

# The Close



## Step One:

Recap – Remind them of what you just taught them

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## Step Two:

Sell Yourself – This is the time to sell your service, product or???

(This is also the time to handout any evaluation or to give some-thing away)

## Step Three:

A “Call to Action” – Make a powerful or passionate statement

(“I believe it’s . . .”)

# Overcoming Objections



## **Step 1:**

Validate them ("I understand...")

## **Step 2:**

Let Prospect "Go" "This may not be right time for you...")

## **Step 3:**

Remind Prospect of Their Pain (5 bullets)

## **Step 4:**

Recap Benefits

## **Step 5:**

Book Appointment

# Quick Tips for OPENINGS to your talk: (cheat sheet)



## 1. Tell a Story:

*When I was seven years old and my sister was just five years old...*

## 2. Make a provocative statement:

*Today, you will learn something that will add 10 years to your life.*

## 3. Ask questions....

*Show of hands....how many of you?*

## 4. Start with a PROP (the audience is visual)

## 5. Incite curiosity:

*"I need to make a confession at the outset here."*

## 6. Use the word "imagine."

*Imagine waking up feeling refreshed and aches and pains are gone*

## 7. Did you know? (share statistics)

*Did you know 70% of illnesses are stress related?*

## 8. Quote an influential person

*Start with the end in mind. Stephen Covey*

## 9. Use humor:

*"Okay, it's come to my attention that the person to your right is a liar."*

## 10. Start out singing, dancing - Grab their attention!