

MASTER THE SALES GAME 24 CLOSES BRIAN TRACY

① ENTHUSIASM
CONSTRAINED

② CONFIDENT EXPECTATIONS

QUALIFY PROSPECT
NEED
USE
AFFORD
WANT
PRESENTATION
=> CLOSE

FEAR OF FAILURE

THINK IT OVER, ETC

FEAR OF REJECTION WE DON'T PUT OURSELVES
IN POSITION TO HEAR NO

IGNORE "NO"

1. TELEPHONE APPT CLOSE

SELL THE APPT "SHOW"

DROP OFF IN PERSON

YOU BE THE JUDGE

PENCIL IT IN

2. APPROACH CLOSE

BEGIN. OF PRESENTATION

SALES RESISTANCE IS HIGHEST

SHOW YOU REASONS - JUDGE FOR YOURSELF OK?

MAKE PROSPECT COMMIT TO GIVING A DECISION
AT END OF PRESENTATION

MR PROSPECT I'M NOT GOING TO TRY AND SELL
ANYTHING RIGHT NOW

FROM WHAT YOU SAID IT SEEMS...

3. DEMONSTRATION CLOSE

BEGINNING QUALIFY

ARE YOU IN A POSITION TO...

THEN PRESENT

RE: WHEN WOULD YOU
WANT TO TAKE
POSSESSION

4. HOT BUTTON CLOSE

80/20 KEY BENEFIT FIND IT &
DECISION / FEATURES LISTEN FOR PUSH THAT HOT BUTTON
IT LET PROSPECT TALK

5. TRIAL CLOSE

CHECK CLOSE ASK THROUGHOUT FORK IN ROAD
DOES THIS MAKE SENSE TO YOU USE TO BUILD
WHAT DO YOU THINK OF THIS SO FAR COMPOSITE
PICTURE OF
IS THIS WHAT YOU'RE LOOKING FOR WHAT PROSPECT
WANTS
WHAT YOU HAD IN MIND

6. POWER OF SUGGESTION CLOSE

TALK AS THOUGH PROSPECT ALREADY HAS WHAT THEY WANT
YOU ARE GOING TO ENJOY LIVING IN THIS NEIGHBOR-
HOOD
TALK AS THOUGH THEY HAVE MADE DECISION
TO BUY
TALK IN PICTURES

7. ASCENDING CLOSE

YES YES YES ONE PAGE PRESENTATION

8. INVITATIONAL CLOSE

WHY DON'T YOU GIVE IT A TRY

WHY DON'T YOU ~~USE~~ TAKE IT
MAKE AN OFFER (RE)

9. PRICE CLOSE

IF ANY DIFFERENTIATION THEN PRICE NOT MAJOR
DETERMINING FACTOR

NEVER BRING IT UP
UNTIL END (NOT RE) IS PRICE YOUR ONLY
CONCERN

JUST SUPPOSE CLOSE - SUPPOSE PRICE IS NO
OBSTACLE

PRICE OBJ =

PRICE ? PROSPECT NEEDS MORE INFO

10. SUDDEN DEATH CLOSE

DEAL ON DESK PEN ON DEAL

THEN SHUT UP! PRESSURE IS THE WEAPON

11. SHARP ANGLE CLOSE

TAKE OBSESSION USE AS CLOSE
MINOR OBSESSIONS

12. INSTANT REVERSE CLOSE

EXACTLY WHY YOU SHOULD TAKE IT
SOMEDAY YOU WILL WANT
INSTINCTIVE BUYING RESISTANCE

13. CHANGE PLACES CLOSE

PUT YOURSELF IN MY SHOES

WHAT WOULD YOU DO?

WHAT WOULD WE HAVE TO DO TO DO

A DEAL? (GREAT CLOSING QUESTION

HOW FAR APART ARE WE?

14. SECONDARY CLOSE (MINOR QUESTION CLOSE)

TAKE POSSESSION THE 1ST or 15TH

AM or PM

ANSWER SHOW WILLINGNESS TO BUY

15. ALTERNATIVE CLOSE

OFFER BETWEEN SOMETHING AND SOMETHING

PREFERENCING CLOSE: WHICH DO YOU PREFER?

16. ASSUMPTION CLOSE

TALKING PAST THE SALE

17. TAKE AWAY CLOSE

SUGGEST SCARCITY

18. PUPPY DOG CLOSE

USE PRODUCT FIRST
EXPERIENCE IT

THROW AWAY PRESENTATION
USE THEM ALL

19. BEN FRANKLIN CLOSE

ACT BOLDLY

PARALLELS HOW WE THINK

PROS | CONS LIST

IS THAT EVERYTHING? LET PROSPECT WRITE
THEY MAKE UP THEIR OWN MIND
OUT CONS

20. SUMMARY CLOSE

FEATURE BENEFIT

BRIEFLY GO OVER WHAT WE TALKED ABOUT

SHOULD WE GET STARTED ON THIS RIGHT AWAY
HIGHEST BUYING TEMP

21. ORDER SHEET CLOSE

PULL IT OUT START WRITING

EXACT SPELLING OF NAME

WHY DO YOU FEEL THAT WAY

22. RELEVANT STORY CLOSE

TELL STORY ABOUT SOMEONE IN SAME
SITUATION & HOW HAPPY THEY ARE.

23. DOOR KNOB CLOSE

ONE LAST ORSECTON

GET UP & START TO LEAVE (SALES RESISTANCE LOW)

TELL ME WHY YOU DIDN'T BUY - HELD ME
WITH MY PRESENTATION

CALL ON PREVIOUS
CUSTOMERS

24. REFERRAL CLOSE

JUST ONE FAVOR

ASK FOR IT 2 or 3 PEOPLE PHONE #

ASK WHICH ONE CALL FIRST - HAVE THEM CALL

