copywriting principles that tested true in the marketplace decades ago still work today, because humans don’t change that much over the years, so do these methods still work.

You will find some of these more ‘artificial’ and some more ‘natural.’ Both kinds work.

Some of these are longer or more complex. Some are shorter.

Generally speaking, other than the basic Order Blank close, I have found the shorter ones most useful, because they can be woven in so easily.

For an insight into why some of these closes work, examine the principle of 'consistency' given in Robert Cialdini's essential book called "Influence: the Psychology of Persuasion."

Background

In the discussion of specific closes that follow, some things are assumed:

1. You have done enough interview to determine what benefits are most important to him. (IMPORTANT)
2. You know what plan or object or service or equipment to recommend to him
3. You know a method of handling objections (or resistance), so that he can balk but you can often bring him back to the same close or a different close. Different methods of handling objections are discussed separately, to simplify the discussion.
4. Although certain phrases and timing work better than others, it is much more productive to ask for the sale any old way than to refrain from requesting the sale.
5. According to Edwards, in a survey of top salesmen making over \$100,000 per year, they averaged the sale on their fifth closing attempt. So if you only know three closes and use only one, you miss out even when the guy would buy.

So ask many times!

If you ask too seldom, little will happen, and you'll not learn much skill.

If you ask too often, then you'll make sales, and you'll become skillful.

So aim at making the "mistake" of asking too often.

6. Practice makes these things work easily. That also means the first several times you try these, you will feel clumsy. That is to be expected. Persist.
7. "Using a closing technique" is an analytical description of a simple thing: "asking for the sale."
8. As you practice, you will develop skill at recognizing exactly the best moment to ask for the sale. Until you have gained this skill, the way to proceed is to ask "too soon and too often". If you experiment by asking "too late and too seldom", it takes a long time to learn.
9. We tend to avoid being too "pushy" for fear of offending people. What I have found is that, surprisingly, they rarely get offended.
10. It is okay for you to push, because it is assumed that you feel very certain that your product will be of great benefit to him. If not, why are you trying to sell it? If

so, why not urge him strongly to have it?

11. MORAL -- ask for the sale often, early, strongly, and many times.
12. Concentrate on the main outline of the close. People are not automatons, and your customer will not fit exactly into a prepared script. Only in a few places are the exact words important. I have used nearly all of these successfully, even though some of them I have never done exactly "correctly" yet.
13. A "closing question" is any question the answer to which confirms the fact that he has bought. When you ask a closing question -SHUT UP!
14. Often, it takes him time to consider and work through his fears/ desires, etc. He has got to process this information.
15. Often, pressure is felt on both sides when a closing question is asked. Example: "Will you marry me?" A tendency of sales persons is to feel nervous, start talking again, and the guy is off the hook!

You have driven him away from his consideration of your product. You have made it tempting for him to avoid the anxiety of the moment by retreating away from the question.

He may sit there in silence a long time, or he may hem and haw and think out loud. Just stay silent until he (a) says yes, (b) raises an objection or concern for you to handle, or (c) says no (in which case you can question it and get him talking so he reveals his objection/ concern; or you can change the subject and come back later). So ask the closing question and SHUT UP!

FORBIDDEN WORDS

Certain words cause stereotyped or knee-jerk reactions, which are not to your advantage. The reaction of your client against the word can interfere with his ability to see the benefit which you are offering him.

AVOID

Your payment will be
Your cost will be
Down payment
Your monthly payment
I sold a system

I sell
I'm a salesman

Sign here

When you buy

I want you to buy
I suggest you buy

This contract

USE

Your investment will be
Original investment
Your monthly investment
I placed a system
We installed a system
I market
I'm a Marketing Representative
I work for
Ok this here
Let me have your signature
Let me have your autograph
Let me have your John Henry
When you own
When you have
I want you to invest in
I suggest you invest in
I suggest you get
This agreement
This paperwork

THE MOST IMPORTANT ESSENTIALS TO GETTING SALES

1. Use rapport techniques such as matching his speech rate and body language.
2. Interview him to determine what benefits are important to him.
3. Present information from his point of view, such as how it fills his needs, and using the word "you" often.
4. Ask for the sale early, often, strongly, and many times. 5.
5. When you ask a closing question -- SHUT UP!

THE ORDER BLANK CLOSE

This is the most basic close, used in most sales, and one of the most powerful closes. You ask a man a question, the answer to which you write on your Order Blank (Sign-up Sheet, Purchase Agreement, etc.).

Then ask another question and fill it in.

Just keep going this way. As long as he does not stop you, he is buying. What is strange is that very often HE DOES NOT STOP YOU!

Do not ask him, "Shall we go ahead?", or anything, just fill in the blanks. Sometimes he will stop you -- by diverting you with some question, for example, or by saying he's "not ready", or even by saying "I'm not going to sign that!", or (rarely) "What are you doing?" -- and this does not mean you are dead.

You just say "I'm just doing the paperwork so you can (examine it/show it to your bank/etc.)." You may have to set the paperwork aside, and then later pick it up again and continue. Sometimes the guy gets a little nervous, as he is trying to evaluate what he should do, and starts asking diverting questions, or digging out some papers of his own, or even running out of the office to attend to something in the other room that he just thought of, or he takes a telephone call while you are waiting.

He is stalling for time while he tries to get clear about what to do.

This is a golden opportunity. I used to feel frustrated when the guy did this, because I thought I'd lost his interest. Not so. He is engaging in the buying behavior of considering it and he is experiencing the emotional turmoil of worrying about it. You have probably experienced this if you have ever bought a car or a stereo or some furniture.

When he runs out of the room, I take this golden opportunity to pull out a purchase agreement and begin filling it in. If he comes back while I am filling it out, I just silently continue. If I finish before he comes back, I leave it on the table where he can see it.

A variation in a face-to-face call is to have it all filled out when you come in, and then set it out in plain sight while you talk about other things, and later pick it up and say "Let me see if I've got this information right."

Remember, he cannot buy if he does not have the paperwork, so you must always see that he gets it, so you are killing two birds with one stone -- getting him the paperwork he needs to evaluate, and engaging in a powerful persuasive technique at the same time.

GETTING A SIGNATURE

When it's filled out, you (1) place it near him, (2) HAND HIM YOUR PEN, (3) request his signature, and (4) shut up.

But when you request his signature, DO NOT ASK HIM TO "SIGN IT". Instead, say: "Would you just okay this for me?" (#1)

"I need your signature here."

"Let me have your John Henry right here."

"I need your autograph right here."

"I need your okay here."

"Press hard ... it's three copies."

You can also make an "X" at the proper place, hand him the pen, and say nothing.

WHAT WILL HAPPEN NEXT

Sometimes he will just sign it. By the way, I have noticed on large contracts, the guy often wants to use his own pen. I can understand that because whenever I have signed a large contract, I like to use my own pen. My own pen is special to me, and it seems like my special marker, more official somehow. It makes me feel like I am the person in charge to use my own pen. It lets me reject his power over me, and assert that I am the one doing it.

Quite often, he will again engage in hesitation behavior. I had one guy take the contract in his hands, ignoring me while I held the pen extended to him for an eternity, and he stared at the paper. Then he said "I'm not going to sign this."

As long as he is holding it there, he is buying. (1) You could just remain silent, which forces him to continue talking. This is just keeping the process going. (2) Or you could say "Why?" or "Why not?", which makes him re-think through his reluctance. (3) Or you can say "No reason not to. It's going to give you... (hammer home again the benefits he is interested in)." This shows him the attractive reward. (4) Or you can say "Nothing to lose..." and repeat your money-back guarantee or whatever safety you have provided him. Fairly often, you may have to leave this point. Like when he refuses by, say, setting it down (balking) or raising his objection (which you can then handle) or asking "Will it do so and so/What if I...", which is a diversion but a good indication that he is considering or tempted (a closing signal).

If you have to leave this point, you do and later bring this point back by placing the paper in front of him again, or handing him the pen again, or asking for his signature again. With this guy I mentioned who said "I'm not going to sign this." we came back to this point FOUR TIMES, and each time he refused the same way. The fifth time we came back he said the same thing, staring at the paper, then he picked up his own pen and slowly signed it. He stared at it a long time while I waited silently, and then tossed the pen down.

Thank you very much.

When he signs and puts his attention back on you, reinforce the wisdom of his action. I often shake his hand and say "Congratulations. You'll be glad you decided to do this when you see (repeat the benefits he gets)."

Another response you can make to reinforce him is to say "Thank you very much. I'll arrange (something for him) immediately." This reinforces him for helping you.

ORDER BLANK CLOSE ON THE PHONE

The guy has more distance so the pressure is less, but it works similarly.

When you are interviewing him in the first place, ask the question and fill in the order blank. So that he knows you are filling out paperwork you can say, "Let me just note this down."

Or another more subtle way that works fine is to say out loud what you are writing, speaking slowly as you write. This simple technique makes it clear what you are doing, and sometimes you will find they will start dictating slowly for you.

When you come to a streetname, you can just start spelling it out letter by letter, and he'll correct you if you spell it wrong. He is now a active participant in the process of filling out the order form.

You can at the end say "Thanks very much. Your service will start on (date). You are really going to enjoy (benefit)."

Even if you will need a signature through the mail you thank him now to confirm the fact that he has agreed and bought.

If you have mailed him a contract and he has not sent it back yet, you can call him and say you want to go over the agreement and ask him to get it out (into his hands) so you can go over it. Then review some of it and call his attention to the "X" and say "Let me have your okay there by the X. Can you mail it to me today?"

ALTERNATE OF CHOICE CLOSE

It's okay to ask for the sale by saying "May I have your business please?" or "Would you like to have this?" I use these.

This, of course, allows the guy to say "No."

One way to make it more difficult for him to turn you down is to ask with an alternate of choice:

"Would you prefer Plan A or Plan B?"

"Do you think we should also include the so-and-so, or would it be better without it?"

"Would you prefer delivery on Wednesday or Tuesday?"

"Is the morning or afternoon better for you?"

This and the Order Blank Close are the most useful and most used closes.

SECONDARY QUESTION CLOSE

Start with:

"As I see it, Mr. Jones, the only decision you need to make today is (slight pause) do you want it with X or with Y?"

"By the way, do you want to use my pen or your own?"

You do not give the guy a chance to answer the major question, but immediately pose a minor question. Both are alternate of choice. When he decides the minor choice, the major one carries.

As you can see, the timing on this is what makes it work. For example, you might have placed the contract before him and pointed to X and Y on the contract as you said "with X or with Y". You pointed with your pen, and then you are holding your pen before him as you ask the secondary question.

On the phone, you might say "As I see it, Mr. Jones, the only decision you have to make today is whether you want your service to start today or on the first of the month?"

"Oh, uh, is your secretary going to pick up messages, or just you?"

In passing, I have had a good result once with just the first part too, due to the wording. I had done a good interview and knew that the biggest problem he had (as he saw it; not my opinion) was misfiled messages, which our paperless system would solve. He was also concerned to do more marketing, and new equipment would give him service advantages to tout. And he would like to raise rates but felt a strong need to justify it to clients, and better service from new equipment would certainly help to justify his higher rates. The money, broken down to a monthly cost, was not a real problem.

Because it was our first meeting and because he had assumed that paperless was way down the road, he kept stumbling around saying he was not really ready to consider this, and kept raising questions (closing signals) about could it do this and that.

Whenever he got lost in machine details, I kept repeating these three benefits that would be available to him for this small additional monthly investment.

I suggested that I write it up to see if I could get it approved by my boss and so that he could carry paperwork to Fleet Credit to see if they would finance it.

He changed the subject.

When he began to run out of the office to handle odds and ends (closing signals -- giving himself time to think), I wrote up the purchase agreement and left it lying there on the table. Later, I placed it before him, saying "This is what the paperwork looks like." I pointed out a couple of things in the terms, X'd the bottom and tried to hand him my pen, which he brushed away, saying "You don't need to do that."

"Why not? You have nothing to lose," I said, "and everything to gain." I shut up.

He went on with more questions and I repeated his three benefits, threw in a few more, showed him how much more money would come in by adding just 50 clients. He was fascinated but kept going off with "Will it do this?"

"Do you want it if it does?" I said and shut up.

He grinned and said "Will it?"

I explained how it would and said "Isn't that what you want?" (And shut up) He went off on more concerns about this and that.

"One thing is really clear," I said, "There are really only two questions, or barriers, to you having your dream. The first is sending in this paper for approval from my boss, and the second is getting an okay from Fleet Credit."

He thought. I shut up.

He picked up his pen and signed.

So, by summarizing his confusion up into a no-risk simple way to look at it, I got the sale.

ASSUMPTIVE TIE-DOWN CLOSE

As sales people we tend to talk too much -- diarrhea of the mouth -- and we tend to talk past opportunities to close.

This close is a "trial close". You throw this in as you go along. It tells you the guy is with you. It is a variation of a "committing question".

Format: "You do want (benefit), don't you"

"You do want your wife to have freedom from drudgery, don't you" "You do want to save money on labor, don't you"

Variation: "Your, business professional image is more important than a monthly investment, isn't it."

NOTE: You do not raise inflection on the end of a sentence. You pronounce the "isn't it" as an emphasis on a statement; not as a question.

ERRONEOUS CONCLUSION CLOSE

"You don't really care how long it takes to get delivery on your equipment, do you."
When he corrects you, he has bought.

SHARP ANGLE CLOSE

When the guy says "Will it do this? Will it do that? What about so-and-so?", these are closing signals. It means he is considering it as a solution to problems. He is considering buying it.

Since he is considering buying it, this is a good time to ask him to buy it. When he says: "Will it do this?"

You say: "Do you want it if it does?"

Do not just answer his questions. The magic moment wherein he is considering the purchase could pass.

If you just answer his questions over and over he has the job of evaluating more and more, and at the end he will say he needs to think it over.

I have seldom gotten people to answer, flat out, "yes" to this, but it makes the answer clear to them. And sometimes they say "Sure, it's important." Then you can answer their question and ask alternative of choice or say "Is that what you want?" or just hand them the pen.

GET IT IN GREEN CLOSE

If he asks if it is available in green and you say yes, you got no sale. Instead:

He: Can I get it in green?

You: Do you want it in green?

He: Can I get a quantity discount?

You: You want a quantity discount?

WHAT COULD YOU AFFORD CLOSE

You set this up ahead of time. While you are interviewing, one of your questions should always be "What is your budget for this project/service?" About that same time, ask "What could you afford monthly for this equipment?"

Now, later, when you add up the cost of the equipment, calculate the monthly lease cost. When you go to show him the price, do not dwell on the total. It is written there, but point to the monthly amount. If it is within his range, say "That's within your range, isn't it." If it is over what he says he could afford monthly, then talk about the difference. "For only an additional \$700 you can have the (benefit, benefit, benefit)."

SUGGESTION CLOSE

This is a very powerful phrase. Especially when he is in a confusion, a dither, or stuck. When you say "May I make a suggestion?", he will stop and look intently at you. It gets very good attention. Then say "Give me your okay on the agreement, and in a few weeks you will be very happy with your (benefit, benefit)."

What is nice here is that you have obtained permission to give him a direct command. Use this whenever you wish to give him a command.

Example:

"May I make a suggestion?" "Sure."

"Do it."

"May I make a suggestion?" "Okay."

"A good way to look at it is (blah, blah). That way you get (benefit). That's what you want, isn't it."

WHAT WOULD IT TAKE CLOSE

When he balks on other closes, when he acts stubborn or reluctant: "What would I need to do to obtain your approval of this deal today?"

OR

"What would it take for you to okay this deal?"

SIMILAR SITUATION CLOSE

Here, you paint a picture of somebody in a similar situation who bought the product and had a happy result.

Especially if the result was slightly unexpected, much better than expected.

Follow with a committing question, such as "What do you think, Mr. Jones?"

Example: "You know Bill Smith up in Ventura? Well, he put in our equipment some time back, mainly because he wanted to have a more professional operation, and he wanted to have all the management information it can give you. And they went along the first month and pulled out the figures to send out bills for their clients. And what they found was that, with the machine counting the messages, it counts ALL of them. They had a \$3,000 increase in billing off the over messages alone! The difference paid for the machine and gave them enough left over monthly to buy a car! Wouldn't that be nice?"

BEN FRANKLIN BALANCE SHEET CLOSE

This sounds very hokey to me, but I have used it now and then, and it actually does work pretty good. You'll have to use your own language to make it natural for you, but it goes like this ...

You use this on an indecisive client, to help him come to a decision. Historically, you start with a story:

"Mr. Jones, as you know, we Americans have long regarded Benjamin Franklin one of our wisest men. Whenever old Ben found himself in a situation such as you are in today, he felt much the same as you do about it. If it was the right thing, he wanted to be sure and do it. If it was the wrong thing, he wanted to be sure and avoid it.

"Here's what old Ben used to do. He would take a sheet of paper..." (You bring out a piece of paper) "...and he would draw a line down the middle..." (You draw a line down the middle.) "...and on this side he wrote 'YES' and on this side he wrote 'NO'..." (You write 'YES' on the left and 'NO' on the right.) "...and on this side (pointing to yes) he would write all the reasons favoring his decision, and on this side (pointing to no) the reasons against it. When he was through, he simply counted the reasons on each side and his decision was made for him. Why don't we try it and see what happens?"

You place the paper in front of the client, hand him your pen and say "Let's see how many reasons we can think of favoring your decision today."

Now you help him: "How about this? How about that?" Get lots of them -- 20 or so.

Then you say "Now let's see how many reasons you can think of against it." And you shut up.

It is hard for him to switch gears, so he will only get 3 or 4.

You say "Well, let's see how many we have here (and count out loud) 1-2-3-4... 21-22 under YES. Let's see how many under NO 1-2-3. Well, I guess the answer is pretty clear, isn't it Mr. Jones?"

This is powerful because it is in his handwriting, it is visually compelling, and you have reinforced it audibly by counting out loud.

You could work this on the phone by having him write while you write too.

I have used this only sometimes, but I have used the sheet of paper idea several times to compare our company's equipment with the competition, for example. It works very powerfully there, for it takes his confusion and vagueness out of his head, and places clarity and a list on the table in front of him.

It is a powerful close, but I do not like it much.

PUPPY DOG CLOSE

How do you sell a puppy dog?

You let someone take it home overnight.

When color television first came out, one dealer would walk up to a customer on the floor and say "You know, some people just can't live with these things. So why don't you take it home for a week, and see if it's something you like. No charge. deliver it and see what you think for a week."

He would ship it out and do nothing. In a couple of weeks the guy would come in and say "How much do I owe you?" They had had all of the neighbors over; the kids were addicted; could he now say he had taken it back?

It you are selling answering service, you can let the guy try it for a week or a month. No charge. Then just send him an invoice.

This is only useful if you can provide product first and collect money later.

FINAL OBJECTION CLOSE

Normally on the first close, the guy does not say "No," he raises an objection.

Bad way to handle:

You answer his objection, he raises another. You pound that one down, he pops another. You hammer it flat, up comes another. On and on.

How to turn an objection into the only objection:

- (1) Hear him out.
- (2) Sell him his objection. (This makes it the only objection.)
- (3) Confirm the objection.
- (4) Question the objection.
- (5) Answer the objection.
- (6) Confirm the answer.
- (7) Close the sale.

Hearing him out lets him discharge it, and you make sure you have understood it right.

Don't jump in too quick; you may be handling the wrong thing.

Selling him on his objection means EXPANDING it more fully, and looking defeated. He said it costs too much and you expand it to: "So in other words, you feel that your monthly investment just may not return you enough increased business to warrant, is that right?" (Look defeated.)

Confirming it means you get him to agree that THIS is the one reason not to buy. "In other words, if it weren't for this difficulty justifying the investment, you would have wanted this product. I mean, that's really the only thing standing in our way isn't it?" (Look defeated.)

If you look defeated, he is likely to say yes.

If he says "No", then try to find out what the other things are and write them down on a list. These are things you need to know.

But let us assume he says yes, that's the only reason.

Question the objection. "Just to clarify my thinking, Tom, why do you feel this return will be too little to justify the investment?"

A. He explains it and is further, convinced this is THE ONE.

B. He pops the REAL objection.

C. His objection starts to look stupid to him.

Answer the objection. (Feature & Benefit)

Confirm the answer. "Now that completely settles that, doesn't it Tom?"

SUMMARY QUESTION CLOSE

Again, this is used to sell an indecisive client. He is not saying yes, but he does not exactly give you an objection to handle.

"Just to clarify my thinking, Tom, what is it that isn't quite clear to you? Is it the integrity of our company? Is it my personal integrity?..."

Now summarize all the benefit points and features, one by one, leaving money until the end. He says no to all of these, but his no means yes.

I don't know what happens when you get to the bottom. My clients have always interrupted and given me something to work on. I suppose if you get to the bottom of the list you ask for the sale with alternative of choice or puppy dog.

This assumes you can list a bunch of benefit points. Can you do so right this minute?

Maybe 20 of them? If you cannot list them now off the top of your head, you probably cannot in the heat of a presentation, so maybe you might want to take a few minutes and make yourself a list on paper. If you do not remember them all, you will still remember enough.

THINK IT OVER CLOSE

He says he will think it over.

"That's fine, Tom. You wouldn't be taking the time to think it over unless you were really interested. I'm sure you're not just trying to get rid of me. So may I assume that you will give it very careful consideration?"

Oh yes, of course.

"Just to clarify my thinking, Tom, what phase of this is it that you want to think over.

(DON'T PAUSE!) * Is it the integrity of my company? Is it my personal integrity?"

Go into Summary Close.

*Be sure not to pause before the first "Is it." Because if you pause, he will say "the whole thing" is what he needs to think over.

When he raises an objection while you go down the list, close it as a final objection.

This process changes "think it over", which is vague, into something you can work with.

EXECUTIVE CO-OP CLOSE

You are in a final close and the client is procrastinating. Just not quite going along.

"I believe that the problem I'm facing here is that you aren't quite certain that our company will do everything in its power to assure your satisfaction. I think that's the only thing stopping you from going along with me today, you doubt it a little bit."

(Pause)

"Pardon me a moment..."

Pick up their phone without asking permission, dial your boss. Then explain who you are calling.

"Mr. Boss, I'm here with Tom Jones. You remember, I mentioned him to you. He'd like to ask you a few questions."

Hand the phone to the client and walk away.

(This can only work in a face-to-face sale.)

HIGHER AUTHORITY CLOSE

Similar to Executive Co-op.

"I believe that the only problem I'm facing here is that you doubt that everything I've said is true. If you knew it was true, you wouldn't hesitate for a minute, would you. Pardon me a moment..."

Now you phone some satisfied user. While it is ringing, say who you are calling. "Dr. Thomas, this is (your name). I'm here with Joe Client. He has a couple of questions he'd like to ask you. Would you talk to him for a moment please."

Hand the phone to the client and walk away.

On both this and the Executive Co-op, you should prepare your boss or your higher authority in advance, and you should damned sure know that they are in.

INTERIM CLOSE

When something has to happen before you can sign, like a meeting of other people or some research, you review it with him verbally, making notes. Then you set the next appointment with him, and that same day, get a copy to him (or his secretary, too, if he has one; as she will tend to make him do it).

Example:

"Tom, for our next meeting I'm going to blah-blah, blah-blah, and blah-blah. And you agreed to blah-blah, blah-blah, and blah-blah." (You write these things down.) OR

"At our next meeting we're going to have Mr. Telco, Mr. Banker, and Mr. Accountant."
(Put the date on the paper.)

If he has a secretary, on your way out ask her to type it up with 3 copies -one for you, one for him, and one for her.

If he has no secretary, make a copy and give it to him. If you are on the phone with him, get him to write in his appointment book as you do.

SEE JOHN CLOSE

He says: "I have to talk it over with my lawyer/accountant."

"Then am I right in assuming that you are completely satisfied that you want it, but that you just want to make sure the details are completely okay?"

Yes.

"What is your attorney/accountant's name?" Joe Dokes

"Why don't you call him right now and tell him that you are completely satisfied but that you want him to check over the legal details, and make an appointment for both of us."

CALL BACK CLOSE

The guy has said he wants to think it over*, and you come back later and you say "Did you think it over?"

"Yes, I did," he says. "The answer is No."

Oops.

Here is how to avoid this trap and salvage a call-back situation:

When you next call on him or call him back, say "I'm very sorry but when we were talking last week, there was something I forgot to tell you. I think it's important."

Now tell him something new. Anything.

Then keep the initiative by going on with "Let me just briefly review the things we talked about last time."

Now repeat the whole presentation. This means you go over your notes and repeat his situation and problems, and the benefits he thinks are important. Be alert for his closing signals and any objections and go on into closing questions. And do not ever ask him if he thought it over.

DOUBT THEIR CREDIT CLOSE

If you doubt your client's ability to do something, he will work like hell to prove you wrong.

Set up a doubt ahead of time. "You know one of the biggest problems we have in placing our equipment is getting people qualified. Just the other day I wrote up an order. These people looked good as gold to me, but when we applied for the financing, we were told 'NO.' And these people were horrified. They said their credit was excellent, but we just couldn't get it through."

Now, later in your presentation, when they start to get warm, you start backing off. "By the way, do you know whether or not you could qualify for the loan, even if you wanted it? Maybe you'd better not get too excited until we find out if you could have it, even if you wanted it. Let's not get your hopes too high."

Now he starts reassuring you that he can swing it.

"I'll tell you what. Let's fill out the financial application and then I can tell pretty close whether we can get it through."

Fill out a financial credit application, the whole thing. Then mark figures all over a piece of paper, then sit there for about a minute staring at it, and then say:

"Yep. I think we can get it done."

LOST SALE CLOSE

When the guy has decided to throw you out of his office. That is to say, he says NO! All has failed.

Pack up, head for the door. Pause.

"Mr. Jones, pardon me but I wonder if you could help me with something."

"Before I go on, I'd like to apologize to you for being so inept a salesman. If I had been able to make you feel the way I do about (our product), you would own it now. You would be looking forward to (benefit), your employees wouldn't have to (so and so), and your wife would be so happy to hear that (such and such)."

"But you aren't going to have (benefit), your employees will still have to go on (so and so), and you wife will have to go on (such and such). And I want you to know that I know that it's all my fault."

"And I'm truly sorry."

"As you can see, I have to make my living this way. Just so I don't make the same mistake again, would you mind telling me what I did that was wrong?"

Then he tells you.

"Oh God," you say. "Didn't I cover that?" And you go right back into it.

I have only used this once, on a quarter million dollar sale. I didn't even do it correctly. I had made a mistake in my interviewing, due to several changes in equipment configuration, and while I was in his office to sign to order, we discovered that another \$40,000 of concentrators would be required, which wasn't in his cash projections at all. He was REAL upset, and I felt pretty grim, too.

It WAS my fault. And when he pointed out that the additional expense mostly wiped out his expected savings, I wasn't too surprised when he said he was going "back to square one". He pulled out some brochures from my competitors and basically let me know that the interview was over. There was a long, painful silence.

"What did I do wrong?" I asked, feeling very contrite.

And he started telling me about what a disappointment it had been, how it wasn't really my fault, how he'd been incomplete in his research. So doing, he pulled out some figures and, somehow, we were back in the discussion.

We wrassled tons, but I had the (modified) contract with me when I left.

THE HUNDRED DOLLAR BILL CLOSE

"I will agree, Tom, that by saying 'No' to me today, you will conserve what you have. But isn't it true that the only time you've ever made a profit was by saying 'Yes'?"

"Let me show you what I mean."

Pull a hundred dollar bill out of your pocket, hold it up so he can see it.

"Let's assume, Tom, that this represents a part of the profit you will make if you say yes to me today."

"Let me show you what you are asking me to do with your money by saying no."

"Watch."

Pause dramatically for a while, then tear the bill up into bits and let them drift to his desk.

"Tell me, Tom, how long are you going to continue saying no to me?" This works. Save the pieces.

You will perhaps be surprised at the powerful effect this close has on your client. Once when I did not have a hundred, I used a twenty successfully. The guy said he was losing sales because he had no way to take call forwarding clients. I had him estimate his number of sales lost monthly and multiplied it by his average client bill. This showed us how much new income he lost monthly by not having our product. We multiplied this out for a year and then subtracted operating expenses -- some labor, DID number, cost and lease payment. And we arrived at the conclusion that he was losing \$50 profit every day he delayed installing our equipment. He had written all this down in his own handwriting.

I pulled out my twenty dollar bill and said "Let's pretend that this twenty dollar bill is a fifty dollar bill," and did the close. He laughed when I tore it up, but he signed. Other than the good old Order Blank Close and the Alternate of Choice Close, this is my favorite of all the closes. It's fun. It's dramatic. It's Easy. It works.

Try it.

WHY NOT CLOSE

"Why not?"

Notice that this is both a closing question and a question to pull objections. Other objection-pulling questions are:

- (1) "What would prevent you from
- (2) "In addition to that (objection just voiced), isn't there something else in the back of your mind?" (This will pop a hidden objection.) (3) "Why?" (After he says an objection, to question it.)

YOUR ORDER CLOSE

"May I have your order?"

If he says "Yes," you're set.

If he says "No," go into What Would it Take Close, such as;

"I want your business. What do I have to do to have your order?"

BANKER'S PAPERWORK CLOSE

"May I make a suggestion?"

(Yes.)

"I suggest that you ask your banker about it."

(Yes.)

"Then let's do up the paperwork." "This is what he needs to see."

"If he says no, nothing's paid, and you haven't lost a thing."

"If he says yes, you will have your dream, and a profitable new way to run an excellent service."

"Right?"

A FINAL NOTE

These closes are good, and you can use them to grow ever more successful in sales, but for a much more powerful methodology, it will help tremendously if you will train yourself in Conversational Hypnosis.

This teaches you how to observe the prospect before you so you can read what they're thinking (or feeling) almost before they know it. And knowing these things will make all the above closes far more effective.

In addition, training yourself in Conversational Hypnosis provides an entire new set of ways to communicate persuasively, beyond these effective but simple word patterns. To learn more about obtaining this advanced skill, so you can have an advanced life, visit our site at <http://learn-conversational-hypnosis.org> for a more complete explanation.

On that site, you will find this free report available, plus others you will also find useful, and even an explanation of how you can obtain a free 3-CD Mini-Course in the fundamentals of hypnosis, self-hypnosis for improving your life, and conversational hypnosis for improving your sales.

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