


THE CLOSER'S SURVIVAL GUIDE

*Over 100 ways
to ink the deal*



GRANT CARDONE

New York Times Bestselling Author of
If You're Not First, You're Last

PRAISE FOR

THE CLOSERS SURVIVAL GUIDE

“He’s done it again! This book is an Encyclopedia of information that will put you in a position to close any situation, handle any objection and negotiate like a pro.”

Ron Palmer, DCH Group

“Grant focuses on real world selling. A lot of people giving sales advice have never sold a thing in their life. Grant’s techniques were forged in the real world and work in the real world. It’s the best reference book on closing you’ll ever see.”

Duncan Scarry, Moore & Scarry Advertising

“This is your ‘Bible’ for closing and negotiating. No sales person should be without it!”

John Kostokos, Professional Sales Person

“Grant Cardone shows you how to turn prospects and opportunities into deals and money.”

Mimi Starrett, 20 Year Veteran of
Luxury Homes Sales in Beverly Hills

“The world is filled with sales people but what it is short on is professional closers. This book will make you a pro.”

Michelle Seward, CEO of Protégé Financial

“In my 20 years in the business there has been no one that comes close to Grant Cardone, don’t just buy the book, buy them for all your salespeople as I did!”

Mark Hoch, Director of Sales

“Don’t fool yourself into thinking you’re a salesperson if you’re not a closer. Selling without closing isn’t selling at all. It’s like being married without a spouse...impossible!”

C.P, CEO, Elan Vital LLC

“The information in this book is the most powerful and effective I have ever used!”

Steve Zakar, Retired Marine & Professional Sales Person

“The information in The Closer’s Survival Guide can be applied to any type of sales position. Get it, Read it, Learn it and you will Prosper from it.”

John Hamlin, CEO Hamlin and Assoc.

“Learn from the best! This book is a manual that you can use in any situations of your life to get a YES instead of a no. You’ll be waiting for your prospect’s objections because you’ll know how to use them to close the deal!”

Frederique Carillo, Enagic Independent Distributor

“This is a must-have for sales people. Most salespeople do a great job selling the product, then crumble in fear of closing the deal. This book is the absolute guide to remove all fears and build the confidence needed to blow away the competition.”

Rob Rodgers, General Manager

“I began to study Grant’s closes as an astronomer would study stars and ‘Closing’ became the easiest part of selling. Today, I am in the top 1% of all sales people worldwide thanks to the information in this book.”

Carlos Panthera, Professional Closer

“This is the most powerful information I have ever read on negotiating and closing the sale.”

Eric Parmater, Inventor of The Wickler

“After learning Grant’s Closes my income doubled.”

Ed Doyle, Senior Account Manager

“This book is your chance to learn the art of closing from the grandmaster Grant Cardone.”

Rhett Bullen, Entrepreneur

“Grant Cardone has written a masterpiece on the art of closing the sale. This is a MUST read for anyone in any industry and any walk of life. This book has changed my ideas on the word ‘selling’ and sales forever!”

Robert Miner, Internet Development and Marketing

“Grant Cardone has taken the art of closing the deal to the same levels that Tiger Woods took the game of golf. Grant, your closing material, your advice and life inspiration have given me direction and purpose.”

Michelle Klaprat, Top Female Salesperson, Gauthier Group

“This book is has everything you need to know to become a true pro closer.”

Brad Mugg, General Manager, Norm Reeves Honda

“Do not try to compete without having Grant Cardone’s full arsenal of closing technology! The information in just one of Grant’s Closes can be worth hundreds of thousands of dollars to you.”

Warren Haynes, Businessman

“I am making more money than I had ever made in my life.”

Derek Trammell, Sales Trainer

“Grant will teach you how to close and sell so you can sleep at night. He is a the master of the close and will teach you things that will last for years and years. His books are life long keepers, not fads of the month.”

Brad Haag, CEO founder of Haag Investment Group

“I was so impressed with Grant’s book that I immediately purchased 45 copies and sent one to each of my clients.”

John W. Elliott, Founder, Power PR, Inc.



THE **CLOSER'S** SURVIVAL GUIDE

How to close
anyone, anytime,
in any situation.

+

Over 100 ways
to ink the deal

GRANT CARDONE

Copyright © 2009 by Grant Cardone Library & Cardone Enterprises.

All Rights Reserved. Except as permitted under the U.S. Copyright Act of 1976, no part of this publication may be reproduced, distributed, or transmitted in any form or by any means, or stored in a database retrieval system, without the prior written permission of the publisher.

Published by Card1 Publications, Inc.
9229 West Sunset Blvd. #825
Los Angeles, CA 90069
800-368-5771

Visit our website at www.GrantCardone.com
Cover Design & Book Layout: Justin A. LeVrier

Printed in the United States of America

First Edition Printed: 2009
Second Edition Printed: 2011

Card1 Publications, Inc. is a division of Cardone Enterprises

ISBN 978-1-60743-109-1 (first edition)
ISBN 978-0-615-56030-4 (second edition)

Any unauthorized copying, translation, duplication, importation or distribution, in whole or in part, by any means, including electronic copying, storage or transmission, is a violation of applicable laws.

Second Edition

“Learn to close, and you will
never be without work, and will
never be without money.”

— *Grant Cardone*

CONTENTS

INTRODUCTION		ix
CHAPTER 1	The Goal of This Book	1
CHAPTER 2	The End Game is the Close	7
CHAPTER 3	The Critical Exchange Point	10
CHAPTER 4	The Creation of an Economy	16
CHAPTER 5	The Goal of the Closer	24
CHAPTER 6	Ability Determines Stability	34
CHAPTER 7	The Science of the Close	43
CHAPTER 8	The Make—Break Point	52
CHAPTER 9	The Ten Reasons Closers Fail	59
CHAPTER 10	The Rules	74
CHAPTER 11	The Closes	91
INDEX OF CLOSES		348
GLOSSARY		358
ABOUT THE AUTHOR		379

INTRODUCTION

Closing is the final step in the pursuit of ANY goal. This thing called closing is not just something that sales people do but something that applies to every person. Nothing truly happens until you are able to engender the support, energy and resources of others. As harsh as it may seem the close is what separates those who have from those who don't have. This critical and vital ability is what differentiates the dreamer from the exceptional individual who makes dreams come true.

The world is filled with people who have grand dreams of new products or ideas that will change the world, but never become reality simply because the dreamer couldn't close others on supporting their dream. The world is abundant with grand ideas and big dreams and short on people who can close others on funding, supporting and getting behind them! It is the ability to close that makes a difference more than any other skill you will learn in life!

You may think this is an overstatement, but the only reason you know the names of people like: Christopher Columbus, Ben Franklin, Abraham Lincoln, Thomas Edison, Henry Ford, John Kennedy, Martin Luther King, Walt Disney, Mother Theresa, Bill Gates, Steve Jobs, Colonel Sanders, Oprah Winfrey and Barack Obama are

because they were able to close others on their ideas. They were able to instill support in others so they could get their ideas backed with money, energy and effort.

The art of closing is not confined to sales people. It is a needed skill for anyone who wants to move their ideas, dreams, products and services into the marketplace. Closing is vital for anyone who wants a job or a raise. Closing is what is required to insure you get what you want in life, both professionally and personally.

There is no cost to an individual or company greater than the inability to close others on their products, services, ideas and dreams! The inability to get a deal done depletes an individual's belief and self-confidence. He becomes visibly demoralized and starts to give up his quest, with attention stuck on the losses and failures rather than the confidence and competence that comes from closing.

The failure to close has devastating effects on both individuals and companies as it fuels uncertainty, insecurity, doubt, fear, loss of hope and ultimately lost opportunities. The losses, due to the inability to close mount up and the expense is calculated not just financially, but emotionally as well. The inability to close, to finalize an agreement, to engender support, is the ruin of individuals, companies and entire industries. Companies fail because they are unable to fund themselves and through an inability to close new business, not because of a shortage of money.

Loaded with over 100 powerful closes, this book is a

INTRODUCTION

fresh new look at closing. This information has been tried and tested over years of extensive research, and has been successfully used by hundreds of thousands of people including; sales people, negotiators, mediators, deal makers, lawyers, entrepreneurs, CEO,s, insurance agents, bankers, realtors, financial planners, MLM distributors, actors, directors, producers, husbands, wives, students, buyers, politicians, and even hourly workers who want to keep their job or get a raise.

This book will teach you how to close others on giving you what you want in order to get your ideas, dreams, products or services into the marketplace.

It is my guarantee that this will be the most effective book you ever read on the subject of closing. It will put you into a very small, revered club of exceptional individuals who have one thing in common: the ability to close the deal and make any dream or idea a reality!

THE GOAL OF THIS BOOK

The goal of this book is for you to become a master at the art of negotiating and closing transactions of any kind! The Closers Survival Guide will provide you with previously missing information on this critical, untapped skill and allow you to get whatever it is you want in life. *This one skill called “the close” separates those who have, from those who don’t have.* Those who do not learn this skill will never have abundance in their life. The close is when a person is able to reap the reward for their previous hard work. *Life is about negotiating*, and this guide will show you how to get your way in the boardroom, the negotiating table, and even at home!

You will learn how to make logical sense of every situation you encounter, in any type of negotiation. There will be people who read this book, who may have previously doubted their ability to negotiate and close, who will use this information and then go on to close hundreds of millions of dollars of business making millions of dollars for themselves. Some will use this to get a company funded and to make their dreams a reality. I hope you are one of the people who are smart enough to really apply this information, and I look forward to hearing from you. Email me with your results gc@grantcardone.com.

You are about to be introduced to an arsenal of closing techniques so powerful, so effective and so abundant that you will be catapulted to new levels of confidence and new levels of income. These are not just big claims, but my personal promise to those who take this book and dedicate themselves to learning the information between its covers. I will introduce you to new ways to close to which you have never been made privy, ways to close that have been proven to work more often than not and have already changed the lives of thousands of people!

While many books claim new material, the information enclosed in this book is new, it is logical, it is ethical, it is fresh and it will get you business that you have failed to get in the past. This information will gain the respect of your buyers, and they will no longer toy with you in the close the way they have in the past. And trust me here, they have been toying with you only because your skills were not complete and your arsenal of techniques too shallow. Respect, credibility and the ability to persist are critical to the close! Your prospect will no longer toy with you when you KNOW how to handle them with confidence and logic. You will become able to control and predict their responses, the results and your income. You will earn the respect of those you do business with, your company will start to sing your praises, and you will become known within your industry as others will hear about your success. You will become a different person as a result of studying this book, growing a new confidence in your ability to take care of yourself, your family and

ultimately making your dreams come true.

HOW TO USE THIS BOOK

The best way to use this book is to read it in its entirety and then immediately start listening to the audio version. In the audio version you will hear me elaborate on each of the closes in further detail, and giving more examples of what you will experience as a result.

It is said that repetition is the mother of all learning, so I would strongly suggest that you listen to the closes on the way to work each day for thirty days. This repetition will be the most effective way to become natural with the delivery of the information. After you listen to the entire audio version at least ten times, I guarantee you will become a natural at using each of the powerful closes.

Keep this book as your instructional guide or owners manual with you so that you can continue to refer to it throughout the day. In the first thirty days I want you to log every objection, stall and complaint you encounter. This simple step will magically cause you to be even better prepared for each encounter that follows. *Do not just read this book — keep it, refer to it, use it and make it your own survival guide.*

You will see that the book is basically broken down into two parts. The first half of the book is on the theory of closing and remainder is a compilation of different closes. You will see on the opposite page of every close, two sections where you write down how you will use the close

specific to what you sell and also what objections you might get as a result of using that specific close. It is vitally important that you do these exercises, as it will be your first application of that close. Take the time to conform the close to fit the product, service, concept or idea that you are representing. Regardless of how simple you think the close may be, take the time to fill in the exercise. Even if you think a particular close may not fit your style or it might not fit what you are selling, take the time to write how you could use it, if you chose.

Then, I ask you to write down objections you may get as a result of using the close. Write down what you might expect your prospect would say or do and then what close you would move to as a counter. Until you are able to quickly predict the counter and your response, you will need to continue to work with this book. My intention is to make you an expert closer!

As an example, there is a fantastic close called “*Title/Registration Close*” and it goes like this:

“Whose name will we be registering your new X in... Your name, your spouses name or both?”

This is one of a group of “assumption closes,” as it assumes that your prospect will take ownership of what you sell and you’re using the paperwork portion of your transaction in order to create the opportunity to close and finalize the deal. Put it in your own words and then fill out the next exercise. For instance, the objection you might

get is, “We need some time to think about it.” Then what close do you go to? I know the correct answer without thinking, and that’s what I want for you! That is the point of these exercises—to get you completely aware of every finite possibility and your next action.

If you sell watches, you might not immediately see the point of a close like this, but you could easily convert the close to, “In whose name can I make out the invoice or register your watch’s warranty in—your name, your wife’s name or both?” Or if, for instance, you sell something intangible like movie ideas to rooms full of studio executives, you’d use a little more finesse on this close, but could still use it in this way: “Which company will we be using in the contracts—Warner Brothers, Village Roadshow or both?”

The point is to use the exercises so that you are getting involved with the learning and not just waiting for the book to somehow cause you to change. The book will not get you to change—only your involvement will change you. Start using the information as you read it and this will get you prepared for real world situations. Don’t neglect this advice and don’t be lazy about how you use this book. This book has already been tested on thousands of people. Those who did the exercises, and listened to the audio got results in excess of twenty times those who just read the book without actually applying it.

Do not just read the close and omit doing the exercise—it is crucial that you write out how to apply it to your busi-

ness so that you really start thinking and acting like a Closer! Remember your life, your job and your results depend on your ability to close the deal!

THE END GAME IS THE CLOSE

The Closer's Survival Guide is obviously perfect for sales people, negotiators, deal makers and mediators but also critically important for dreamers, investors, inventors, buyers, brokers, entrepreneurs, bankers, CEO's, politicians and anyone who wants to close others on the way they think and get what they want in life. This chapter is about the end game, that critical exchange point, where the negotiations become an actionable agreement, referred to as "the close." Show me any highly successful person, and I will show you someone who has big dreams and who knows how to close! The end game is the close.

The world is littered with the bodies of sales people who learned how to sell, but failed miserably when it came time to actually close the sale! There's even more people, billions, who have had great dreams only to give them up because they couldn't convince (close) others on supporting them in making those dreams become reality. Thus the dream dies and is forgotten until someone later has the same dream, but is able to close others to support and accept it, and make it a reality. Who gets credit, the dreamer or the closer?

The only real reason a person fails in life is the inability to close others on providing resources, energy, money,

support or whatever it is they need in order to achieve what it is they want!

It is said that 20% of people sell 80% of the products. If that holds true, then only 20% of the dreamers ever make their dreams come true. I don't know if this is a factual statistic, but it certainly seems reasonable based on observation. I do know with certainty that 100% of people who are making their dreams a reality know how to CLOSE others on their dream. They know how to get deals done and how to convince others to support their journey to making the dream a reality.

This thing called “closing” is not limited to sales people, but affects anyone involved in contract negotiations, buying, selling, raising money or engendering support for any cause, and is essential to the everyday man who just wants to make his life better. It's a misunderstanding of mass proportion that closing is only a salesperson's skill.

Christopher Columbus closed the Queen of Spain on funding his travels to the other side of the globe, and then was given credit for the discovery of the New World.

Inventor, Ben Franklin, closed the world on electricity and because of him we have light.

John Kennedy closed the US population on going to the moon and thus raised the money necessary to fund space travel.

Martin Luther King, Jr. closed mankind in a very turbulent and suppressive era on the idea that all men should be treated equally, and he positively affected the world.

Bill Gates convinced and closed the world on using a computer as a daily practice and it made him one of the richest men on the planet.

Barack Obama closed 60% of the US population on voting for him as President. He had less than two years of political experience and no experience running anything. He was able to raise more money than any candidate in the history of the world during one of the worst economic periods in the last seventy years.

Closing is critical to bring about change. Closing is critical to deliver production. Closing is critical to survival and to making things happen.

It's a shame, that in today's culture this very necessary skill is socially tainted as something despicable, and that it requires trickery and manipulation. Movies like "Glen-garry Glen Ross" and "The Boiler Room" didn't help the perception of the closer; however, this book is about how to attain an agreement in an ethical, and professional manner where everyone wins.



THE CRITICAL EXCHANGE POINT

The critical exchange point called closing goes beyond persuading, promoting and selling. The close is the critical exchange point when a transfer from one person to another occurs. This is where you quit selling, get the buyer to take action, and exchange something they have for something you have.

The close, unlike selling, is that specific moment when you acquire an agreement, all parties take action and things of value are exchanged. If there is no exchange and no action, then there is no close; and if there is no close (agreement), then there is no real value exchanged.

This single step is where you; the salesperson, consultant, account executive, negotiator, mediator, middleman, broker (or whatever you call yourself) finally, and for the first time in the transaction, become of any real value and benefit to the other party. That may seem harsh, but while you may have been of service—because you have not closed and caused an exchange, you have not really created value. Until the “close” (agreement and exchange) takes place, there is no real value in what preceded.

NO CLOSE = NO EXCHANGE = NO REAL VALUE

Working out or exercising is a good example. Until you start actually getting into shape and receiving the benefits of the workout, the actual working out is just something you had to do in order to eventually see results from the exercise (the exchange). If you stop working out before you get results, was there really any value? Certainly you can find some value in the first work-outs, but that is not why you started working out. Until you start losing weight or improving muscle tone, no “real” value has been attained; therefore, you never received any exchange for your workouts. You quit before you closed yourself on getting the exchange value of the workout and this is what most people do that causes their demise. They were sold on the workout but failed to close themselves on the improvement, the change, the point where value is received. They quit before they get an agreement, and never get the exchange.

This single misunderstanding is the cause of individual’s, company’s, and dreamer’s undoing. Failure to close on the critical exchange point explains why targets are not achieved, goals are not attained and dreams are not fulfilled. Does any dream, idea, invention, or concept have value if it never becomes a reality!

THE EXCHANGE

For all people, and especially sales people, this exchange point is a new way to think about the close. I would ask you to start considering that “an exchange” is actually a better way to describe this point called “the close.” If

you accept this point of exchange completely and without challenge, it will prove critical to your future and will result in your closing more deals and having the life you desire. You do not create value by selling, promoting or presenting, you only create value when you get an exchange. Do not underestimate the point I am making here: real value is created ONLY when there is actual physical exchange between two parties (they give you something and you give them something).

Certainly you can argue that there is benefit in showing your product, presenting your idea, and being enthusiastic. Of course there are points gained by being friendly, sharing information, being of service and making others feel good.

The customer appreciates you for information and for your service, *but there must be an agreement to transfer resources, and actions taken between both parties for any real value to occur.* If nothing actually exchanges... then nothing actually happened! This is a very important point for everyone, but especially sales people, negotiators, anyone with a dream and anyone who is just plain not getting the results they desire in life. You must get an exchange to create value. You want a raise? You will have to close someone on giving you one.

It is my experience that most people are confused and have the belief that if they know their product, professionally present it while acting enthusiastic, and are nice to the customer, then all will be good. *This is a fantasy*

that creates mediocre lives and leaves people at risk in the marketplace to be replaced by those who know how to actually get their products, ideas and services exchanged for things of value. While the previous characteristics are important, your prospect will rarely pay you for any of them. It is not the promotion, not the persuasion, not the demonstration, not the exchange of information, not the professionalism, or the enthusiasm but the close that is rewarded! Everything that preceded this thing called the close, while necessary and vital, is not involved with an actual exchange and has limited value. Therefore no reward is earned until this “critical exchange point”—the close, occurs. I call this a critical exchange point, because there is a specific and finite point where an action of exchange is taken, and to the degree you know how to close, you will survive in this world.

TO SELL OR CLOSE?

Don't get me wrong; while all the steps that precede the close are vital and necessary, the most valuable step is when you get an agreement to exchange between both parties. They get what you have to offer in return for something that you want from them and without this happening, all else was just an exercise. People get freaked out about this point as they are misinformed about the value of the close as a benefit to all parties, not just you, and because they are uneducated on how to get the exchange.

Until they get what you have to offer in return for something that you want from them, you have done nothing of

exchangeable value. Take the presentation for example: you present every feature and benefit of your product or service and do so at an exceptional level. Can the prospect take that presentation and use it in life to benefit themselves in any tangible way? Probably not! If your prospect can't do anything with it, there has been no exchange. Now, close the prospect on taking ownership of the product or service so they can actually use what you've presented, and you have created value.

Did prospect learn something from your presentation or the time you spent with him? Hopefully. The reality is he could have just stayed home and read about it or researched it on the internet. The company could easily demonstrate their products and services using technology, and in theory you wouldn't be needed at all. It is happening all over the world—entire industries are pushing their product presentations to the internet in hopes they will get their products looked at. However, regardless of how good the presentation is, the company will always still need someone to close and get the exchange.

Was he impressed by the presentation you delivered? You better have impressed him; but again, there is no real valuable exchange in impressing people if you don't close that person on your product, idea, or service. Until it becomes theirs to own and use they can not benefit from whatever value it has.

Now, when you finally get beyond presenting and actually close the buyer, and he agrees to give you some-

thing in exchange for your product, service or idea then there is real value exchanged! The goal of your presentation is to create desire and urgency for your product so the customer wants to exchange something of value with you. The better the presentation, the greater the desire and urgency but again you will still need to close for exchange.

It's time to get beyond selling, persuading and presenting, and on to that critical exchange point—taking the sale to the close! The world is filled with starving sales people, it is rare to find someone who is highly skilled at the close. This special group of people are in the ranks of those who are never without work and never without money!



THE CREATION OF AN ECONOMY

The ultimate goal is that your prospect takes ownership of your product, uses your service or funds some activity. In other words, they get something they want, need or value. In exchange, you will then get something you want, need and value. For most of us, that something received is money. For others it's support, a vote, energy, resources, people, investors, a favor, something of value to you or your company. With what you received, you can now go out and solve your problems, satisfy your own wants and needs, expand your company, get support, feel good and/or make yourself more money. Thus the close, this critical exchange point, becomes the creation of an economy!

Let's say a car dealer sells a car. He then takes the money and does the following: pays the salespeople, pays the bank for the car he had at his dealership, pays taxes to the city and state, hires more people, and then he pays the newspaper/tv/radio for advertising. He then orders more cars and repeats this all over again. To the degree that the company is able to close others on their products and get an exchange is the degree to which they can expand. The more they expand as a company, the more the entire economy in that area benefits.

Let's take another example: a young man creates a new

software product that is able to write programs for all types of things, from word documents to spreadsheet calculations and more. No one is asking for this product, but he creates it and then has to sell and close others on using this new thing. He goes to people that make computers and gets an agreement that they will include his program on each of their computers. This new product starts to catch on, more and more businesses start using this new concept, and the next thing you know he has to move out of the garage. He needs more space and more people to help him with growing his business, and he's even buying property for his manufacturing plants. This economic cycle continues to expand. He continues to close more and more people around the world on using this product until his company employs over 60,000 people, has offices in almost every country, and for fifteen consecutive years was the richest man in the world. Bill Gates is known as a software developer and a computer guy but in truth, he is a closer. He didn't just have an idea, or create a new product, he closed the world on using Microsoft software, and because he did, he created huge economies for himself, his investors, shareholders, his employers, the community he lived in, and even the world. Bill Gates proved he was able to close on a very large scale and repeat it over and over again!

I could give you examples like this forever, but hopefully you get the point. The close creates an exchange, and that exchange causes an economy of sorts to exist. To the degree you can repeat this over and over you will determine the size of your economy!

It is said that “money makes the world go around,” but it would be better stated, “the close makes it possible for money to go around the world.” Without the close and necessary exchange nothing would ever actually happen and no economy would ever be created. You would have those things you value and I would have those things I value and nothing would ever change hands. That is why this book is important for those who want to control their future and create economies for themselves, their families and their communities, rather than just living in the economy as it is. Everyone creates their own personal economy, they just don’t know it... but I will leave that for another book. *People that don’t take responsibility for creating economies are the effect of the economy created by others.* Which one do you want to live in, one of your making or of someone else’s?

The economy you create is only limited to how many people you can close on your ideas and get to exchange with you, support you and take action and support your ideas, services, products or your dreams. You either create your economic future by closing others, or others will create their economic future by closing you. There is no way to escape the fact that if you want to get something done, you will have to close others on it sooner or later. If you can confront that and are willing to take complete responsibility for learning how to close, you can create the economy you desire.

THE WINNER’S EXCHANGE

Once someone is actually closed and agrees to own your product, service or get behind your dream, at that moment, he is carrying something forward with him that he didn't previously have. If what was received was actually worth more than what was given to you in exchange, you will be able to repeat the process over and over. This is what I call the *Winner's Exchange*. When there's a winner's exchange, the person you closed will not only feel like the exchange was a win for them, but would do it again because the perceived value received was greater than the value given.

At this point, the individual closed will feel good about what he gave up, and what was received had more value than what was given for it. This person will tell others about you and this exchange. The fact that you did a great presentation, you were professional, enthusiastic, and made your audience feel good will benefit you down the road, but not until you close your audience on taking action with you can they ever become winners!

There are many ways to exchange, and most people just barely get by. Socially, we have come to accept that as long as you didn't steal, then "everything was fair." This mentality of just getting by will create a miserable state of affairs for yourself because anyone can "just get by." I was recently at a very well known, very expensive restaurant in Los Angeles where it is common to dine with some of the most famous people in the world. When my food was delivered, I became aware that someone in ownership appears to be taking his fame for granted and is no longer

using the “winner’s exchange.” It was like the person preparing the food wasn’t trying anymore and took no care to make the food look good on my plate. I then looked around and realized how many tables were empty. Is it the economy or is it that the winner’s exchange was starting to drop out? I don’t know, but I do know that when the economy gets in trouble, the winner’s exchange is even more important. The economy didn’t keep me from going to eat there that day, but the winner’s exchange (or lack of it) will keep me from going back. We didn’t leave this famous place upset or hating the food, we just left wondering where our new place to eat lunch on a Saturday would be.

The winner’s exchange is what gives you protection in the marketplace. It is what sets you apart from your competition. The winner’s exchange is not about your price but about how people feel when they leave you. The winner’s exchange in the close is critical to your success because to the degree the other party really feels like a winner, and leaves excited about being a winner with your product, is the degree to which you can repeat this in the future. Without it you cannot repeat the close. Zappos, the online shoe company is a great example of winner’s exchange. They promise me free shipping for the purchase AND free shipping if I want to return the products. Price has nothing to do with the exchange being a win-- the win with Zappo’s is removing any risk of loss from the decision. Obviously, someone at Zappo’s surveyed enough people to determine that price is not the reason people don’t close on buying shoes online, but rather, the fear of making a

mistake and then the cost of the return shipping.

While most people believe the way to improve the winner's exchange is a lower price, the reality is price is rarely a way to get the winner's exchange. I can cite example after example of companies that have failed based on this falsehood that a lower price is the way to get a winner's exchange. It is not. As I wrote in my first book, *Sell to Survive*, price is a myth. People place too much importance on price when they are negotiating, and it is seldom the real reason people don't take action with you. Go into any store that is offering a gigantic sale and you will notice that you leave more items on the racks than what you take with you because price is not your deciding factor. The fit, how good it looks, how often it will be used and how much you'll want to wear it are more important to the close than the price.

Let's say you live in Minneapolis and want to take a trip to Phoenix in January to see your family but you find out that you can pay $\frac{1}{4}$ of that cost of the Phoenix flight if you go to Philadelphia instead. Would you do it? The only way you would reroute your trip to Philly is because you really don't like your family and Philadelphia would prove to be a winner's exchange for you. Some of the creative readers might say, "I could fly myself and my three family members out to Philly for the same price for me to fly to Phoenix and we could make a vacation of it there." You will come to your senses soon when you get honest with yourself that you aren't going to Phoenix in January just to visit your family, you like the idea of the Arizona

weather as part of the exchange you receive for visiting your family.

Wal-Mart has built an entire business model around the lowest price. Do they really offer the lowest price or did Sam Walton just close the world on the idea that it had the lowest price? I suspect it is a little of both. I know that I go there believing they have the lowest price and my reason for going there is that—the lowest price. I don't expect service, I don't expect help, and I know that I will have to put up with long lines.

Is that a winner's exchange? Hmm... it really depends on what you consider a winner's exchange. For me it would not be, but for you it may be. I don't think it qualifies as a winner's exchange because service and time are very important to me and I despise waiting in lines. If you are willing to stand in line and don't like being serviced anyway and you like saving a little extra money, then that is your idea of a winner's exchange and you will continue to shop there. This is not an attack on Wal-Mart, but rather an example so that you can consider what, and more importantly who decides what a "winners exchange" is. Management cannot decide what a real winner's exchange is unless they survey their customers. Let's say the customer said that price was the most important thing, you would then want to ask, "What else is important?" And, "What else?" Ok, but now ask, "If you were unable to get "B" and "C" in order to get the lowest price, how would you feel?" This kind of surveying is what will tell you what it really takes to be in exchange

with your customers. The reality is that the needs and values of the individual (the buyer) is what really determine whether the exchange is a winner's exchange. If you are in a hurry, have to have something right away, require help and guidance and don't have the time to drive across town or wait in line, then you would not consider "the lowest price/no service/wait forever" model as a good exchange. Get it?

Many, companies have tried to repeat the Wal-Mart formula only to go out of business, as they were unable to sell enough of the "lowest- priced" products to stay solvent. I suggest that the better alternative is to up the ante on all the other things that are important to people when they make a decision: Is this the right product for us? Is this the right time or should we wait? Is this the person I really want to do business with? Will they support me after the sale? Will it solve our problem? Will it save the company money? Will we use the product? You should come up with your own list of reasons other than price that might be a concern to your customers. This list will be invaluable to you as you sharpen your closing skills.

Always go for the winner's exchange. Make sure they trust you and are certain you will deliver on every point, that they know how to effectively use your product or service and believe that it will be a great investment which they can not afford to operate without—then you will get the close. Deliver on those points and you will be able to repeat that action over and over!



THE GOAL OF THE CLOSER

The ultimate goal is to finish the transaction much like when you pass through a door and close it behind you so that it is shut. Your job as the closer can be reduced to this one point: getting the prospect to take action and give you something you value in exchange for something your prospect values. At that point the transaction is completed and you both metaphorically walk through a door and then close it behind you. Hopefully, both parties will value what they received more than what they gave up in order to consummate the exchange and walk away feeling like winners!

Closing is the only action that ensures your buyer gets your product/idea/dream and that you get whatever they had that was of value to you and your company. This is the place where most people panic, freak and become most uncomfortable. The level of discomfort is only an indicator of a lack of knowing what you are doing. Like anything that you don't know how to do, you will experience some discomfort. The problem with not knowing how to close is you will never create the economy that you truly want for yourself and your family nor do you have much chance of ever closing the rest of the world on your great ideas. Even a majority of professionals have no clue what they are doing at this point in a deal and go

through life making up excuses why they didn't close: the economy, the customer, the wife, the internet, the competition, the government, the communist, waiting on tax refund, can't make a decision, have to do something else first, the board, the time of day, the time of month, the time of year, and on and on.

This is CRITICAL: To the degree that you actually KNOW what you do that creates the situations that close and are able to repeat those actions again and again is the degree to which you will prosper. To the degree that you don't know, you will never be able to predict what happens.

When you know what you are doing the first thing that will happen is, you will quit making excuses for why the close did not happen and will start to understand it is always because of you. Sales people are notorious for taking credit when they close the deal and placing blame on others when they don't. Knowing what you are doing has nothing to do with how long you have been in the game but it does have something to do with how much time you put in to becoming an expert at the close.

KNOW OR NO?

Knowledge comes from the word KNOW—meaning you know what happened, how it happened, what caused it to happen, what will happen, what you will do to handle it, etc. Anyone can trip over a close but then not be able to repeat it and consequently prosper over time. As the song goes “even a blind squirrel can find a nut.” In this game of closing, you do not want to depend on luck or

chance as you will find your career to be like a bitter winter with few nuts to eat.

You want to have your eyes wide open when it comes to this very rewarding step of your presentation! Most sales people treat the close like a roller coaster ride—they close their eyes and pray frantically for the ride to end. You want to KNOW how to close, KNOW exactly what caused the close, and KNOW how to create urgency, remove time from the decision and handle any and all objections and stalls. To do this you must open your eyes wide while attempting the close and treat every close as a separate experience, otherwise you will not be able to correctly determine the proper course of action. You won't "know" what to do.

KNOW — 1. *be aware of through observation, inquiry, or information.* 2. *be absolutely certain or sure about something.*

KNOWLEDGE — 1. *facts, information, and skills acquired by a person through experience or education; the theoretical or practical understanding of a subject.* 2. *awareness or familiarity gained by experience of a fact or situation.*

Assume the "K" in KNOW is for knowledge, and then assume the "W" is for wisdom. Remove the "K" and the "W" and you end up with NO. And the reason so many people get "no's" in life is because they lack knowledge and wisdom about how to close and get action that results

in an exchange. This is the reason most people don't create the economies they desire and make their dreams come true. First, they don't know that the skill of closing even applies to them. Second, they assume it comes because of random chance or a numbers game. Third, most people never dedicate the time to becoming a master at the close!

A "NO" in any area of life comes from missing KNOWLEDGE and WISDOM. No girl, means you don't know something about girls. No money, means you don't know something about money. No return on investment, means you don't know something about investing. No fun in life, means you just don't know how to have fun in life. Wherever you aren't getting "yes's," understand that is simply a shortage of knowledge, wrong knowledge or a misapplication of knowledge. And that can only be corrected by getting knowledge.

It is said that if you think knowledge is expensive, compare it to not having knowledge. I believe people also think they can get knowledge like you pick up fast food or swipe a credit card. Remember knowledge means certainty and certainty comes not from reading but from really knowing something, working with it, practicing. I have read that it takes 10,000 hours to become an expert at anything. I don't know if that is true, but based on my personal experience regarding the close I would say if you invested only 1/10 that time you will see such an incredible change in your income that the other 9000 hours won't be work but an investment paying off.

There are two basic ways to learn information so that it becomes knowledge, and only one of them will prove successful. These two methods are:

PROACTIVE LEARNING

Create an experience and practice, drill and rehearse the possible scenarios. As a result you will acquire a certainty about how to close deals.

REACTIVE LEARNING

Experience something and learn as a result of that experience and over time start making changes to accommodate what you have experienced over your career.

Most people use the reactive learning process, also referred to as “the school of hard knocks.” They go through life accumulating losses and failures only to reach the end of their professional careers with lots of time in the business but very little success. This represents a majority of all salespeople and entrepreneurs in the world.

The best choice is always one that requires a proactive engagement whereby you make a commitment and decision to do something. Proactive learning is where you CREATE an experience so that you can formally learn how to win. Navy seals, athletes, and actors all create an experience and learn prior to the event. They keep their eyes wide open during the event to see how they would improve or change their delivery to be more effective. They also take the time to study how others have been effective

in their field in the past. All great military men take the time to study military history to determine the most effective way to win a battle based on the past experiences of others. All great actors take the time to study earlier greats and the choices they made when playing certain roles. Business people, entrepreneurs and salespeople are notorious for trying to gain knowledge through just their own limited experiences rather than from creating experiences whereby they can drill, rehearse and practice all the responses.

One guy spends his whole life learning from his failures and another guy practices beforehand so that he can create an experience that allows him to win more often than not. He is willing to fail, but by preparation he avoids unnecessary failures.

Even an idiot can learn from the experiences of a lifetime, a wise man learns so that he can experience the life he desires. I suggest you take the time to learn both from experience by paying close attention to what happens in the close, and also prepare yourself intensely prior to being in the close by drilling, rehearsing and practicing the information in this book. Also take notes after each engagement or opportunity and record the stalls, objections, obstacles and stops that you experience. And be sure to listen how I would use each of these closes on audio at least ten times.

This point of actually knowing what caused the close is a greatly missed point by those involved in closing transac-

tions. Most veteran -professionals miss this point of really knowing what it is they do that creates success. Most people wander into or stumble into a close, but don't KNOW what actually caused the agreement to happen, and therefore cannot repeat it. They become elated at the results, but due to not knowing what caused it, cannot repeat it and will therefore become uncertain again. Herein lies the problem as the closer continues on—as he does not know, he is never certain and is unable to correctly predict results. Because of this the closer becomes more and more ineffective over time as prospects perceive the lack of certainty and, regardless of the offer, refuse to agree to take action. The school of hard knocks and accumulated failings will beat the person into submission. At first he will make excuses and come up with the wrong reasons for his failings, and then later he will give up on his quest to be exceptional and settle for a mediocre career and someone else's economy.

CLOSE OR LOSE

While it has been written thousands of times about how lucrative the field of sales can be, it is not true that a person gets paid to sell. A salesperson is only paid when he is able to close the transaction and consummate an exchange. The “close,” then, could be referred to as the vital make-break point of selling when things of value are exchanged from one party to another. At this point the deal is closed and all individuals involved are rewarded!

Remove the first letter “C” from the word Close and you

end up with Lose. If you can't close others on your ideas, your dreams, your propositions, and your offers—you lose! This is the harsh, cold, stark reality; when you don't close, you lose. When you don't close on your proposal, you end up giving up something and closing on someone else's proposal. The cost of the no close is enormous to both your pocketbook and your morale.

Close the deal, get the agreement and have all parties exchanging things of value—this is the point where trumpets blow, parades fill the streets and the heavens open. I guess I get a little carried away about my rejoicing, but that is what it feels like to complete and close an agreement! Everyone gets jacked, reinvigorated about the possibilities, rehabilitated on their product and service with a sense of being invincible, at least for a moment.

Knowing exactly what accomplished the close is necessary in order to repeat this action and then be able to predict results going forward. This knowing and prediction is what will catapult you into a whole new stratosphere where you will be able to order the parades, the dancing girls and the bands. When you are able to do that, you will be in a position to make your dreams come true and create an entire economy, at least for yourself!

The true PROFESSIONAL CLOSER or “PRO CLOSER” is the individual who has taken the time to observe what is happening, record his experiences and practice, drill, and rehearse before he enters the closing situation. This individual will practice what to say to get the close, know why

someone closes or doesn't close, and will be prepared for every possibility. The true PRO CLOSER will have certainty about his field, his profession, be able to predict his income and love his job! With this certainty comes confidence, and with confidence comes more closes, and more closes creates momentum for more of everything. This individual starts to glow and vibrate at a frequency that others find compelling, attractive and irresistible and they keep saying "yes" to him.

The PRO CLOSER becomes more able and successful at making things happen due to his KNOWING his game, he is able to quickly adjust when necessary and ultimately, he can correctly control outcomes! He then becomes more valuable to all around him.

The lack of commitment to practice, drill and rehearse the skill of closing and treat it as a learned skill is the biggest missing ingredient in people getting what they want in life. This is not a skill you are born with—it has to be developed.

There's no shortage of dreamers, only a shortage of people doing what it takes to make their dreams come true. The lack of proactive learning produces a lack of KNOWING, and a lack of KNOWING is replaced with hoping, wishing, begging, praying and ultimately more disappointments. In this critical area of getting others to support you and get behind you, a lack of KNOW will result in a lifetime of NO's.

There's a saying, "Knowledge always desires an increase, as fire demands more fuel!" Winners in life crave knowledge and solutions so that they can better control the outcome of their lives and reduce the chance of "NO" by having more KNOW.



ABILITY DETERMINES STABILITY

The is crucial that you develop the ability to bring your prospect to a positive decision for your offer. In return your prospect gets to finally end their looking, thinking, talking it over, wondering about it, praying, questioning, worrying, stalling and objecting. This is much better for your customer and gives them more stability; and to the degree you can close your prospects is the degree to which you will have more stability and productivity in your own life. This alone creates your value in the marketplace. Those who can close others successfully and consistently will love life, and those who cannot close will dread it!

Those who can sell their ideas, their dreams, their products and close others will get whatever they want in life, because they are able to get people to exchange with them regardless of what they are representing. Those who know how to get the close, know what to say, know how to handle objections, know how to stay in the deal, know enough different strategies to withstand even the toughest prospect, will close deals and be able to predict their incomes. These people are the most valuable people to companies, and even entire economies, because they make things happen. They are never without work or opportunity regardless of the condition of the economy.

In *Sell to Survive* I shared a rule about predicting income that went like this: If you cannot predict your income, there is something you are short on knowing! Either you:

1. Don't know what you want.
2. Know what you want, but don't know how to get it.
3. Both!

Anytime I am having trouble getting what I want, I look at what I don't know and clear it up. Or I look at #2, do I really want it? Most of the time, in my case, I do really want it; there is just something I don't know in order to achieve it. So I get busy learning everything I can, about whatever it is.

***ADD KNOWLEDGE TO DESIRE,
LIKE YOU WOULD WOOD TO A FIRE,
AND SOONER OR LATER
YOU WILL ACHIEVE YOUR DREAMS!***

Most of the people I work with in my seminars have the desire, but are short on the correct knowledge. They simply need to become more effective at closing the deal when they have the opportunity. *There is no shortage of opportunities, there is just an abundance of opportunities not taken advantage of because the individual was not prepared to take it all the way and close.*

LEARNING FROM EXPERIENCE IS EXPENSIVE

After graduating from college, I took on a full-time sales position. When I first heard the term, "close the deal,"

I didn't know much about selling and certainly nothing about negotiating and closing. Regardless of the university, they just don't teach these types of skills in college. Even when I had taken a job selling, no one suggested there were strategies or processes for getting a deal to close so I could get rewarded.

It was pointed out to me that this thing called "closing the deal" was an actual step to be done in the sales process, rather than something that just happened as a result of selling. So I started listening to others around me as I assumed that because they had been around awhile, they knew what they were doing. A word of advice: don't assume others necessarily know how to sell, much less how to close just because they are in the field! Most sales people haven't developed an understanding about what it really takes to close consistently, much less how to exactly control the process and the outcome. Most salespeople, even very seasoned sales people, haven't a clue about this area. It's not surprising because most have never invested time and energy in learning the exact skills necessary. I assumed everyone around me knew what they were doing, so I started paying close attention to them, particularly those with the most experience.

While I certainly gained some insight from what I saw them do, and as much as I was impressed with some of what I saw, I now know that watching them and learning from them caused me to develop some very bad habits.

This is why I created this guide and my own sales and

closing university; www.CardoneUniversity.com for sales professionals in any industry, and for people in the automotive business I custom tailored a special school—www.CardoneOnDemand.com.

You see, most of the “experienced” people had been using the expensive “reactive learning” school of gaining knowledge. This school’s methodology of gaining knowledge is where you learn nothing before the experience, but only as a result of the experience. This is the most popular, most expensive and least successful way to learn.

Learning from sheer experience is very costly and takes a long time to accumulate any real wisdom. My coworkers learned while they were in negotiations, experienced losses, then made very small adjustments over long periods of time. The other, smarter way is to study, observe and create experiences so one learns how to handle a situation beforehand. They learned after the fact, rather than prior to it, and made slight adjustments over time, usually over entire careers. This reactive learning method results in extreme transactional losses, not to mention emotional losses!

Prior to getting involved in sales I had spent 17 years up to this point seeking knowledge, believing the more I learned the more the more valuable I would be to the marketplace. The people I worked with seemed to think exactly the opposite! I asked them if there were schools or books or something I could listen to or watch—anything that I could learn from and duplicate. They believed

that the only way to learn to close was in the close and that selling was a numbers game—that your results were based on how many people you were in front of. They believed that closing was not something you could actually control but rather, something that worked itself out over time.

I agree that all success has something to do with the number of times you put yourself out there, but I also know that there is a science to increasing your results for any business. There exists a science (a body of knowledge) for everything in life and I believe anything can be improved on with enough study and commitment! If it were just a numbers game, then success would only be some random lottery and there would be no control at all.

As I had no other resources for information, I continued to watch and learn from the other salespeople. Let's face it, they knew volumes more than me but what I heard and observed from these “professionals” were the same types of attempts being repeated over and over, and most often with poor results. In the middle of negotiations, they would say things like, “What would it take?”—“Where do we need to be?”—“What is your budget?”—“If I could do those things would you buy?”

TOP GUY DOESN'T ALWAYS MEAN MUCH

The most experienced and most respected person in the group had been at the same location for 12 years and had only achieved average results at best. While he acted quite confident and was more experienced than the rest of

us (and had successfully closed everyone that he was the king), he was unable to predict his income, was never sure of what his production would be, and his earnings were flat. Though he bragged about his past production, when it came to predicting his future, he talked about it as though it was up to someone else, or the economy, or management, or to the decisions of the manufacturer. Apparently, his future production was up to everyone except him.

This confused me and didn't seem consistent with how I thought other people created and ran a business! How could someone work at the same place for a dozen years and not be able to predict his income? And if everyone else—the economy, the manufacturer and luck were responsible for his results, where was the security? How could I ever take a vacation, make an investment or buy a house if I couldn't plan?

Lastly and most amazing to me, how could someone sell fewer products in his 144th month (12th year) of selling than he did his first month in the business? This came up during the early period of confusion for me because, “the king” had experienced what he said was a devastating month. He was complaining that he had sold $\frac{1}{2}$ of the products that month than he had sold his very first month. This freaked me out as it seemed mathematically impossible to have 12 years of experience, 12 years of knowledge, and 12 years of customers and sell fewer products. But it was happening to him—the most respected sales person in the group, and I knew if it could happen to him then it could happen to me.

FEAR INDICATES THAT YOU DON'T KNOW

I was telling a friend I graduated from college with about this situation and how disconcerting it was for me. He said to me, “Maybe these guys don’t really know what they are doing and you shouldn’t be comparing yourself to them. Maybe they lack commitment, dedication, education, and the dreams that you have. Maybe you don’t have to have swings in production and these guys are the wrong people to model your career after.” All that hit home for me. I knew that the way they were approaching their futures was incorrect and that I had to DO something different. I knew that time alone on a job or in a career won’t ensure you are a professional and top achiever.

While they called themselves professional sales people, they knew very little about the subject and, in fact, were not participating in controlling their outcome. None of them had any real formula or plan, only a limited amount of strategies, and those proved to be hit or miss at best. They didn’t go to schools and get refreshed, they didn’t have materials to learn from, they didn’t read books, and there was not dedicated time for skill enhancement.

SUCCESS SHOULD BE DEPENDABLE

I was having some success selling, it just wasn’t consistent, predictable, or dependable success and I had no sense that it was going to explode anytime soon. If you can’t predict and depend on your success and have some sense that it is going to expand, how can you really call it success? Up to this point, the success I had experienced was

that scary kind of success that is fleeting and mysterious and that has no security attached to it. It wasn't because I wasn't trying—it was because I didn't have proven strategies in order to get people to agree with me and consistently hit that critical exchange point that I talked about earlier! I didn't know what I was doing so all the results were left to chance.

Up to this point in my career, things were heading in the same direction as those around me. There were no strategies, no control, no training, and no plan. It doesn't take a genius to know that without those things, well... you know how the story ends. I would tell myself, "All you can do is work harder, see more people, put in more time and things will improve." This was more hope than strategy, and resulted in more effort than results. I was losing instead of closing.

I was getting sick of hoping, tired of being scared and very close to going into apathy as it's hard to work harder when you aren't getting results. When I had an opportunity to close the deal, it was mostly heart beating, scared to death, fingers-crossed, hoping and praying. I was experiencing more fear than my prospects were, and that is not a good sign.

NOTE: *Fear is an indicator that you don't know something.*

At this time I didn't know how to ask for the close, didn't know how to justify the close, couldn't create urgency in the close, couldn't see the close, couldn't predict or handle

the objections I received, and was unable to persist. The results I was getting were not based on luck, they were based on the fact that I didn't know what I was doing, and because I didn't know I wasn't getting results.

Then the blame phenomenon kicked in as a way to handle my disappointments. I started blaming my prospects for being unreasonable, too difficult, not qualified (when they were), and a waste of my time. When I became tired of blaming the prospect, I started blaming management, the economy and then the product. This is what every failing sales person and dreamer goes through in order to justify poor results as they prepare to give up. *Poor results can never be justified or made easier to accept because they are someone else's fault.* Even if the results you are getting are someone else's fault, the reality is they will not improve until you do something. You cannot wait for others to make a change when you won't.



THE SCIENCE OF THE CLOSE

One Monday morning I was determined to turn things around when a fellow who had taken interest in my career gave me a recorded program of this guy who taught people how to professionally negotiate transactions. In this recording, the guy was giving examples of closing situations with logical and intelligent responses for closing deals. He even seemed to be able to direct and control the entire process, so as to cause and direct the customer to a certain end result! This guy talked about closing the deal being an art and a science.

I was so excited to know there were actual techniques, strategies, and an actual science for improving a person's ability to close a transaction. From the moment I heard this, I became convinced there was something I could learn that would actually influence my results and my income. As I started to work with the new strategies, I became aware they were not limited to selling a product, but had as much to do with how to get your way in life by getting others to agree with you. And really, what else is life about but getting others to agree with you so you can live better?

My outlook and confidence shot through the roof. I felt so alive in my career and excited about my future for the first

time! I started practicing with the material every moment I had available. When I wasn't working with a customer I was working with the information. I didn't just listen to it, but used it, drilled with it, practiced and rehearsed it. I listened to this one recording until it literally was no longer playable. I believed if I just listened and practiced enough, I could learn how to handle people and increase my results. I must have put in 2,000 hours of training in the first year.

At the age of 25 years old I became a maniac on the subject of negotiating and closing, spending every moment reading and listening to everything I could on the subject. Since then I have personally spent hundreds of thousands of dollars in research, study, travel expenses, supplies and seminars, in order get more understanding of how to get more consistent results in my career and in my life. I became determined and committed because I was sick of the lack of results I had been getting. When you are sick and tired of being sick and tired, you will do almost anything to improve your condition! And you can never improve any condition in life without learning.

RIDICULE IS A GOOD INDICATOR

The people who worked with me laughed and ridiculed me for my newfound interest and dedication. But the laughter didn't last long because my production soared almost immediately! I have since discovered, and it has been validated over the last thirty years of my life, that ridicule by others is often a good indicator that you are doing something right! Their incomes didn't change,

while mine went crazy. My results immediately showed up in higher closing ratios, increased sales and more income. I became the leading salesperson for the first time and was out-selling everyone else in numbers that had never been achieved by this group nor “the king.” One month I sold more product than the entire crew put together! I was pumped! I was in control, and I knew that I had only just begun. There is a direct relationship between the amount of effort someone is willing to put into their learning and their earnings!

At first everyone, including me, thought my results were just a fluke, luck, some random happening that could not be repeated and sustained. I continued to study, and month after month I continued to out-sell everyone, even myself. They no longer ridiculed me, but there was a period when they silently resented me—but I was so busy I didn’t have time for it. Eventually, they realized it wasn’t some temporary fluke and many of my fellow sales people started hounding me to find out what I was doing that made such a difference. “The king” wasn’t too happy at having been dethroned, but I even earned his respect over time. Our management owned several locations and asked if I would start training the other guys on these newfound strategies, and I did.

By helping others, my understanding of the material and the subject matter took on a whole new level. Receiving information is one level of understanding but teaching others will bring you to a heightened awareness that is beyond what words can describe. The ability to not only

learn information, but also duplicate it so others can learn requires an almost spiritual application of a subject, as you know your own thoughts yet still understand your trainee's point of view. My confidence with the material increased exponentially. After just two years of learning everything I could about the close and passing on that information to others, I had become machine-like in my ability to negotiate and close transactions. It was amazing how fast the results were, how motivated I had become—and the fact that my income had gone up almost ten times didn't hurt.

HAVE OR HAVE NOT

Today, after years of dedication and studying in this field, I can sit in on a negotiation and almost see what will happen before it even happens. Athletes talk about this ability that develops after years of dedication and practice—the ability to predict the moves of others. It's a very weird, almost surreal thing to be able to see what is happening in the negotiations and know exactly what your prospect will do and what you will need to do to handle them. A person will write me or call my office and ask me about a deal they are working on and I can tell them exactly where it went wrong and what it will take to correct. This type of understanding of the close is available to anyone who wants to improve and is willing to dedicate the time. In the last twenty-five years, I have always been able to improve someone's results if they are willing to listen. It is very simple actually and only requires a desire, a commitment and a bit of study on the subject.

I recently developed an On-Demand closing tool: I went to the studio and recorded hundreds of responses that I would use for a list of all the possible objections a person will hear in the close. This information sits on “the cloud,” available on your computer, tablet or phone—anywhere there is an internet connection accessible 24/7 when you need it. You simply scroll to the close that most fits your situation, and in 30 seconds have the solution. I call this the QuickFix Solutions, it’s a way that you can quickly find out what I would do in the close and is a great tool for immediate answers. It is like having me with you on every deal.

Call my office and tell them you want the QuickFix Solutions, they will set you up and show you how to use it: 1-800-368-5771 or you can go to www.CardoneUniversity.com (www.CardoneOnDemand.com if you’re in the automotive industry)

C IN CLOSE

Warning: You must get this next point completely. *If you can’t or don’t close, then you lose, your family loses, your company loses; and if you believe completely in your product, service, idea or dream, then your customer loses when they don’t close on what you represent.* I believe that about the products and services I offer today, and because I believe this with all my heart, I will persist in the negotiation a great deal longer than the average person. The fact that I have something to say and I am well-trained also helps.

I personally have such conviction in what I represent, that I believe to my core that everyone loses when I don't close. This belief, combined with an arsenal of knowledge, methods, and technology, is the fuel necessary to persist until you get the close. There is only a slight difference between closing and losing; one letter to be exact, and that is more often than not, the little bit it would take to close most of your deals. The "C" in close could stand for commitment. Commitment is defined as "the state or instance of being emotionally impelled." Commitment is the great shortage of our day—it's rare to find people who are committed and emotionally impelled to do whatever it takes to get something done!

The "C" in close could stand for consistency, as that is what it takes to achieve higher closing rates. Consistency is defined as "freedom from variation or contradiction." Consistency is critical and will provide you with a set of choices free from variation and randomness, which will bring more harmony, stability and logic to the negotiations.

The "C" could stand for the Can-do attitude that is absolutely vital to making things go right. Can-do defined; "*characterized by eager willingness to accept and meet challenges.*" If you don't bring this to the table, no one will ever support you in the closing arena, no matter how good your price, your product, or your proposal. Your negotiations will be filled with resistance, emotion, blame, falsehood, stalls and even bitterness. You have to bring the can-do attitude to the table every time.

The bottom line is, if you miss any of the “C’s” you will not close the deal; and you will only be left with “lose.” Many believe in their product, service and idea’s, but because they lack technique, can’t stay and close. The world will never know how great your product or service is, unless you learn how to close!

It is critical that you get both the belief that you have something incredible, and the ability to convince people to take action on what you are offering. *He who can stay in the close the longest will achieve the most-est because he is the most convincing.* I don’t mean that you should have to spend a long time in the close, but you must go into the close believing that what you have is superior and you must be trained proficiently with enough techniques to never quit until you get the exchange.

HARSH REALITY

The harsh reality is you either close or you lose; there is no middle ground. There is no cost to the salesperson greater than the loss of the deal—NONE. It depletes the individual’s belief and confidence in himself, his product, and idea’s. When a salesperson is unable to close, they become visibly demoralized, and over time, start to give up their quest with attention stuck on accumulated losses rather than the confidence and competence that comes from winning. *Losing the deal has devastating results as it fuels uncertainty, insecurity, doubt, fear, loss of hope and ultimately more lost sales.* These losses become very expensive emotionally and financially to yourself and your

company and should not just be taken lightly or considered as something that is inevitable. People become too casual about this and incorrectly convince themselves, “that’s just the way it is”.

There is no beneficiary when you do not close except, perhaps, your competition! Certainly the prospect in no way benefits when you don’t close, as he is left to continue his efforts to acquire some product or service or solve some problem that he was hoping you would do for him.

Remember, no one wins when you don’t close—no one! Don’t be reasonable on this fact. It is vitally important to your future that you understand everyone ultimately loses when you fail to close. Get this point drilled in to your way of thinking. Come to KNOW the closes in this book until you are able to use them in any order and with no effort, and you will make things happen like never before.

It is vital that you dispel any notion or belief that selling involves getting the buyer to like you, your product and your company. If that was all that was needed to be successful, then 90% of all salespeople would be rich; they are not! Successful, consistent and dependable sales results require more than just getting people to like you and your product, they require someone to finally close on an actionable agreement. Regardless of your likability, if you are unable to close you will not get paid the rewards that are available to you, nor will your client get the rewards of your products, services and ideas.

Closing is the one step in selling that separates those who have, from those who have not. Closing the deal separates those who love their jobs from those who don't love their jobs. It is the dividing of camps between those who just dream from those who make dreams come true. This is not an overstatement. All dreams require action, and the most important action is the one that finalizes the transaction. No dream can become a reality without someone closing others on making that dream come to fruition. *Dreams don't require dreamers, dreams require a closer!* The "dream closer" will do what is necessary to close others on what they need in order to make that dream a reality!



THE MAKE-BREAK POINT

Surveys indicate the number one, most feared part of the selling process is that part involving the negotiations and the close. The close is the point in every transaction when it becomes time to ask someone to take action. This action will always require a transfer of something valuable, (or what appears to be of value), or some commitment of some sort to be exchanged for something else of value. This could be giving money for a product, or signing a future commitment or contract to pay some agreed upon installments. The close does not always involve money, but will always involve something of value to the parties involved.

This make-break point is when people shake and quiver, get tongue-tied, sweaty palms, can't think clearly, don't know what to say, act like a deer caught in headlights, and the heart starts to race. Due to these wild reactions, the salesperson starts to doubt himself and his mission and then the buyer, of course, will do the same. These negative responses are only symptoms of not fully understanding how to close an agreement and not being fully prepared on how to deliver this service of the close. Yes Service. *Closing is a service and should be taught as a service, as you are aiding someone in making a decision.* It is vital that you learn to handle this area to the point

where you no longer have these physical reactions, where you are completely rehearsed and prepared to deliver the service of closing.

This is an incredible missing piece of data for entire industries, companies and individuals that closing is a service. Companies talk constantly about servicing customers but fail to ever close on what it is they represent. It is impossible to service anyone without first servicing them to the close.

REASONS FOR THE NO CLOSE

Why would this step of the sale, the one which most determines a person's income, be the one step that is the most feared, most revered, most uncomfortable and most misunderstood? How is it you can enjoy meeting people, enjoy demonstrating the product and talking about your company and then suddenly and without explanation abhor closing? What is happening when a completely confident person, who knows his product to be superior, will not even ask the client to actually buy the product (or he may only ask if he gets no resistance)? There are many reasons that can contribute to this, and I will discuss a few.

First, I believe most sales people and business people are misinformed when they are brought into the business of selling with inaccurate information about what it takes to really be successful. Salespeople have been told many things over the years about selling; some true, some not, and some just plain outdated! Everything in life changes including how you communicate, persuade, negotiate and

close. One would not expect the same techniques used 30 years ago to have the same effectiveness today.

You were probably told, like I was, that selling is simple. You may have been told that selling is about getting people to like you. Maybe it was pounded into you that selling is about the product, identifying the buyer's hot buttons, and satisfying those needs. You might also have been told that selling is purely about relationships and building trust. Maybe you have been given information from others that would actually suggest that you not "go for the close." Maybe it was suggested to you to not be pushy, offensive or that people who close have to use pressure and that no one likes that.

While some of the above may be true, it doesn't quite paint the picture of what it takes to really be successful as a closing sales person. When I talk about successfully selling I am not talking about just getting the job done, I am talking about prospering, expanding, getting your way in life, selling your ideas and dreams and filling- your-pockets-up-successful. This is when closing becomes the norm, not the exception. There are many kinds of riches, and while money is only one of them, in this book we are talking about you not just liking sales, or enjoying sales, but being paid extremely well because you own the unique talent of closing the deal down!

Let's face it, mediocre sales people, idle dreamers, and ineffective workers are a dime a dozen, and to that degree are not extremely valuable because mediocrity is not

valuable! There are hundreds of millions of sales people on this planet who call selling their profession, and they have business cards to prove it. *When we talk about successful closers we are talking about a very small, revered club of truly professional, highly trained and highly compensated individuals who have one thing in common—the ability to close, wrap the deal up and tie all the pieces down!*

Even a six-year old child understands the value of closing a deal versus selling! When you go home late at night, tired, and kiss your kid good night, he looks up at you with those big eyes and asks, “Mommy, did you sell anything today?” What is this kid asking you? He is not asking you if you made a friend, or got someone thinking about a purchase or even got a buyer hot. Your kid is asking you, “Did you close a deal?” You either did or you did not! This book is going to get you in a position to say, “Yes, son, I did.”

RELATIONSHIP OR CLOSE?

A person once commented to me that he thought I put too much value on the close and not enough on the relationship. Look, without the trust, the good feelings and the relationship, the close is impossible. However, the relationship by itself will not determine the close. Most deals only close when the sales person closes the deal, not because someone likes you, your company, your ideas or even your presentation.

Certainly, you want a good relationship, as you will al-

most never close when you don't have one. But if it was just about being nice and friendly, then no one would have a need for this skill called closing as you would be merely required to present your product and people would buy it. If it was just a relationship issue, your friends, family and loved ones would call you and give you money for no reason. This is not the case.

People do not separate with their money or make decisions requiring future obligations without some help from the closer. People are highly insecure about their money and their ability to make good decisions and that is where the closer becomes of service and is valuable.

If the trick was just to be nice, most of the world, at least the nice people, would all be doing great. The reality is that most of you put too much significance on being nice and not enough emphasis on closing the deal down! Most sales people spend too much time on nice and never actually transition over into the close and get that actionable exchange of value. The nicest thing you can do for someone is make sure they make a decision and take action. Do you know where the word nice comes from? Its original derivation from Merriam-Webster Collegiate Dictionary is French, and it came from the word foolish, simple, silly, ignorant, and not to know. Is that what you want to be— nice, foolish, silly, ignorant and simple?

20/80 RULE

I am not suggesting that you not be nice, most people already know how to be nice. I am suggesting you learn

how to close your buyer on making a decision now and quit thinking that nice will get you the close. Nice will not get you there.

“To close” is defined by the dictionary as, the ability to come to an end and complete an agreement. My definition of closing; *a service whereby you are aiding someone in making a decision to exchange something of value with something of value. **This skill represents only about 20% of your selling time and 100% of the money!***

It has been said that it takes five attempts to close the average prospect. I have no idea if this is true, but I do know that the number one reason the close is never made is because the close was never even attempted. The number two reason people don't close the deal is because the salesperson doesn't have a large enough arsenal of closes allowing them to persist beyond the number of stalls, excuses and objections encountered while moving toward the close. Like the fighter in the ring who can no longer throw a punch or defend himself and is sooner or later knocked out; the salesperson leaves the opportunity without an agreement because they're short on a fight plan and are whipped to the point where they can no longer service the customer to a “yes!”

This book assumes that you have made it through your presentation, enthusiastically presented your product, built trust, have a qualified buyer and have not negated any of these vital steps necessary to properly prepare for the close.

It's assumed that the reader understands the close only proves successful when all the other steps preceding it were done correctly. In short, the buyer must be sold on you, your product and your proposal! The buyer must want the product or service!

In short, the buyer must:

1. Be sold on what you are presenting and want it
2. Trust you
3. Be the decision maker
4. Have the wherewithal to pay for the product



THE TEN REASONS CLOSERS FAIL

While there may be many reasons for failing to close, I'm going to identify and discuss what I consider to be ten of the main reasons most people are not successful in closing.

#1 — *Never attempted to close.*

This is the single biggest reason for never closing a deal. It is just basic and simple: never tried, no attempt. This could come from a number of reasons all of which are later included, but because the closer never asked to get an agreement, he won't. If you don't swing the bat you have no chance at hitting the ball, and if you don't attempt the close you won't close. This could come from many reasons—even just the desire to not be rejected. I've had many people tell me this is what hurts them the most, as they hate being told no. Well if no is your problem, then you are in for a very cruel 70 or 80 years on this planet. I believe it's better to get a "no" because I asked, than no response because I didn't. Push yourself to attempt the close, be willing to fail, be willing to get the no and you will be shocked at the number of people that will close just because they were asked.

#2 — *Pressure is perceived as a bad thing.*

The closer has been taught that pressure and insistence are wrong, ill mannered, rude and not appropriate. Due to his/her upbringing regarding being nice, having manners and other social graces, the salesperson is unwilling to be insistent. While it is important to have manners, and to be respectful to others, this is incorrect data for getting what you want in life.

As a child you were told many times, “You must learn to accept no!” Good for the parent, not so good for the kid receiving this lesson, and absolutely suicidal information for the child that later grows up and will need to sell others on their ideas. It is absolutely essential and vital to your survival that you push through this socialized training and learn how to get your ideas closed.

Pushing through doesn’t make me “not nice” or “ill mannered,” but rather it demonstrates that I am sold on my product, I know what I want and I am willing to push through all resistance to get it. In my 1st book, *Sell to Survive*, I tell a story about the biggest “sale” of my life—winning over my future wife! Had I not continued to persist in this endeavor, I would not have succeeded in the greatest joy of my life. Throughout the thirteen months of trying to close her on my idea of being my wife I was never ill mannered, inappropriate or unprofessional but was highly interested and confident in my quest. Thanks to my insistence, my confidence, my dedication and my willingness to hang in there, I finally won her heart. Being “nice,” without persistence, and even some pressure,

would not have done the job, I assure you!

#3 — *Unwillingness to deal with emotions.*

Most people are unwilling to deal with the emotional discomfort that takes place between the “no” and the “yes,” and actually seek to avoid this emotional exchange at all costs. This retreat and desire to avoid emotional output is a retreat from life itself. You have to be willing to handle anything and everything including the emotional output from others in order to be with them and accomplish anything in life.

When it comes to negotiations, agreements, decisions and money (the close), people do get emotional and most of it is only an emotional response having nothing to do with you or your proposal. You have to be trained to make nothing of it, acknowledge your prospect, and certainly avoid getting emotional yourself. Acknowledge whatever reaction they have, or whatever they may be experiencing, but do not respond with more emotion.

When a baby starts crying should the parent do the same? I hope you said no. When your prospect starts emoting, they are simply expressing some emotion, and that should not be given more value than it deserves. Instead of getting emotional with them, remain calm, stay interested in them and continue in the negotiations until you get the close. Don't run from the discomfort, don't try to hide from it, don't pretend it isn't happening and absolutely do not react to it. Stay calm and remain focused on what you're there to do!

People get funny when it comes to making decisions and especially when it comes to money. Train yourself to handle people logically, not emotionally. Learn how to sit in one place comfortably while your client is going off hysterically, and you will become a master in the negotiations. There is a communication course I have taken that can teach you to how to be comfortable under stressful situations and handle anything. I highly recommend this course, as it will give you the much needed skill of being able to handle anything.

#4 — *A lack of belief in the product.*

This failure to close happens because the sales person (now closer) doesn't fully believe in his product, idea, service (or the dream) to the point, where they will do anything to close the customer. You have to believe at a very deep level in order to control when you get the close. Have you ever believed in something so much and insisted so passionately that you actually made someone do something they didn't really want to do? That is what I am talking about! You don't have to be pushy to do this, you have to be convinced that what you have is so incredible that you will not allow any decision other than, "lets do this now!" I had a customer say to me once, "Are you pressuring me?" I responded, sir please don't confuse my insistence and enthusiasm with pressure, I need your approval here and here. He looked at me, smiled, took the pen and closed.

People that are selling everyday tend to lose that passionate insistence to make sure the buyer says yes to what they have to offer. I wrote about this in detail in, *Sell To Survive*, where I described people giving up due to a lack of belief in their product, their service and the company they represent. You have to be SOLD yourself, or your client will sell you on not closing. This passion and belief have to be rehabilitated from time to time in order to keep the insistence factor up. In every selling exchange, a sale takes place. He who is most convinced, most passionate and most sold, will do the most selling and the most convincing. *If you are not sold, you cannot close to an actionable agreement.* The most important sale you will ever make is long before a client is involved. “Close or be closed” is what we say at our office. *The party that is the most sold will do the most closing!*

#5 — An incorrect estimation of effort.

People do not have a correct estimation of the amount of effort necessary to achieve results. This happens to people in all types of careers including executives, entrepreneurs, CEO's, actors, athletes, managers, dreamers and anyone trying to accomplish a goal. The inability to correctly assess how much energy and effort it takes to get something done is a major problem of the seeker. The result is someone who is not prepared emotionally, physically or technically to generate the correct effort necessary to get the mission accomplished.

If you prepare to lift three pounds and then only train for

three pounds, you will fail more often than not, because life more often than not will add a variable or two. Real life seems to always alter the lab test. Lets say the day you show up, one of your arms goes into spasm and now you need to lift the 3 lbs but you trained with both arms. Now you will fail in the test. If you had just trained to handle 30 pounds, and need to pick up three pounds you will always be prepared to succeed regardless of the variables entered. No matter what challenges you face in the real world, you must be prepared beyond what you think it will take to get the job done. You wouldn't go on a 300 mile trip with only ½ a tank of gas would you?

Incorrect estimation of effort is a major miscalculation in goal achievement. Have you allotted the time, effort, amount of insistence, enthusiasm and staying power to take your prospect from no to yes? Have you trained for the most difficult situations that you will ever face? This correct estimation of effort will allow you to correctly assess, and then prepare, for the situation! Train for the most difficult and hope for the easiest.

#6 — *Being “reasonable.”*

This is a human condition that seems to have been perpetuated onto society by the psycho-babble groups that say it is healthy to: “settle,” — “just be happy and enjoy life,” — “take it easy,” — “be satisfied”, and “do it later.” As soon as we hit serious economic turmoil you will see this fabricated nonsense become the undoing of millions of people. People have lost the importance of complet-

ing tasks and getting things done. People are being convinced to enjoy life rather than create a life they enjoy. Urgency to complete tasks and close deals as a daily habit is missing in our society today. The middle class has been deceived into believing that once they enter a certain income level they are entitled to a certain life style and that it's important to live life rather than create the life you live. Most individuals only approach things with urgency when their survival is threatened, and most of the time it is then too late.

The close is just the last servicing step of several actions involved in selling, similar to bagging the grass and bringing it out to the street for garbage pick-up being the last action in mowing a lawn. Until something is completed, it is not done! One of the things I work on in my life is to complete actions started and complete them as fast as possible. The more I complete, the more I can complete. The less I complete, the less I seem to complete (which ultimately reduces my desire to start new things). Salespeople with unclosed deals are punished more than they are aware! Watch someone become less and less ambitious as more and more deals don't close. Watch them quickly become lethargic, despondent, critical, negative and hopeless.

Get in the habit of approaching everything with a sense of completion and urgency to complete and close. Never be reasonable with time! This discipline is critical to mounting up, sale after sale, and one that is understood by heavy hitters. How do you manage time? Complete every action

once started, do it as fast as possible, and then go on to another task. Same with closing deals! Don't put off what you can wrap up today.

My sister had a friend who wanted to buy my first book from me, and she asked me if we would send the book out and wait for the check. I said, sure I can do that, or I can call her, get the money, send the book out and close it now. My sister said, "Grant, you can't need \$30 that bad—what's so urgent?" It has nothing to do with \$30; it has more to do with creating the discipline to urgently attack finishing things and going onto the next thing. Don't be reasonable on this point of urgency at closing. Practice finishing everything you start as a discipline to start closing more deals now! The urgent desire to close a deal, any deal, no matter the amount, is what I live by. One closed deal becomes a second closed deal. Be urgent and don't be reasonable ever!

#7 — *No financial plan in place.*

Sales people operate without valid financial plans; therefore, they lack the proper motivation and underestimate the importance of every close to that financial plan.

FACT: *If you are just working to make someone else's dreams come true, you will never be a great closer!*

On the other hand, if you want to make sure your wife can buy anything she wants, you can be a great closer. If you want to make sure you and your family can have every-

thing they ever wanted and that you can take care of every possible situation that comes your way, you can be a great closer. Build a financial plan for yourself that takes care of more than just the bills, but also creates financial freedom for yourself in the future, and you can be a great closer.

People underestimate how much money it actually takes to truly ensure their financial freedom. People are reasonable, apparently unconscious, and even unwilling to confront this area of financial planning. Many people have a hard time closing because they don't have the correct motivation to do the things that are uncomfortable in order to get the job done. Just paying bills will never cause you to be a great closer, because the purpose of just paying bills is not meaningful enough for you or anyone else for that matter. No one gets excited about paying the phone company.

Some of the best closers I have ever met were those that didn't do it for profit; they did it for *purpose*. Fund raisers for example can be exceptional closers when they are correctly aligned with the purpose of the charity needing money to fulfill its mission. These people can become exceptional master closers at getting money from others, because they are so committed and dedicated to the purpose and the true financial needs of the charity. You have to get a proper financial plan put in place in order to have the proper drive (need) to get the job done. Since the age of 25, I have had a financial plan in place that caused me to push harder than others around me were willing to push. I go into every deal knowing this deal will contrib-

ute to the Grant Cardone Financial Freedom Plan. I didn't have the money to fund my own plan, so I looked to others to do so by closing deals. Too many people go to work to work every day, and do so for the next forty years, to later discover they are short on money and long on years.

That would suggest that most people are incorrectly estimating their financial needs or never created a financial plan at all. Get a financial plan today and make sure it is going to do more than pay bills, but also create financial freedom for you and your household. You will start closing more deals and you will quit underestimating the amount of effort, energy, and enthusiasm it takes to get a deal closed. The bottom line is this: if you underestimate what it takes to create real financial freedom, then it only makes sense that you will underestimate what it takes to close a deal.

#8—*Handling objections that are only complaints.*

Salespeople, unfortunately have been taught to handle objections for years that are not objections at all, but just merely complaints. Of all the sales books I've read, I've never seen this issue distinguished. Over years of research, I learned most so-called objections from the client are not actually objections at all, but just simple complaints that people automatically make throughout life.

RULE: *Treat all objections as complaints until further validated.*

Most of the time the closer is handling a complaint that never required more than, “I understand.” When you treat a complaint like an objection you validate it and turn it into something that it is not. The more you validate it and handle it the more real, the more solid and significant it will become to everyone. The first thing I do when I hear what appears to be an objection is treat it like a complaint until further validated as a real objection. The first rule of selling (discussed in *Sell to Survive*) will serve you well in determining whether an objection is valid or not! If it is a legitimate objection, you will know soon enough because when you try to handle as only a complaint, your prospect will make it clear that this is more than that. But trust me, most of what you hear in the close are not objections they are just mere comments or complaints no different than someone commenting on the weather.

#9 — *Shortage of closing material.*

A lack of closing material will stop the close. Due to a lack of successful techniques and closing material, salespeople are unable to persist in the close. I have personally met hundreds of thousands of sales people and only a small percentage of them have even a handful of practiced, rehearsed and prepared closes. There are thousands of sales people who, after leaving my seminars and being on my closing programs, have as many as 100 completely rehearsed, memorized killer-closes they are able to use and depend on in real-life selling situations. All of these individuals watched their confidence, their love of their job and their incomes soar! Great closers are rare. None

are born great closers—all are developed through study and practice. Great closers have deep arsenals of closing material completely memorized, rehearsed, is natural to them, and delivered in a manner that fits their personality. They completely and absolutely understand how and when to use their closing tools, and are able to wield them with ease, even in the heat of battle! Just for clarification, none of the closes written in this book are used with the intent of manipulation or deception, but to handle and service your prospect to make logical decisions ending in the *Winner's Exchange*.

#10 — *Incorrect barrier.*

Sales people wrongly believe their customers are the barrier or reason for the “no” close rather than understanding they, (the salesperson, the closer) in actuality, are the ultimate and only barrier to every close. This is a hard one for most to swallow. I was once told, “No matter where you go, there you are.” This hit me like a ton of bricks, I immediately agreed with it, knowing that the things that happen to me, happen because of me and my beliefs. I was actually uplifted, it raised my responsibility level and put me at the point where I took charge of my life. At least I can do something about things if it's me that's creating them! This brings me to one of my favorite sayings, “Nothing happens to you, it happens because of you.”

I assure you, whatever is happening to you in the close is happening because of you, your actions in life and your beliefs. Whatever objections or situations that are recur-

ring events are because of you, because of some agreement or belief you have in this area, or some mental creation you continue to validate. What you focus on, you attract. Think car wreck long enough and you will have one. Think flu long enough and you will get the flu. If you think prices are too high, that you need to think about it, you have to shop around, that you never make a rash decision, etc, then those things will become “barriers” for you when you try to close others.

I know it sounds way out there, but just look at your life. Look at the objections that you continue to get in the close, and I assure you that you have some agreement with those objections somewhere in your life. This is happening to you because of you. If you trust me long enough to look for how this might be true, then you will find how it is true. For the next week, write down every objection you get from your prospects and see how many of those you use in your own life. If you are honest with this exercise, you will be amazed at how you are being stopped by those negative ideas with which you agree.

To explain to you what I mean by this I want to tell you a story about one of my most trusted associates who once came to me and said, “I can’t get any of my leads to close. It’s weird. They have the money, they can do it, they want to, they can afford it and they know it’s only a matter of time before they will do it, but I just can’t get them to close. I can’t figure it out. What do you think it is?”

I said, “Well it’s simple! You do the exact same thing in

your life. You won't spend money on those things that you know you need so when it happens to you in the close, you can't close your prospects because you agree with what they are saying! You need to open the floodgates and start saying, 'Yes!' in your own life. Your customers somehow reflect that exact belief (barrier) you have and won't release the money (just like you won't)."

I don't know why or exactly how this phenomenon works, but it happens to everyone. Quit asking customers to do what you won't do. That isn't selling; it's hypocrisy. Start doing what you are asking others to do, and like magic, they will start doing what you ask because that is what you do! This will align the actions of your life with what it is you are trying to get others to do. People somehow know when you are asking them to do one thing, but doing something completely different in your own life! Align the two, take responsibility for what you are creating, and start closing more deals!

Remember, it happens because of you not to you. Oh by the way, my associate took my advice and went out and purchased those things he had been wanting but had been saying 'no' to. The following week he closed more deals than he had for the previous two months.

We all have a very powerful ability to create, to attract, that which has our attention. That is why I've suggested for years that salespeople keep an objections notebook (a complete log) of everything that happens in the exchange with a buyer so that you can raise your awareness of what

is happening, how you can handle it and more importantly how you may be creating it. Remember you are the barrier, not your prospect!

Take the time to check off which of the ten may be keeping you from the close. Even keep them at your desk or refer to them after you miss a deal and see which one's you might be guilty of. You will be surprised.

Barriers to getting a Deal Closed:

1. Never Attempted to Close
2. Pressure Perceived as Bad
3. Unwillingness to Deal with Emotions
4. Lack of Belief in Product or Service
5. Incorrect Estimation of Effort
6. Being Reasonable
7. No Financial Plan in Place
8. Handle Objections that are only Complaints
9. Lack of Closing Material
10. Incorrect Barriers



THE RULES

Like any game there are rules, and especially in closing you must abide by these rules to ensure your success. There are 20 major rules outlined below, including my comments on each. From time to time, I review these rules and treat them as firm policy that I will not violate under any condition.

1. *Always be seated when negotiating and closing.*

This is a policy that is frequently violated and missed, even by seasoned professionals. You will hardly ever close someone if you're standing up. The saying goes, present the product, service or idea on your feet, but always negotiate the terms from your seat. In addition to making sure you are seated when attempting agreement and closure, you want to have the prospect seated as well. Even if your prospect stands up, remain seated suggesting that you are not done, you are not reacting and that you are confident of agreement. Going from a seating position to standing up suggests that something has changed and allows your prospect to exit and end the negotiations.

2. *Always present your proposal in writing.*

People do not believe what they hear, they believe what they see. That which is written is more credible and

more valued than that which is simply spoken. The old saying, “talk is cheap” plays here. Always have a contract available and a writing pad on which to make your points. Anything offered or points of value that are included or expected should be written down for all to see. Example: If your product or service has a warranty that is standard in your offering, still write it down as something the buyer gets when they make a decision with you. This is overlooked by 99% of almost all negotiators in the close, because they assume that since it is included, it should not be disclosed or used as a closing point. Anything of value should be accentuated, should be written down and should be used to build your case of logic as to the many reasons someone would do business with you and close with you.

3. *Always clearly communicate your proposal.*

It’s important that you rehearse and clearly communicate what your offer is. Don’t mumble and don’t cover your mouth. Speak clearly and confidently so that your offer is communicated in a manner that suggests optimism, pride and credibility. No one will trust a person who cannot communicate clearly and confidently. Practice your delivery and do not just assume you are coming over clearly. I practiced using recorders and video for years and then played them back to ensure my communication was coming across the way I intended.

4. *Always make eye contact.*

It’s very important that you learn to maintain eye contact with your prospect, avoid wandering eyes, looking around them or over their shoulders—look directly into

their eyes. This is a discipline instilled only through practice, and you can perfect it by recording yourself. Most of the population on this planet today does not make eye contact. All you have to do to prove it is walk into a coffee shop and say hi. Walk down the street and ask someone a question, and watch him look away. If you want to be believed, it is vital that you make eye contact with your prospect. It suggests interest in them and confidence in yourself, your products, your services, and in what you are proposing.

5. *Always have a pen available for signing.* “Always Be Closing” is great except for the closer who finds himself without a pen and contract. I remember once I was closing a deal on which my prospect had just agreed, and I reached for my pen in my jacket but it was gone. The prospect took this as sign that he shouldn’t sign and close—and didn’t! I was devastated, and now I refuse to go anywhere without my sword in hand.

All agreements require signatures and that requires ink. Keep a pen available on you at all times. In fact, you should always have a back-up pen. Also consider keeping a nice pen that portrays you as a professional. Invest in nice things and you will have nice things!

6. *Know how to use humor to relieve pressure.* This is an absolute art used by the greats! Life sometimes reveals itself through stories, and everyone loves a good story. If the story contains humor, it will cause people to relax. Be careful that your humor cannot

offend or be off-color. It should tell a story and relieve the pressure in the close. Avoid using humor that makes fun of others. Use humor that causes your buyer to feel good, to feel positive and that reminds him that life is to be enjoyed, not endured. Any humor that can make people feel good, inspired or hopeful is always appropriate! People are more likely to make decisions when they are less serious than when they become very serious.

People pay more for entertainment in this country than they do for an education. The reason why: they want to feel good. Make sure your humor makes your prospect feel good. Make your close more about a “game” than about a critical decision. Make it more about how they will look good, feel good, and how they are doing the right thing than about it being some serious thing to do. You as a closer will close more deals when you are able to get your client to lighten up, laugh, have fun, and be less serious. I have used humor to take the edge off for my entire selling career. Humor combined with the right techniques on how to close, is unstoppable.

7. *Always ask one more time!*

■ This is what separates the closers from the sellers, and the big money from the average producer. To continue to ask, persist, to figure out another way to circle back after being told no, reposition the negotiations and ask again is ultimately what will make you a great closer. This requires you have a deep arsenal of techniques and a complete understanding of all the closes in order for you to continue to persist. The only way to wear out resistance

is through persistence and this requires that you know the information in this book so well that you are able to weave all the closes until the buyer is finally to a yes!

This area of persistence is also a social issue since you were told as a child that persistence was a bad thing because it was rude and obnoxious. “Can’t you listen,” “Don’t ask me again,” and “You are so stubborn” are common negative responses to persistence; however, being stubborn is a good thing. Asking again, and again and again is the sign of someone who knows how to get what they want in life. It is not rude to continue to persist; it is the sign of success and prosperity. Because I continue to ask in another way for a “yes” after being told “no” does not mean I did not listen. It only means I am more sold on my view than I am the other’s view. Vince Lombardi said, “Winners never quit, and quitters never win.” Who wants to say yes to a quitter and how can they, if you quit? To persist and ask another way means you must be completely sold, you must have complete confidence in yourself and your product and you must be absolutely clear about what you want and how important it is to your survival. You should treat each opportunity to close like your life depends on it, and it does!

Quitting is encouraged in society today and persistence is actually discouraged. There is an oversupply of quitters and a shortage of persistence. Which one is valuable? If quitting can be taught and drilled in, then not quitting can also be learned. Practice not quitting! Role play using the closes and try one more time even after they have said

they are done and you have tried ten different ways. See how strong you can get this persistence muscle, and like any muscle, it will get stronger! Drill it until you are not being obnoxious, rude, or ill mannered but professionally persistent, smooth and confident.

8 ■ *Always have available an arsenal of closes so you don't repeat yourself.*

Most sales people quit because they lack variations of closes, and that is what the rest of this book will handle for you. You need a large variety to handle all the various customer types and objections. Remember: correct estimation of effort! It is said that most prospects close after five attempts, but the average sales person only has four closes available. I don't want four or five, I want hundreds—just in case.

Also, you need a complete understanding of your arsenal, not just a familiarity. One of the best ways to get complete understanding is through listening. In addition to keeping this book with you and referring to it daily, you would benefit by ordering program on audio, and online www.CardoneUniversity.com or www.CardoneOnDemand.com for the Automotive Industry. These programs have helped thousands of deal makers and dreamers. Listen to them until you can duplicate my every word and are sick of listening to me. I know sales people who, on these programs, have 10X'd their income. Become a MASTER through repetition. Know them so well you can use them in any order and with complete confidence.

9. Always stay with the buyer and reduce the number of times you leave the buyer alone.

It's important that you continue to create and leverage credibility and believability with your customer. Each time you leave the customer to check on something or leave them with someone else, it creates doubt and uncertainty in the mind of the buyer. Car salespeople are notorious for leaving their customers and going back and forth to their managers to check on one thing or another. This is the greatest pet peeve of car buyers. This back and forth creates undo antagonism in the negotiations, lowers perceived value, reduces customer experience and extends the closing time.

NOTE: *This does not mean there is not an appropriate time to leave a buyer and use an authority for a close, as this can be very powerful as long as it is not overused.*

10. Always treat the prospect like a buyer.

One of the biggest errors made in the negotiations, particularly by experienced sales people, is the mistaken ability to determine who is a buyer and who is not. Every person who reads this book can think of multiple times when they made this error and it cost them business.

I have been in hundreds of transactions when I was told there was no way the person would close and because I treated them like they would, they did! Regardless of the circumstances: no money, no budget, taxes, not the de-

cision maker, can't make a decision—regardless of what you hear, always treat the buyer like he is a buyer. I have this little trick that I play on myself when I am in a close. —I survey the prospect for all the signs that demonstrate that they have bought in the past. The watch, the shirt, the suit, the necklace, the car they drove, the house they live in, the credit card they use, etc. All are evidence that this prospect has actually demonstrated the ability and history of closing. Regardless of what they say, I always tell myself, “Every buyer is a buyer. Treat them as a buyer and they will turn into a buyer.”

11 ■ *Always know you can come to an agreement.*

This is a mental attitude that has to be further developed in all of us and that attitude needs to be protected like all the gold at Fort Knox. I continue to maintain that we can come to an agreement, no matter what I am told by the buyer or by those around me. The saying goes; “Where there is a will, there is a way.” This mind-set of knowing you can and will reach an agreement requires you to eliminate all the negativity that comes your way from your environment as though it were a disease that kills, and be assured, it does.

People spend billions of dollars trying to protect their bodies from diseases and spend next to nothing to protect their minds from the endless viral infections of: “we can't do that”— “it's not possible”— “there is no way” and on and on. Newspapers, television and radio are the disease carrier and cancers of our day, spreading misinformation

and mental contamination that wrecks marriages, careers, finances and people's dreams. The 'Rules of Success' (available on DVD/CD and On-Demand) program is a great tool for making sure you always maintain a positive mental attitude throughout the close.

12. *Always maintain a positive demeanor no matter the response from the buyer or for that matter, from your own management.*

It's critical, that you maintain an attitude of being positive no matter how the buyer responds, no matter how ridiculous the buyer or their offer may be. Keep it light, stay positive and maintain a positive, professional can-do attitude throughout the negotiations. In my marriage, my wife and I do everything we can daily to keep life light and easy, fun and flowing so that we can excel in our marriage and in our lives.

We strive to do the same thing in our offices, regardless of results so as to continue to keep things positive, up beat, even game-like. It is said that you can't always control what is happening around you, but you can control how you respond to it. When you are closing, it is critical that you control your attitude regardless of the customer's. When you go negative due to the buyer being negative there is only one outcome and it's not good. When they are negative and you stay positive, it only makes you look that much better and more attractive. Negativity always succumbs to positivity, always.

This has to be practiced by both new and seasoned sales-

people. And a word of caution to the most successful and seasoned professionals—you, of all the groups, need to practice this more than any other. Due to your years of experience and hardening, you can come off as intolerant and arrogant in your responses. Be careful, “old pro,” not to rest on past successes as it can cost you future sales. One great book says, “The meek will inherit the earth” and I say, “Those that can stay positive no matter what is happening around them will inherit the treasures of earth!”

13. *Always smile no matter the outcome, response, objection or communication.*

This is not just about your internal positive attitude, but also this is regarding your physical manifestation. You have to practice this until you are able to genuinely smile regardless of the situation. The six-month old child does this and melts everyone in her path. Walk around and see how children smile, and you will see the financial value that awaits you by rehabilitating this ability.

For the next week practice smiling with everyone in every situation you encounter including arguments, disagreements, when you don't get your way and every time you receive poor service. SMILE BIG AND SMILE ALWAYS! Do this until you are able to argue with a smile, disagree with a smile, negotiate, overcome objections and close with a smile. Have you ever noticed that very successful people are smiling all the time? It is not because they are successful that they are smiling, it's how they got successful. This is a million dollar tip—SMILE!

14. *Always treat the buyer like they can!* I have always said if you treat someone like they have money they will act like they have money! Treat me like I won't buy, and I assure you I will not buy! All of your words, responses, actions, facial expressions, your handling of objections need to communicate that you are treating your prospect as someone who is going to buy, who is going to say yes, who will ultimately go along with your proposal. Treat 'em like they are going to play and they will play. In *Sell to Survive*, I told a story about how I closed my wife. I used this exact premise whereby I always treated her like she would be my girl and never stopped acting in such a manner regardless of how she treated me, even when it wasn't so positive (which was the case for over thirteen months). Even today when she gets mad at me, I treat her as though she loves me, admires me and as though I can do no wrong in her eyes. Sooner, sometimes later, I close her on this. You will create the buyer you believe him to be—every time! Treat 'em like a buyer no matter what!

15. *Always acknowledge the buyer for any offer or communication they make.*

Regardless of what the buyer offers in the negotiations, even if it's absolutely not acceptable, take the time to acknowledge them for that offer. The “wannabe” closer doesn't take the time to acknowledge the prospect's offer because he is so intent on selling his proposal and fails to acknowledge what was offered. When you do not take the time to acknowledge, you only make matters worse be-

cause your prospect becomes more solid and rigid. Take the time to say thank you, I appreciate that and want to congratulate you for making this suggestion before you get into your own proposal.

16. *Always agree with the buyer and never disagree.*

This is one of those absolute truths when negotiating that if violated will crush you. Always agree with your prospect no matter what. That is different than the old saying, “The customer is always right.” I don’t believe that to be true but rather some old saying that got confused with always agree. Whether the buyer is right or wrong is not the issue! To resolve conflict and disagreement, it only requires one person to agree to the other’s point of view. For disagreement to exist it requires two sides. Once one side agrees with the other’s view, disagreement is over! Disagreement only results in not closing deals! Lose the battle, win the war!

17. *Always look for a solution.*

The world is filled with “can’t do” people, and then there are the few “can do” people. Those that can do, do. Those that can’t do, don’t do anything except keep telling others they can. No one cares what you can’t do; they only care what you can do and how it can be done. This again is about attitude and mental conditioning so that you can always keep things moving forward and not hold up the negotiations. Find a way, figure it out, and look for solutions. We aren’t attempting space travel here. We are trying to close a deal! Come up with an earthly

solution of how it can work and ask them to participate in finding a solution. “There has to be a way, let’s figure this out together.” Some great lines you can depend on are always: “How can we make this work? What can you do to make this go right? Help me out here I am doing everything I can to make it work out for both of us...” People appreciate those who never give up, those who always look for the solution.

Note: if the people you are closing aren’t offering you a job, it’s because you are not using this information.)

18. *Care so much you refuse not to close.*

This is beyond selling now and more on the line of purpose. An individual will reach incredible heights in their life if what they are doing lines up with purpose. That is why you see the missions and charity workers working tirelessly day and night to make a difference. This is missing in sales as most people don’t correctly and completely align selling a product and closing a sale with some higher purpose. At the end of the day your true purpose will carry you through.

An employee of mine watched me handle a customer over the phone from my office in LA, and when the call was over he stated, “the difference between your call and mine is the amount of care that you communicate in helping people.” It is not how much you want their money or the close but how much you care and how much you want to help another that ultimately will get you what you want. Care more and you will close more!

19. *Use the full arsenal of closes.*

Never depend or get comfortable with one or two but be versed enough to use them all. I stated this earlier, and it is critical that you don't just get familiar or comfortable with a few of these, but prepare yourself to be able to use them all. Certainly you will find your favorites and those that somehow make the most sense to you, but take the time to get familiar with, and be able to use them all. One day soon you will need them all!

20. *Always know that you don't truly provide a service until you close!*

Selling, presenting, demonstrating, promoting, marketing, building trust, etc. are all very commendable and admirable actions but in no way compare to finally closing the deal. Breathing and eating are important, but ultimately you want to live. The same with selling and closing. Closing allows you and your company to expand, all the things that took place prior to the close were necessary to get to the close but will not allow for expansion and survival. Close the deal, be willing to do whatever it takes to close the deal and know that only until you actually get to that critical survival exchange point do you provide any real value.

This book is made possible because of the thousands and thousands of hours of research I have done in this area. It's also possible because of the many sales "greats" that I took the time to study who came before me. These guys greatly assisted in my sales education, my sales career

and the development of this book. While the majority of these closes are original, many of them are the result of contributions over my years of learning from greats like Zig Ziglar, Tom Hopkins, Jackie Cooper, Brian Tracy, and many others.

This arsenal of techniques in *The Closer's Survival Guide*, is presented in no particular order, so don't assume that the first close has more value than those that follow. They all have value when used at the appropriate time and in concert with the others. I have been in situations where it would have appeared that my first five attempts failed, yet later discovered they only prepared the client to be closed on the sixth attempt. I would never suggest to anyone that one close will get the job done, but I also would not suggest that you couldn't close on the first attempt. Based on my experience, a first attempt close is the exception, not the norm.

You will also notice that each of the many closes include a list of other closes that could be used in conjunction or that may be similar. Again, none of these techniques are any more valuable than another, but are to be used in concert with one another to create the effect you desire. You will become most effective when you become familiar with them all, and you will become unstoppable when each of them and all of them become something you no longer think with but just use. Beware of becoming comfortable with just a few, because that would defeat the purpose of having an arsenal. Learn them all, and then learn how to tell a story with them, one after another, and

you will be rewarded the status of Master Closer!

The more a salesperson understands the close the more he will reach to sell others, the more he will prospect, the more professional and believable he will appear to his client, and the more he will be rewarded. It is the close that defeats more sales people than anything else, but it need not defeat you. Closing the deal is vital to a sales person's survival and without a wide and varying range of techniques you cannot reach your financial goals.



THE CLOSER'S SURVIVAL GUIDE OF CLOSES

*Don't just read them,
Drill them,
Practice them,
Rehearse them.
Use them,
Enjoy them,
and most important...*

Prosper from them!

— Grant

DELIVERY CLOSE

“When would you want to take delivery or have your new _____ installed? Right away or tomorrow morning at around 11:00?”

GRANT'S TIP:

The Delivery Close assumes ownership and offers options to say yes. This is one of the most powerful and overlooked closes. Never ask, “What do you think?” or open-ended questions. Always assign ownership by using the word “your.”

See: All Assumption Closes, Check Close, Scale From One-To-Ten Close

CHECK CLOSE

“Would there be any other changes or additions you would want made to your new _____ before we come to an agreement on the figures?”

GRANT'S TIP:

The Check Close assumes ownership, avoids rejection and creates opportunity to close, based on changes and additions that your buyer may be interested in.

See: Delivery Close and all Assumption Closes

PROACTIVE LEARNING:

Write exactly how you will customize this close to present your product, service, proposal or idea:

Write what objections you might receive from using this close, and what new close you could use:

SCALE FROM 1 TO 10 CLOSE

“On a scale from one to ten, how do you rate your new _____?”

(wait for answer)

“What would make it a 10?”

(wait for answer)

“Great, let me get that handled. Sign here and here.”

GRANT'S TIP:

This is a killer close and gets you some sense of how sold the buyer is and what it would take to make it perfect.

Just because the buyer says “seven” does not mean he won't buy the product as it is. He may be satisfied with a seven. You can also use this when finding out about the products he is using now. This is great for any consumer or service sale, and especially for a realtor trying to get a listing.

*See: Better to Live Rich Close, Can't Take it With You
Close, Comparison Investment Close*

PROACTIVE LEARNING:

Write exactly how you will customize this close to present your product, service, proposal or idea:

Write what objections you might receive from using this close, and what new close you could use:

PAYMENT CLOSE

“If the payments aren’t agreeable, we wouldn’t expect you to buy the product. I am confident that our local lender can provide you with alternatives that will make your monthly investments agreeable and affordable.”

GRANT’S TIP:

Most products today are bought on payment and should be sold to a payment. This fact is missed by many industries, including insurance, investment, furniture, retail sales and real estate. Why sell the price when you know it is going on a credit card or the buyer will be getting a loan? This is a great close when the buyer becomes payment concerned and hangs up on their ability to pay monthly and avoids resting the deal on the payments.

See: All Payment Closes, All Rates Closes, All Budget Closes

PAYMENTS TO FIGURES CLOSE

(What are my payments going to be?)

“Until you and I come to an agreement on the price, the product and the terms, you won’t need to concern yourself with payments as there won’t be any. I need you to initial here, here and here.”

GRANT’S TIP:

This is the opposite of the previous close (Payment Close) where the buyer wants to move to payment and still has a disagreement about the price. This avoids closing on payments, focuses on figures. Beware of the buyer who continues to move the target on you, giving you too many things to handle so that you can never close!

See: Scale From One-To-Ten Close as a way to flush out the real, hidden objection

PROACTIVE LEARNING:

Write exactly how you will customize this close to present your product, service, proposal or idea:

Write what objections you might receive from using this close, and what new close you could use:

RATE CLOSE

(What are the rates?)

“We use every lender in the state, including every credit union. Who do you currently use?”

(Answer)

“We have access to them as well! There are only a couple of people in town cheaper than your lender. Sign right here and I will look at our options. Worse case, we use your present lender.”

GRANT'S TIP:

Don't quote rates, because the moment you do, they will change and this will negatively impact your credibility and give the buyer reason to bail. You have to be positive about your ability to get lending in every deal. It is your responsibility to handle this so that you can get a close! Automotive dealers are exceptional at this, but most other industries drop their responsibility and think the job stops with the sale and someone else will get the money.

See: All Budget Closes, No Cosigner Close

EQUIPMENT

CLOSE

“Assuming we can get all the items you told me you wanted and have the product delivered as you requested, I need your OK here, here and here where I noted the changes.”

GRANT'S TIP:

Get the focus off the request or the changes and back onto the close. Ask for agreement on the figures, assuming you can get the other changes handled. This does not mean you have to include or give away the changes.

See: All Assumption Closes, Change Close and Scale From One-To-Ten Close

TITLE / REGISTRATION CLOSE

“Whose name will we be registering your new _____ in? Your name, the wife’s name or both?”

GRANT’S TIP:

This is probably the most powerful Assumption Close of all. Look the buyer dead in the eye and ask for the close. I know I’m going to use this on almost every deal.

See: All Assumption Closes, Paperwork Close

PAPERWORK

CLOSE

“Whose name will we be doing the paperwork in, your name, the company’s name or both?”

GRANT’S TIP:

This is very similar to the previous close (Title/ Registration Close). There is paperwork on every deal, no matter what you sell. You could even ask this earlier to find out who the decision maker actually is.

See: Assumption Closes, Registration Close

SPOUSE STALL

CLOSE I

(Need to talk to my spouse.)

“What if your spouse says no?”

Answer: He won’t —

“Then I need your OK here and here.”

Answer: We won’t buy —

“Would he/she say no to the product or the money?”

**If product— “What do you suggest?”*

**If money— “What about the money... the down payment, the monthly payment or the price?”*

GRANT’S TIP:

While people consult their spouses for decisions, many spouses decide today without checking in. This is used by the customer as a stall more often than as a valid objection. More women will buy without their husband than the other way around. Check for it to be a valid objection with Spouse Stall Close. Also, you are able to flush what the actual objection is in. Never use “subject to your spouse’s approval” without trying this first.

See: All Budget Closes, No Cosigner Close

PROACTIVE LEARNING:

Write exactly how you will customize this close to present your product, service, proposal or idea:

Write what objections you might receive from using this close, and what new close you could use:

SPOUSE STALL

CLOSE II

(Need to talk to my spouse.)

“I agree and you should, but if your wife is anything like mine, she never tells me no when I love something, and I never tell her no. I need your approval here, here and here.”

GRANT'S TIP:

This has to be used with confidence, speed and strength. You validate and acknowledge, look up, smile and tell your story! The more this is true for you, by the way, the more often you can close with it. While my wife may tell people that she needs to check with me, she can and has bought without doing so!

See: Assumption Closes, All Spouse Stall Closes, Unavailable Party Closes, Second Baseman Closes, All Budget Closes, No Cosigner Close

PROACTIVE LEARNING:

Write exactly how you will customize this close to present your product, service, proposal or idea:

Write what objections you might receive from using this close, and what new close you could use:

SPOUSE STALL

CLOSE III

(I need to talk to my spouse.)

“Better to ask for forgiveness than to ask for permission, so let’s get you going right away – sign here and here.”

GRANT’S TIP:

Try it and you will start to rely on it. This is for Master Closers only - don’t be weak - go for it. You have nothing to lose. Smile before you say the first word and deliver.

See: Assumption Closes, Spouse Stall Closes, Unavailable Party Closes, Second Baseman Closes, All Budget Closes, No Cosigner Close

SPOUSE STALL

CLOSE IV

(I need to talk to my spouse.)

“I understand and if you and your spouse talk like me and mine do, then he/she knows you are here and knows what you are doing. Let’s do this and get it done if you don’t have any other reservations. I need your ok here and here.”

GRANT’S TIP:

This close basically uses the objection and acknowledges the fact that people that talk about everything together would have already talked about what this person is doing now. Close this deal, quit being sold on this objection as this is a stall more often than not.

See: All Spouse Stall Closes, Unavailable Party Close, Second Baseman Closes

UNAVAILABLE PARTY CLOSE

“Buyer agrees to ownership at figures and conditions spelled out. Delivery is subject to so-and-so’s approval. Is that fair?”

GRANT’S TIP:

Should be used as a last resort for an unavailable party, and after the spouse/boss stalls. Short cutters abuse this and lose deals.

*See: All Assumption Closes, all Spouse Stall Closes,
Unavailable Party Closes, Second Baseman Closes*

UNAVAILABLE PARTY

CLOSE II

“Does your spouse approve of your present situation and the cost of it? If nothing changes except for the fact that your situation is improved, certainly she would support you improving your situation.”

GRANT'S TIP:

This is an alternative to the previous (Unavailable Party Close). This tests validity of the objection. Too many deals are lost trying to get the spouse in and time is wasted when it's not even valid.

See: Assumption Close, all Spouse Stall Closes, Unavailable Party Closes and Second Baseman Closes

PROACTIVE LEARNING:

Write exactly how you will customize this close to present your product, service, proposal or idea:

Write what objections you might receive from using this close, and what new close you could use:

INSURANCE

CLOSE

“With whom will you be insuring your new _____? What’s his number?”

(wait)

“I’ll call and get coverage transferred so you’re insured today when you leave.”

GRANT’S TIP:

This is done before you get involved with the numbers. This is a very aggressive close and is to be used only by a very confident closer (like you). You won’t know how well it works until you use it.

See: Assuming Ownership Close and Momentum Close

PROACTIVE LEARNING:

Write exactly how you will customize this close to present your product, service, proposal or idea:

Write what objections you might receive from using this close, and what new close you could use:

SECOND PARTY ASSIST CLOSE

“John, at this figure, considering what you know about the product, and knowing your brother as you do, what advice would you give him about the purchase of the product and the fairness of the figures?”

GRANT'S TIP:

Never neglect other people who may appear to be involved in the actual buying, but if not involved in the conversation will certainly waste your deal behind your back. Get them involved. The buyer values their opinion more than yours, so use it. Use the second party to assist you in closing the product, or at least find out his considerations, as they will be shared with the buyer and influence his decisions.

See: Assumption Close, all Spouse Stall Closes, Unavailable Party Closes and Second Baseman Closes

SECOND BASEMAN

CLOSE I

“Will you be helping with the price, the down payment, the monthly payment, the paperwork, or all of the above?”

GRANT'S TIP:

This is similar to the Second Party Assist Close, but asks to get the Second Baseman involved financially. You will never have problems with mouthy advisers again and they may even step up and offer help.

See: All Assumption Closes, All Spouse Stall Closes, Unavailable Party Closes and Second Baseman Closes

PROACTIVE LEARNING:

Write exactly how you will customize this close to present your product, service, proposal or idea:

Write what objections you might receive from using this close, and what new close you could use:

SECOND BASEMAN

CLOSE II

“Did you want me to work it out so that it is affordable using the monies that he/she has alone, or did you plan on getting financially involved as well?”

GRANT'S TIP:

Do this with courtesy and respect and only after involving the second party in the sale and showing that you welcome their involvement. This is only done in the close.

See: Assumption Close, all Spouse Stall Closes, Unavailable Party Closes and Second Baseman Closes

IMMEDIATE DELIVERY

CLOSE

“If there aren’t any objections or reasons for not moving forward with your new _____ immediately, I will need your OK here and here.”

GRANT’S TIP:

Look them in the eye, pass the pen, then point to the place where you want them to sign and close.

See: Assumption Closes, Scale From One-To-Ten Close, Do It Anyway Close, All Agreement Closes

AGREEMENT

CLOSE I

“I agree it’s a lot of money! I need your OK here and here.”

GRANT’S TIP:

Agreeing first is one of the rules of selling and must be used in the close. This is power selling at its best. What you are doing here is acknowledging the objection, but giving it no value and closing over it as though it is a comment rather than an objection. This is one of my favorites—simple and powerful.

See: Agreement Close II and III, Grateful Close and Congratulations Close, Feel, Felt Found Close, Do It Anyway Close, Better to Live Rich Close

PROACTIVE LEARNING:

Write exactly how you will customize this close to present your product, service, proposal or idea:

Write what objections you might receive from using this close, and what new close you could use:

AGREEMENT

CLOSE II

“I agree it’s a lot of money and expect that you knew that before you got here. I need your OK here and here.”

GRANT’S TIP:

Most people know the amount or a portion of it before they make the call or walk in. No one says, “I love the price.” They all complain right before the close. So agree and close!

See: Agreement Close III, and the Congratulations Close, Feel, Felt Found Close, Do It Anyway Close, Better to Live Rich Close

PROACTIVE LEARNING:

Write exactly how you will customize this close to present your product, service, proposal or idea:

Write what objections you might receive from using this close, and what new close you could use:

AGREEMENT

CLOSE III

“I agree, and everyone that has ever bought this product says exactly the same thing. I need your approval here and here.”

GRANT'S TIP:

Use agreement and then tell them that everyone else reached the same conclusion, had a similar reaction and close! This is a discounting of the response as an objection and assumes it is a mere complaint. You will find most objections are not objections at all but just complaints and should be handled as such.

See: Agreement Close I, II and all other Discount-type Closes, Feel, Felt Found Close, Do It Anyway Close, Better to Live Rich Close

PROACTIVE LEARNING:

Write exactly how you will customize this close to present your product, service, proposal or idea:

Write what objections you might receive from using this close, and what new close you could use:

WON'T BE THE LAST TIME CLOSE

“I agree, and this isn’t the first time and won’t be the last time that you spend more money than you expected to. I need your OK here and here.”

GRANT’S TIP:

This is closing over the objection by treating it as a complaint rather than an objection. Every buyer will relate to this. Smile, present and close.

See: All Agreement Closes, Congratulations Close, Be Grateful Close, Won't Be The Last Time Close, Better To Live Rich Close and Discount Closes

BE GRATEFUL

CLOSE

“I agree with you, be grateful that you can invest this much money. Not everyone can do this. There are people starving on this planet and you are investing in your company. I need your agreement here and here.”

GRANT'S TIP:

This is a very strong close and it requires self-esteem and confidence. The truth cuts through the resistance in people and too few salespeople use cold, hard facts. This particularly works on well-heeled people. Be strong, and mighty forces will come to your aid. This is a Master's Close! Use it!

See: Agreement Closes, Congratulations Close, and Discount Closes, Work Hard to Earn Close, Better to Live Rich Close

PROACTIVE LEARNING:

Write exactly how you will customize this close to present your product, service, proposal or idea:

Write what objections you might receive from using this close, and what new close you could use:

CONGRATULATIONS

CLOSE

“I know it’s a big investment, and you should congratulate yourself for being able to make an investment of this magnitude. Not everyone can even consider living here. I need your OK here and here.”

GRANT’S TIP:

This close, like many you are being introduced to, uses the weight of the objection or complaint as the momentum or force necessary to make the close. Use it rather than overcome it!

See: Agreement Closes, Congratulations Close, Grateful Close, Won’t Be The Last Time Close, Better To Live Rich Close and Discount Closes

DO IT ANYWAY

CLOSE

“I understand that it’s more money than you had budgeted, do it anyway.”

GRANT’S TIP:

While I know that if you have never used some of these closes, they may seem too bold, almost offensive. You will have a different experience when using them. The buyer starts to respect you for not chasing down every objection he has. How do you think people get over budget? They do it even when they know they shouldn’t.

See: Agreement Closes, Congratulations Close, Grateful Close, Won’t Be The Last Time Close, Better To Live Rich Close and Discount Closes

PROACTIVE LEARNING:

Write exactly how you will customize this close to present your product, service, proposal or idea:

Write what objections you might receive from using this close, and what new close you could use:

DISEASE

CLOSE

“I know it’s more than you need and more than you wanted to spend, but it’s not a disease. It’s not like you will die from it; let’s do this, OK? Sign here please.”

(Pass the pen)

GRANT’S TIP:

You might be asking, Where do you get the audacity to possibly say these things? This is the fact: don’t make a bigger deal of objections than they are! Acknowledge them, make nothing of them and then close on them. You will find closes like this so successful you will wonder how you ever sold without them.

See: Agreement Closes, Congratulations Close, Grateful Close, Won’t Be The Last Time Close, Better To Live Rich Close, Do It For Me Close, Do It Anyway Close and Discount Close.

DO IT FOR ME

CLOSE

“Sir, if you can’t do it for you, and you can’t do it for your wife, do it for me. I need your OK here and here.”

“No way,” you say, “how could I possibly use this close?!”

GRANT’S TIP:

Most people want to help others. Ask for help, ask for assistance, and ask for them to do it for you. This isn’t as crazy as you might think. Dare to do it, and you will call to thank me.

See: Agreement Closes, Congratulations Close, Grateful Close, Won’t Be The Last Time Close, Better To Live Rich Close and Discount Closes

INVENTORY CLOSE MOVE DOWN A MODEL

“Would you consider the product right under this? It would you save you \$500, \$1000, \$1500 and reduce payments by \$12 to \$30 per month. Or would you rather get exactly what you want and pay a little more each month?”

GRANT'S TIP:

Done at the write-up as a way to test the commitment or done in the negotiations when other money objection closes didn't get the job done. You should always use inventory as a way to negotiate, as this is a more value-added solution than reducing the price. It also gives the buyer choices and allows him/her to save face if he/she is not able to afford the product. It also builds value in the product on which he/she decides.

See: Other Inventory Closes, Package Alternative Close and Selection Alternative Close

PROACTIVE LEARNING:

Write exactly how you will customize this close to present your product, service, proposal or idea:

Write what objections you might receive from using this close, and what new close you could use:

INVENTORY CLOSE MOVE UP A MODEL

“Before I write this up, I want to share with you that if we move up from the 4 Gig to the 8 Gig, it would only be an added cost of X. And with the payment programs, it would only change your payments a little. Would you consider that?”

GRANT'S TIP:

This is best used to test the commitment to the product, but can also be used when you have commitment difficulties or even price objections. While it would not seem obvious to move a buyer up to a more expensive product when he is already screaming money, it is a valuable and workable solution. When many customers say it's too much, they are saying it's too much for that product. Others will think you are crazy, but then the buyer sees that the choice is to spend more money not less; and the move up may validate the value.

See: Inventory Closes and Alternative Closes, Better to Live Rich Close, Work Hard to Earn This Close

PROACTIVE LEARNING:

Write exactly how you will customize this close to present your product, service, proposal or idea:

Write what objections you might receive from using this close, and what new close you could use:

SELECTION ALTERNATIVE CLOSE

“If the payments are too high, I suggest we go back and consider the model right below this.”

GRANT'S TIP:

These Inventory and Alternative Closes offer solutions to the buyer and show that you are trying to help. All buyers should be moved up and down the inventory line by the salesperson as they will anyway when they leave you. This is how people make decisions by shopping, comparing and evaluating. This is using logic in the close and will help you close many more deals.

See: Inventory Closes and all Alternative Closes, Better to Live Rich Close, Work Hard to Earn Close, You Deserve it Close

PACKAGE ALTERNATIVE CLOSE

“If you don’t want to go down a model or consider something older, why don’t we consider moving down a package? You would give up these two options, but it would save you x and reduce your monthly payments.”

GRANT’S TIP:

Always show the buyer a way to get what he wants. You may be on the right product but too much of it. This is very similar to previous closes where we are using models and inventory. Give the buyer a way to buy something!

See: Inventory Closes and all Alternative Closes

PAYMENT BREAKDOWN

CLOSE

(The payments are too high, I have to be under \$500)

“We’re already less than the \$500 you want to pay. The car before any options is \$20,000 and that is a \$400 payment.

Car is	\$20,000 =	\$400/mo.
GPS	\$ 3,000 =	\$ 60/mo.
Sunroof	\$ 1,000 =	\$ 20/mo.
Leather	\$ 1,800 =	\$ 36/mo.
Taxes	\$ 3,000 =	\$ 60/mo.
	Total	\$576/mo.

Remove the extras, payments are \$400/mo. Pay cash for the equipment, payments are \$460. Get the extras, keep your cash and pay the extra \$3 a day and get exactly what you want. I would personally go with option number three, what do you want to do?”

GRANT'S TIP:

This close is based on pure logic, and can be used daily on any products that have features that come as add-ons or extras.

BUDGET

CLOSE I

(We are over budget now.)

“Everyone who buys from here is over budget, but we all still work it out. We have a support group that meets here every Monday night...

I need your approval here and here.”

GRANT'S TIP:

It's just a budget! Don't make a big deal about it. Also, remember no one gets over budget because they don't buy things. They get over budget because they do. Close the deal! They walked in over budget and they will leave over budget. This is America.

*See: Budget Closes, Discount Closes, Gratitude Close,
Better To Live Rich Close, Do It Anyway Closes*

BUDGET

CLOSE II

“And sir, you can probably say that about your credit cards, your car payments, insurance, taxes, groceries, restaurants, heating bill, and electric bill. They are all more than you want them to be, but you still do it.

I need your OK here and here.”

GRANT'S TIP:

Discount the objection and treat it like a comment or a complaint. Close!

*See: Price Closes, Discount Close, Gratitude Close,
Better To Live Rich Close and All Budget Closes*

PROACTIVE LEARNING:

Write exactly how you will customize this close to present your product, service, proposal or idea:

Write what objections you might receive from using this close, and what new close you could use:

BUDGET

CLOSE III

“I understand and would expect that this decision will have plenty of company at home and won’t be by itself.”

(Answer: “What do you mean?”)

“This won’t be the first purchase that you make that is too much and over your budget. I need your OK here and here.”

GRANT’S TIP:

You will have customers cracking up over this. The truth is so powerful. All people extend themselves for things they really want.

*See: Price Closes, Discount Close, Gratitude Close,
Better To Live Rich Close and all Budget Closes*

BUDGET

CLOSE IV

“So, assuming that you can afford your house note, present car note, car insurance, utilities, groceries, medical, clothes, baby sitters, school, entertainment, Visa, MasterCard, alimony, child support, retirement contributions, health clubs, you continue to save monthly and would have room in your monthly budget to enjoy owning your new car. Assuming you could afford all that, then certainly you’d have no other reservations, correct? Good. What is your house payment? Your present car payment?”

GRANT’S TIP:

List everything out for them and use logic to show them that they CAN make it.

*See: Price Closes, Discount Close, Gratitude Close,
Better To Live Rich Close and all Budget Closes*

BUDGET

CLOSE V

“90% of the people I work with are over budget when they arrive here. Just because you may have made some decisions in the past that didn’t make sense or purchased things you really didn’t need should not mean you would penalize yourself today from getting those things that do make sense and that you do need.” Let’s do this....

GRANT’S TIP:

The US Government is trillions of dollars in debt but it doesn’t mean that it quits operating. This close is a way to acknowledge that being over budget is not a big deal. Don’t be the barrier here and don’t let their budget be your excuse not to close. They were over budget before they met you and they will be over budget regardless of what they do today.

See: Budget Closes and Agreement Closes

ASSUME ZERO BALANCE CLOSE

“Your payoff has nothing to do with the value of your house, (car, boat or whatever). If you owed zero, would you want zero? Of course not. It is worth what it’s worth and it’s not going to get any better by waiting. Pay off the difference and let’s get you in the house you want. Sign here and here....”

GRANT’S TIP:

This is used when your buyer is in a situation where he owes more on a present purchase than the value of the asset he is trying to sell or get rid of. This stops many sales people due to their focus on the problem rather than a solution. Don’t solve their problem; close the sale.

This is great for bankers, auto dealers, furniture sales, equipment leases, mortgage brokers and real estate people.

See: Payoff Close, Delay Payment Close

PAYOFF

CLOSE

“John agrees to purchase now, assuming we pay off the balance owed on his present lease (mortgage), using the company’s rebates and discounts or by getting the lender to carry the difference. John’s funds will be used to reduce the amount financed on the new purchase.”

GRANT’S TIP:

This is great for products where equipment is being traded for a new purchase and or the sale is being held up due to the balance on an earlier purchase. Can also be used when the buyer has a contract or lease on some other product or service. Trillions of dollars in sales are lost annually because of the lack of responsibility companies take in earlier purchases.

See: Payoff Closes and Assume Zero Balance

DELAY PAYMENT

CLOSE

“John will now own _____, assuming we pay off his credit card, save him from making his current payment, and set it up to where he doesn’t have any payments this month, next month, not until the following month. How does that work for you?”

GRANT’S TIP:

This is for those of you who are involved with the financing on a product sale and can get creative not with how the sale is made, but how the individual or company makes payments. Let’s say a guy is moving in now, saving a month’s rent, no payments this month and none next month. Rather than discounting the price of the house, you include one payment. Builds savings for the buyer without giving up gross. Most sales people don’t get creative enough by becoming responsible for all parts of the sale, including financing. Most buyers are more worried about the monthly payment; companies more worried about the cash flow than the price.

See: Payoff Closes and Assume Zero Balance

PROACTIVE LEARNING:

Write exactly how you will customize this close to present your product, service, proposal or idea:

Write what objections you might receive from using this close, and what new close you could use:

NO COSIGNER CLOSE

“Assuming financing can be provided in your name with no other signatures necessary, the buyer agrees to ownership now and agrees to delivery at figures disclosed, agreed?”

GRANT'S TIP:

Take one thing at a time, get agreement on figures, and then handle the financing. This works particularly well on buyers who don't think they can get financing. Take the emphasis off the price and onto the ability to purchase in their name. I have made many sales in which the big benefit was getting a buyer reestablished, and the product was secondary.

*See: Financing Closes, All Second Baseman Closes,
All Rate Closes and All Budget Closes*

PROACTIVE LEARNING:

Write exactly how you will customize this close to present your product, service, proposal or idea:

Write what objections you might receive from using this close, and what new close you could use:

MOMENTUM

CLOSE

“I have put all the numbers together for you and this is what we can do for you (disclose figures). I need your approval here and here.”

GRANT'S TIP:

Present the figures, go over them, ask for the approval, hand the pen to the buyer and shut up. Great on shoppers, tough buyers, and people who may be comparing your pricing to something else they had received earlier. Be confident, in control, professional, and look the buyer in the eyes.

*See: Assumption Closes, Discount Closes, Do It Anyway Closes,
That Is The Best Reason For Buying Close*

NEED TO PRAY ABOUT IT

CLOSE

“And sir, I appreciate that. I pray about every decision I make myself. How are you most comfortable praying? Let’s pray together, I trust God won’t mislead either of us. I am willing to accept God’s will for the both of us.”

GRANT’S TIP:

Honor the buyer’s belief and be with him while he makes contact with his God. While some may think this is a taboo area that you should not breach, I disagree. The buyer brought God up, and you should pay him the respect of being willing to honor his beliefs and pray with him until you get a yes or a no!

This is done with respect and sincerity for the buyer’s faith in a greater power.

NOTE: This has never failed me in my career.

*See: All Think About it Closes, Time Closes, All Spouse Closes,
Do It For Me Close, and Now and Later Close*

PROACTIVE LEARNING:

Write exactly how you will customize this close to present your product, service, proposal or idea:

Write what objections you might receive from using this close, and what new close you could use:

THINK ABOUT IT

CLOSE I

“Thought is instantaneous. Think of an elephant. Did you get it? You see, thought is immediate. What you need to do now is make a decision. Yes or no. Do or don’t do. I am fine with either one. Which is it?”

GRANT’S TIP:

This is a very strong close. I never believe that people need to think, as this is a stall for some other consideration. They are more likely to need more information than time to think. This close sets up finding out what is really wrong.

See: Discount Close, Reason To Buy Close, All Think About It Closes, All Time Related Closes

THINK ABOUT IT

CLOSE II

“I understand. However, you thinking about it will not change the fact that this product saves you money, your company needs it, and you are going to do it sooner or later. Let’s get it done, so can think about the other things that need attention.

I need your approval here and here.”

GRANT’S TIP:

Show understanding and then close over this invalid objection. If you think it is reasonable that people add time to decisions, then you need to handle yourself, because when people are sold, they don’t think, they buy.

See: Discount Closes, All Think About It Closes, All Time Related Closes

THINK ABOUT IT

CLOSE III

“Great! Do you think 2-3 days would be long enough, or is 2-3 weeks better?”

(Buyer will probably say 2-3 days is plenty.)

The truth is, no matter how long you take, you will be faced with the same three questions. May I share them with you?

- 1) Does this product get you what you wanted?
- 2) Can you afford this product?
- 3) Am I the kind of person you would want to do business with?

If yes to all, point to signature line, “Let’s roll!”

GRANT’S TIP:

This is one of my all-time favorites. While it relieves the sense of having to do something right now with the offer of up to 3 weeks to think, it allows you to present the only reasons people won’t buy. It also sets up identifying the real objection.

See: All Think About It Closes, All Time Related Closes

PROACTIVE LEARNING:

Write exactly how you will customize this close to present your product, service, proposal or idea:

Write what objections you might receive from using this close, and what new close you could use:

THINK ABOUT IT

(1-10)

CLOSE IV

“Great, most people want to take time to think about their decision before making it. Let me ask you, on a scale from one to ten, ten being you are absolutely certain and ready to go, and I being you wouldn’t take it no matter what, where would you stand at this time?” Get an answer. Then ask, “What would make it a ten?”

GRANT’S TIP:

This will allow you to determine what the real objection is, and trust me, there is one. By agreeing with their need to think and then asking where they stand now, you get a sense of where the buyer is and the real objection. While it momentarily relieves the buyer’s sense of having to do something right now, it positions you to find out what it takes to get the buyer to the point of doing something now.

See: All Think About It Closes

THINK ABOUT IT

CLOSE V

“I understand and as a consumer myself I have said the same thing at which time I...

- a) didn't want to confront the sales person,
- b) didn't want to disappoint him or
- c) there was a concern that still hadn't been addressed.

Which one is it for you?”

GRANT'S TIP:

Take the time to show understanding and then use agreement to establish what the real objection is as all you are getting right now is a stall and you have to clarify what the real situation is to resolve it. This close will allow you to determine what is the real objection. To use these types of closes successfully you have to be convinced there is a deal here and not give up. Sell them; don't let them sell you.

See: All Think About It Closes

RE-PRESENT / RE-DEMO CLOSE

“Come see—I want to show you how close we are to making the wisest and most enjoyable investment of your life.”

(re-demonstrate the benefits of your product)

GRANT'S TIP:

This is the most effective and least used close in the business. People are buying a product, not a price or the terms. Return to the product and sell it. Sell features and benefits of the product and then come back for the close. Be enthusiastic about the product. Let them touch it and feel it again if it's a consumer product. If it's something to be used, then let them experience how it will help them. If it's intangible, then you need to return to selling them the value of owning this product by writing down what they are going to get from this product.

*See: Comparison Closes, Better To Live Rich Close,
Ben Franklin Close, Quality Close, Work Hard to Earn Close*

PROACTIVE LEARNING:

Write exactly how you will customize this close to present your product, service, proposal or idea:

Write what objections you might receive from using this close, and what new close you could use:

APOLOGY CLOSE

“I really need to apologize to you for not being able to come to terms with you. Can I ask—was it something I did? Was it something I failed to do? Then allow me to get the product ready for you versus you going home, or having to go through this process of looking for another solution. Follow me.”

GRANT'S TIP:

You should always first apologize for not closing a deal as it was your fault, and because of it you weren't able to handle the customer's desire to get something done. Also, always walk your buyer back to where they came from, don't let him leave alone, as this gives you the opportunity to sell him again. Every buyer regrets their decision and second-guesses himself. The Apology Close puts you in a situation to close that which you didn't close.

See: Re-Demo Close, Can't Quit Close, Refuse To Believe Close and Assumption Closes, Beg Close

PROACTIVE LEARNING:

Write exactly how you will customize this close to present your product, service, proposal or idea:

Write what objections you might receive from using this close, and what new close you could use:

REFUSE TO BELIEVE CLOSE

“I refuse to believe that you aren’t going to do this. It’s the right product, the price is great and I know you want it. Let’s do this.”

(Turn contract and give pen)

GRANT’S TIP:

You have to deliver this in a very upbeat, positive manner, and one of complete belief and conviction, knowing this is the right thing to do. This is hard sell! You have to be sold yourself on this being the right decision and press for that right decision. People don’t make decisions easily: they need help.

See: Re-Demo Close, Apology Close, Can’t Quit Close and Assumption Closes

CAN'T QUIT

CLOSE

“I am not going to quit on you. You are either going to buy from me now or I am going to call you every day until you do this. It is the right thing. This is a great deal for you and I will not quit. Let’s do it!”

GRANT'S TIP:

Again, you have to deliver this in a very upbeat, positive manner and with complete conviction. You are communicating that you know this is the right thing to do. This is a hard-sell close and one that requires you to be sold, not them! You have to be sold yourself on this being the right decision and press for that right decision. Communicate your conviction and they will become convinced!

See: Re-Demo Close, Apology Close, Can't Quit Close, Refuse To Believe Close and Assumption Closes, All Pressure Closes

THREE YES'S AND THEN CLOSE

“Did I answer all your questions? Were we easy to get to?”

Am I the type of person you would feel comfortable serving you?”

Then I need your OK here and here.”

GRANT'S TIP:

Yes is the most powerful word in the English language. Get the buyer saying it. Only ask questions you get a “yes” to and then ask for the order. You could ask the buying question as the fourth yes, but I would not. Don't ask the buying question as “yes” or “no.” Assume the close and ask for a signature. The yes's set up the signature. It gets you momentum to the close.

*See: Assumption Closes, Momentum Close,
Think About It Closes, Three Agreements and Then Close*

PROACTIVE LEARNING:

Write exactly how you will customize this close to present your product, service, proposal or idea:

Write what objections you might receive from using this close, and what new close you could use:

REFERRAL

CLOSE

“Before we get involved with the figures, who do you know that may be in the market for a new or used car or truck?”

GRANT'S TIP:

Provides the buyer with leverage to negotiate, as the buyer believes the more people he sends your way, the more he is entitled to a better deal. Also, people want to help others, and they believe that in doing so, they should be helped.

See: Important Person Close

PROACTIVE LEARNING:

Write exactly how you will customize this close to present your product, service, proposal or idea:

Write what objections you might receive from using this close, and what new close you could use:

DOWN TO THE PENNY CLOSE

“We are within \$48.50 of getting you exactly what you want. In comparison to the price and length of time you will own it, \$48 is a miniscule amount. Let’s do this.”

GRANT’S TIP:

This is used when you are at a small price difference. It would be great to keep a jar of money on your desk to show them how little the amount really is. Works great on monthly payment objections and price objections. Let’s say the objection is over \$3000 and the length of ownership is ten years. Then it’s \$300 a year or \$25 a month. This close assures the buyer the deal is good.

See: Reduce To Ridiculous Close, Payment Breakdown Close and Ben Franklin Close

REDUCE TO RIDICULOUS CLOSE

“\$1000 a month is only \$30 a day. You will live in your home, wake up in your home and go to sleep here every day and night. You will build a life here and your family will be safe here for only \$30 a day.”

GRANT'S TIP:

Always reduce objections to smaller numbers. The buyer always focuses on big numbers and you should not! Once a buyer makes a decision, he almost always makes it go right. And when buyers are done buying something from you, they always spend more money with someone else. Your job is to justify and make sense of the figures so the buyer can say yes.

*See: Down To The Penny Close, Payment Breakdown
Close and Ben Franklin Close*

PROACTIVE LEARNING:

Write exactly how you will customize this close to present your product, service, proposal or idea:

Write what objections you might receive from using this close, and what new close you could use:

BETTER TO LIVE RICH

CLOSE

“Better to pay a little extra and get what you want than pay a little less and make a mistake. Better to live rich than to die rich. I need your OK here, and I will get your new product ready so you can start enjoying it right away.”

GRANT'S TIP:

This is a great close and one of my favorites. A Mexican jewelry sales person in Acapulco taught me this one. Reminds the buyer he/she can't take it with them. Agree and close!

See: Can't Take It With You Close, Congratulations Close, all Agreement Closes, Do It Anyway Close, No Shortage of Money Close & Be Grateful Close

PROACTIVE LEARNING:

Write exactly how you will customize this close to present your product, service, proposal or idea:

Write what objections you might receive from using this close, and what new close you could use:

CAN'T TAKE IT WITH YOU

CLOSE

“I agree it’s a lot of money, but you can’t take it with you. Let’s do this.”

GRANT’S TIP:

This close brings it all down to the truth that you can’t take money with you when you go. Obviously great for closes on discretionary consumer products. Money is a very strange thing for most people. They put more importance on it than their own enjoyment. That is why you want to counter this phenomenon with one that is even more mysterious – death!

See: Better To Live Rich Close, Congratulations Close, all Agreement Closes, Do It Anyway Close, No Shortage of Money Close and Be Grateful Close

NO SHORTAGE OF MONEY

CLOSE

“I agree it’s a lot of money, but there is no shortage of money on this planet. There is a shortage of people who are happy and love their lives. Let’s do this.”

GRANT’S TIP:

This close reminds the buyer of what is really important and that while money can be reproduced and there is no shortage of it, being happy is what is really important. Like the Can’t Take It With You Close, this is great for discretionary consumer products. Can also be used for business purchases since the hope of more money in the future is more important than the present budget. Focus on the positive, not the spending.

See: Better To Live Rich Close, Congratulations Close, all Agreement Closes, Do It Anyway Close, Can’t Take It With You Close and Be Grateful Close

REASON TO BUY

CLOSE

“Excuse me, but may I ask, are you looking for reasons to make a decision to do this or are you looking for reasons not to?”

What are some reasons to do this?”

GRANT'S TIP:

This close is to be used when you have a difficult buyer who continues to throw objections endlessly with the effort apparently just to be right. Be careful with this one. Once you get the buyer to agree that he is looking for reasons to do it, then ask him for those reasons and put attention on the positives, not the negatives. Use this late in the negotiations.

See: Eleventh Inning Closes, What Would It Take Close, Justify Close and If I Could, Would You Close

PROACTIVE LEARNING:

Write exactly how you will customize this close to present your product, service, proposal or idea:

Write what objections you might receive from using this close, and what new close you could use:

IF I COULD, WOULD YOU CLOSE

“If I could handle every objection you have, would you make a decision to buy this product?”

GRANT'S TIP:

Always save this for late in the game, never early. Your attempt is to see if you can get the buyer to see a way to make a positive decision. Once you get a yes, then get the list of objections and see if you can handle each. The most important step in any close is the decision maker being able to see himself saying yes. Until this happens, no close is possible. Be careful not to overuse this.

*See: Justify Close, Looking For Reasons To Buy Close,
What Would It Take Close and Eleventh Inning Close*

ELEVENTH INNING

CLOSE

“What figures and terms would be necessary for you to say ‘yes’ to this purchase?”

GRANT'S TIP:

Used when a commitment seems unattainable. Always use late, never early, and be careful not to overuse. This close is most often overused by short cutters and under-trained closers.

*See: Justify Close, Looking For Reasons To Buy Close,
What Would It Take Close and If I Could, Would You Close*

JUSTIFY CLOSE

“How do you justify an investment of this size?”

GRANT'S TIP:

This can be used as a trial close or a lock close to have the buyer close himself by telling you how he makes sense of this purchase. This is used by very professional closers who welcome knowing the truth of the matter, don't "wish deals closed," but who actually close them. This close also eliminates buyer's remorse. It also allows the buyer to rationalize a decision, which is important because a buyer has to make logic out of even the most emotional purchase for the deal to stay closed.

See: Lock Close, Payment Breakdown Closes, Reduce To Ridiculous Close, Ben Franklin Close, Re-Demo Close And Comparison Investment Closes

PROACTIVE LEARNING:

Write exactly how you will customize this close to present your product, service, proposal or idea:

Write what objections you might receive from using this close, and what new close you could use:

LOCK CLOSE

“Would there be any reason you would change your mind about this decision?” or “Would there be any reason you couldn’t make it in tonight (for appointments/deliveries)?”

GRANT’S TIP:

Checks for unspoken objections, and ensures that a transaction has been truly agreed upon. Even great sales people complain about the buyer who unwinds later. Better to find the considerations now. This close, typically, is not risked by young sales people as they “wish deals closed” rather than locking them down. Protects against unwinds. Great for situations when you can’t spot deliver.

See: Justify Close, Payment Breakdown Closes, Reduce To Ridiculous Closes, Re-Demo Close and Comparison Investment Closes

PROACTIVE LEARNING:

Write exactly how you will customize this close to present your product, service, proposal or idea:

Write what objections you might receive from using this close, and what new close you could use:

EVERYTHING THE SAME CLOSE

“If everything was the same, which product and from whom would you rather buy?”

Why?

Why else?

Why else?”

(until no answer)

GRANT'S TIP:

This is used when the buyer says he found the same or similar product for less money. Get the money out of the objection by asking if everything was the same, who would you rather buy from. At this point, half of them will tell you they would rather buy your product, because they aren't the same. Others will tell you who they would rather buy from and then establish why. Don't take the first why, keep searching for other whys. Sometimes the whys will support you and other times, they won't. At least you will know what the deal is and whether there is one to be made or not!

*See: What Would It Take Close, When Price Exceeds Value Close,
Money Equal Close and Reason To Buy Close*

MONEY EQUAL CLOSE

“If the money was the same, which product would you rather own or who would you rather do business with?”

Why?

Why else?

Why else?”

(until no new answer)

GRANT'S TIP:

This is the same as the previous close (Everything The Same Close). This forces a decision regarding with whom the buyer would rather do business. Find out why and handle it. This close, like the earlier one (Everything The Same Close), will get you objections you didn't even know were there.

WARNING: When it is suggested that the price is the same, never ask a question which could force the buyer to misrepresent, i.e. what did they offer, how was it equipped or what was their price! If the buyer misrepresents this, he will never be able to buy from you.

See: What Would It Take Close, When Price Exceeds Value Close, Who Would You Rather Do Business With Close and Reason To Buy Close

PROACTIVE LEARNING:

Write exactly how you will customize this close to present your product, service, proposal or idea:

Write what objections you might receive from using this close, and what new close you could use:

COPY CLOSE

(Make me a copy and I'll think about it.)

“I will be more than happy to make you a copy, give me one minute and I'll be back.

(Make a copy and return)

Mr. Buyer, I realized when I was making a copy for you, that if this product was exactly what you wanted and the figures were exactly right, I wouldn't be making a copy, I would be getting you a delivery and installation date instead. What is not right?”

GRANT'S TIP:

This is a master's close as it uses the objection, and appears to give the buyer a moment to be left off the hook. When you return with the copy, then you start closing again. People don't want more things to look at, they use this typically as a reason to avoid making a decision. This is also a good time to get another person involved to flush out the real objections.

*See: Time To Think Closes, Leave Me Some Paperwork Close,
Flush Objections Close, Refuse To Believe Close, and Won't Quit Close*

PROACTIVE LEARNING:

Write exactly how you will customize this close to present your product, service, proposal or idea:

Write what objections you might receive from using this close, and what new close you could use:

LEAVE ME SOME PAPERWORK

CLOSE

(Leave me some paperwork, and I'll think about it.)

“I would be happy to do that if I thought that would help you, but I expect a guy like you has six inches of paperwork on his desk right now. Let's make a decision and get on with this so you can handle the rest of your desk. Sign here and here.”

GRANT'S TIP:

You only truly help the buyer by closing him so he can go on to work on other things rather than having one more thing to think about. Agree and then go back by reminding the buyer that he already has a stack of things he is thinking about. The best thing you can do for a buyer is get him to decide.

*See: Copy Close, Discount Close, all Price Closes,
Think About It Closes and Going To Wait Close*

IMPORTANT PERSON CLOSE

“Due to your stature and influence in town, we are going to do something we don’t do for anyone else. (present offer) I need your OK here and here.”

GRANT’S TIP:

Always take the time to genuinely acknowledge each buyer, but any time you have someone with influence, use it. People want to feel important, and this is a good reason to do something special or at least a reason to justify or glamorize and build even more value around what you are offering.

See: Momentum Close, Do It Anyway Close, Congratulations Close, and Be Grateful Close

THIRD PARTY CLOSE

“If I can get the seller to agree to that, would you agree to close now? Sign here and here and let me see if I can get it approved by the seller.”

GRANT'S TIP:

While the Third Party Close can be very effective, use it selectively as the buyer will get tired quite quickly of the cat-and-mouse game. You want to take the focus off of you and show that you are working for them to get this done! Many buyers like the idea that you are the “broker” trying to get something done for them.

See: Referral Close and If I Could, Would You Close, All Assumption Closes

TREAT YOURSELF

CLOSE

“Of course it’s a lot and this isn’t something you do every day. Treat yourself. I need your OK here and here.”

GRANT’S TIP:

The whole world seems to think they are suffering and not enjoying life enough. Use it! When the buyer gets bound up in the money, remind them to live, enjoy life and treat themselves.

See: Better To Live Rich Close, Can’t Take It With You Close, No Shortage Of Money Close, Work Hard To Earn This Close and Be Grateful Close

WORK HARD TO EARN THIS CLOSE

“I know it’s a lot! And this is actually why someone like you works so hard, so that he can earn the right to have something this nice. I need your approval here and here.”

GRANT’S TIP:

The whole world seems to think they are suffering and not enjoying life enough. They also think they work too hard. Use it! When the buyer gets bound up in the money, remind him that is why he works so hard. Only two segments of society are not over budget: the very rich and the starving. The rest of us overspend.

See: Better To Live Rich Close, Can’t Take It With You Close, No Shortage Of Money Close, Treat Yourself Close and Be Grateful Close

YOU DESERVE IT

CLOSE

“I know it’s a lot of money, and you deserve it. And if you don’t deserve it, I don’t know anyone who does. I need your approval here and here.”

GRANT’S TIP:

Much like the two above (Treat Yourself Close and Work Hard To Earn This Close), this plays on peoples’ need to believe they deserve to reward themselves. This is used by people daily to indulge themselves with things they don’t need. It’s Middle Class America’s great justifier for overspending, and you need to tap into it or the guy down the street will.

*See: Better to Live Rich Close, Can’t Take It With You Close,
No Shortage of Money Close, Treat Yourself Close, Do It Anyway Close,
Work Hard to Earn This Close and Be Grateful Close*

DISCOUNT CLOSE

(Price is too high.)

“That is exactly the reason to do this now and get it for yourself so you can start enjoying it now. I need your approval here, here and here.”

GRANT'S TIP:

This close, while it doesn't make sense to most when they first see it, is very powerful and almost backwards in its use. Like the wrestler who uses the weight of his opponent to pin him, use the objection to close. The reason for the objection is the reason to do it! When you learn how to use this one successfully, you have hit a new status in selling.

See: Do It Anyway Close and all Agreement Closes, Do It For Me Close, Additional Service Close and all Pressure Closes

SUMMARY

CLOSE

“Henry, let me remind you of what you are getting here:

- 1) you are getting the full library of training material
- 2) the complete audio version
- 3) the complete video version
- 4) all workbooks
- 5) an 800 number for support.

Now, I need your approval here and here.”

GRANT'S TIP:

Take the time to write out and summarize ALL that the buyer is getting, point-by-point, prior to closing. Magnifies your attempts to benefit the buyer and the complete range of value. Write summary points down as you go over each. This builds value, makes it real, and creates urgency.

See: Discount Close and all Agreement Closes, Ben Franklin Close, Quality Close, Either Way Close

NO EQUITY CLOSE

(I don't have any money at this time.)

“Would you agree to owning your new product, assuming we can arrange financing with no money down? If so, I need your OK here that all figures are agreeable.”

GRANT'S TIP:

Proposal could be set up to encourage this objection so that you can kick it in the close as a reason not to buy. Get rid of the money objection and get this buyer some financing. It amazes me how many sales people still don't take responsibility for getting the buyer money. Selling is only half the deal today. Get me the money and I am a buyer!

See: No Cosigner Close, Everything Agreeable Close, If I Could, Would You Close, and What Would It Take Close

PROACTIVE LEARNING:

Write exactly how you will customize this close to present your product, service, proposal or idea:

Write what objections you might receive from using this close, and what new close you could use:

BEN FRANKLIN

CLOSE

“I understand how hard it is to make this decision. It is said that Ben Franklin, one of our founding fathers, when faced with a big decision, would write down the pluses and the minuses of the decision on a piece of paper, so he could get a true evaluation of the right thing to do. (Get a sheet of paper) So what are the positives of this purchase, and what are the negatives? If the advantages outweigh the negatives, do it. If not, don’t invest!”

<u>Advantages</u>	<u>Disadvantages</u>
1) Saves us Money	Costs \$10,000
2) Expands Business	
3) We need it	

GRANT'S TIP:

This is supposedly what Franklin did each time he was faced with a tough decision. You are using pure logic for the buyer to assess in writing why he should do this. This is a great close, allowing the buyer to physically see the reality.

See: Justify Close and Comparison Investment Closes

PROACTIVE LEARNING:

Write exactly how you will customize this close to present your product, service, proposal or idea:

Write what objections you might receive from using this close, and what new close you could use:

COMPARISON INVESTMENT CLOSE

“Let’s compare what you have now to what you are moving up to. Reality is you are paying \$2,600 a month now, and your new payment will be \$5,000 a month. Let’s take a logical look at what you are getting...”

Better Neighborhood
Safer
Newer Home
All New Appliances
Better Resale Value
Difference of only \$80 a day

GRANT’S TIP:

Physically write this out for the buyer to see his answers as it allows the buyer to see what he gets for the increase. Always show the positives and the negatives as well.

See: Ben Franklin Close, Justify Close, You Deserve It Close, Comparison Close, Better To Live Rich Close, Be Grateful Close

PROACTIVE LEARNING:

Write exactly how you will customize this close to present your product, service, proposal or idea:

Write what objections you might receive from using this close, and what new close you could use:

COMPARISON CLOSE

“I would rather see you pay an extra \$1000 a month for something you love, than pay \$4000 a month for something you have outgrown and no longer fits your needs, when you know its only a matter of time before you make the change. Let’s do this.”

GRANT’S TIP:

Powerful close where we use comparison between what they have now and what they want to have, but price or budget is the issue. Everyone pays more than they want to for almost everything they buy. Close on the improvement of what they are doing and also sell the idea that it’s inevitable.

See: Ben Franklin Close, Justify Close, You Deserve It Close, Comparison Close, Better To Live Rich Close, Be Grateful Close

SAME PRODUCT

CLOSE: YOURS

(Better price from competitor)

“OK, which one would you rather own if the money was the same?”

(Yours)

Why is that?

(Because I like it better)

Why is that?

(It feels bigger and plusher)

Why else?

(Because it has the heater built in)

Why Else?

(Because you guys have a lifetime warranty)

Good, then you understand why we are more money. I need your approval here and here.”

GRANT'S TIP:

Let the customer do the selling here. Don't argue and don't ask him questions that make him look like a liar. Just ask him which product he would rather buy. Then he will tell you all the reasons he would rather buy yours.

See: Got You Beat Close, and Same Product Close (Theirs)

PROACTIVE LEARNING:

Write exactly how you will customize this close to present your product, service, proposal or idea:

Write what objections you might receive from using this close, and what new close you could use:

SAME PRODUCT

CLOSE: THEIRS

(Better price from competitor)

“OK, which one would you rather own if the money was the same?”

(Theirs)

Why is that?

(Because I like it better)

Why is that?

(It feels bigger and plusher)

Why else?

(Because it has the heater built in.)

Why Else?

(Because they have a lifetime warranty.)

Follow me, I want to show you something.”

GRANT'S TIP:

Get out of the close; you are on the wrong product. When the buyer says the reason is a better price, he doesn't always mean a lower price but many times is saying better value. Your buyer is not sold on your product. It is not uncommon to have the buyer on too little product and miss them because of that.

*See: Got You Beat Close, Same Product Close (Yours),
all Price Closes and Inventory Closes*

NOW AND LATER

CLOSE

“Let me suggest that I show you the cost of doing it now and cost of doing it later... The cost now is \$300,000. The cost later is approximately 6% more with the new price increases at year-end. That cost equals another \$18,000 and a monthly cost of almost \$400 that you don’t need to waste. Not to mention that with this new product, you, the company, and your clients will benefit without paying the extra cost. Let’s do the smart thing. Sign here please.”

GRANT’S TIP:

Use emotion to sell and logic to close.

See: Justify Close, All Price Closes, Inventory Closes, Sooner or Later Close, Get it Done and Over Close, Never the Best Time Close

PROACTIVE LEARNING:

Write exactly how you will customize this close to present your product, service, proposal or idea:

Write what objections you might receive from using this close, and what new close you could use:

FLUSH THE OBJECTION

CLOSE

“If everything were right, would you make a decision to purchase the product right now? (yes) So what is it: the price, the financing, the product, the terms, me, the company?”

GRANT'S TIP:

To flush the objection, use late in the deal, never early. This close tests the validity of the desire not to buy, and reveals the real objections. A “yes” means something is missing. Start over.

See: Justify Close, Reason To Buy Close, What Would It Take Close

PROACTIVE LEARNING:

Write exactly how you will customize this close to present your product, service, proposal or idea:

Write what objections you might receive from using this close, and what new close you could use:

YOU KNEW THAT BEFORE CLOSE

“I agree it’s a lot of money, and you knew that before you got here. I need your approval here and here.”

GRANT’S TIP:

Quit turning complaints into objections. You have rich people complaining that it’s a lot of money. You have people and companies going over budget and then complaining about their next purchase being too expensive, only to buy all the things they claim are too expensive. Agree, discount and close the deal. If it’s truly valid, then you will use other inventory to move toward.

*See: Price Close, Inventory Closes, Discount Close,
Momentum Close and Gratitude Close*

GRATITUDE

CLOSE

“Mr. Buyer, I agree it’s a lot of money. Be grateful you and your company are in a position to consider the product. There are businesses that are shutting their doors, and people don’t even know where they are going to get their next meal. They would love to be in your position. You are able to own and enjoy your new. You deserve it, you have worked hard for it, and you are in a position to do so. Be grateful you can do this. I need your approval here, here and here.”

GRANT’S TIP:

This is for heavy-hitting closers like you. Quit buying in, quit being sold rather than doing the selling. Agree and acknowledge the buyer’s ability to make big decisions.

See: Price Closes, Discount Closes, Agreement Closes

THE UNWIND

CLOSE

(We've changed our mind, think we're going too fast.)

“No problem. I tell you what we can do. Let's just put off making a decision for a while. How does that feel? Feels good, doesn't it? I always go through the same thing myself. I know what I want, and when it comes time to making that final decision, I get scared I am doing the wrong thing. Tell me this...

- 1) Do you really believe this satisfies all your needs?
- 2) Is this car affordable for you?
- 3) The big question is do you deserve to reward yourself or is it time for the company to expand)?”

GRANT'S TIP:

This unwinding from buyer doubt happens often, demoralizing sales people who thought for a moment they had a deal. This takes very professional handling, and this close does that. Agree, then come back in and close!

PROACTIVE LEARNING:

Write exactly how you will customize this close to present your product, service, proposal or idea:

Write what objections you might receive from using this close, and what new close you could use:

GOING TO WAIT

CLOSE

“Certainly you can do that, let me just share with you what happens while you wait.

- 1) You and your company still need the product.
- 2) It is costing you not to have the product.
- 3) Nothing changes when you leave here, except the prices are going up

Let’s do this and get it done as you have many other things to put your attention on. I need your OK here and here.”

GRANT’S TIP:

Agree, then present what happens when someone waits which is nothing positive, really. You are looking to uncover the real objection.

See: Think About It Closes, Discount Close, Ben Franklin Close, and Now And Later Close

PROACTIVE LEARNING:

Write exactly how you will customize this close to present your product, service, proposal or idea:

Write what objections you might receive from using this close, and what new close you could use:

WHEN VALUE EXCEEDS PRICE CLOSE

(Better price with your competitor)

“I understand, and I assure you that there is a great deal of difference between what my competitor delivers and what we deliver. And once you see exactly what that is, you will see that I actually offer much more value than what they presented, and when value exceeds price, price is no longer the issue.”

GRANT'S TIP:

This is where you have to know your product and your service and how much you will offer the buyer in the form of service, commitment, and whatever else you do. You had better figure out what that is, and sell it, or you will always be beat on price. I have seen buyers say they could buy the exact same product from someone else and it wasn't even remotely similar. Don't argue. Build value, show the difference in value and you won't have to close on price.

See: Price Closes, Everything The Same Close and Got You Beat Close

PROACTIVE LEARNING:

Write exactly how you will customize this close to present your product, service, proposal or idea:

Write what objections you might receive from using this close, and what new close you could use:

THREE AGREEMENTS AND CLOSE

“Do you agree that this is the right product for you? Do you agree that sooner or later your company will have to make this purchase? Would you agree we have always serviced you? Good, then do this as you agree it’s the right thing to do. Sign here and here.”

GRANT’S TIP:

This is where you link a number of agreements in order to get the big agreement. This questioning gets momentum moving in the right direction and aligns the buyer’s thinking to the positive.

See: Minor Point Closes and Three Yes’s Close

MINOR POINT

CLOSE

“Do you like the color? Do you like the size? Can you see yourself using it everyday? Good, then let’s wrap it up and get it ready for you. Sign here and here please.”

GRANT’S TIP:

Look for all minor points that you know you can get a yes to. Once you get yes’s to minor questions, then go for the close.

See: Three Yes’s Close and all Assumptive Closes

WHO TAUGHT YOU THAT CLOSE

(We can't afford it.)

“Who taught you to think like that? You can do anything you want to do, and afford whatever you want to afford. That is not you saying that, it must be someone else. Let's do this....”

GRANT'S TIP:

You have to absolutely act shocked when you hear this as though it's impossible that this person would say this. While this may appear to contradict the agreement rule, the reality is you are acknowledging that this person can do anything he/she wants to do. To pull this off you have to be straightened out on money for yourself and quit saying to others you can't afford something. Think big; close big.

See: Agreement Closes and Quality Close, You Knew That Before Close, Better to Live Rich Close

PROACTIVE LEARNING:

Write exactly how you will customize this close to present your product, service, proposal or idea:

Write what objections you might receive from using this close, and what new close you could use:

ABLE

CLOSE

“Sir, forgive me, but when you say you can’t do it today I must tell you that shocks me. You are one of the most competent, most able and intelligent people that has ever sat in front of me. I have people who don’t have near your wherewithal who purchase this product everyday. Now lets do this... sign here and here please.”

GRANT’S TIP:

This again is one whereby you empower the client by not believing what they are telling you and therefore discounting the validity of the response. Many things heard in the close are mere reactions, not real responses to the situation. Discount them and close.

See: Quality Close, Who Taught You That Close, Intelligence Close and Better to Live Rich Close

INTELLIGENCE

CLOSE

“Sir, you are one of the most intelligent people that has ever sat across from me and you know that you have a life-time comprised of intelligent and well thought out decisions. This will be another intelligent decision. Let’s do this. Sign here and here please.”

GRANT’S TIP:

Again, you are acknowledging the buyer’s intelligence and ability to make good decisions and are not willing to buy into reactions. Many people lack the ability to believe in themselves when making decisions, and closing a deal requires that you are able to inspire someone to a decision.

See: Quality Close, Who Taught You That Close, Intelligence Close and Better to Live Rich Close

PROACTIVE LEARNING:

Write exactly how you will customize this close to present your product, service, proposal or idea:

Write what objections you might receive from using this close, and what new close you could use:

DO THE RIGHT THING

CLOSE

“I want you to do the right thing as I trust that you are a person who prides himself on always doing the right thing. You have built a life of right actions and decisions. If this purchase doesn’t fit under “right” things, then don’t do it, but I don’t believe that is the case. Let’s do this if you think it’s the right thing. (If not, then what’s not right?)”

GRANT’S TIP:

This close shows understanding and acknowledges the person for wanting to make a good decision. This helps flush out hidden objections as to why this might not be the best decision for them. This is a great close to use with someone who is very insistent on being right, who is even argumentative with you.

See: Able Close, Ben Franklin Close, Scale from 1 to 10 Close

PROACTIVE LEARNING:

Write exactly how you will customize this close to present your product, service, proposal or idea:

Write what objections you might receive from using this close, and what new close you could use:

DO THE RIGHT THING

CLOSE II

“I want you to do the right thing as I trust that you are a person who prides himself on always doing the right thing. You have built a life of right actions and decisions and avoiding wrong ones. If this purchase doesn’t fit under “right” things then don’t do it, Let’s logically look at this so you can make the right decision. What makes it the right thing to do? What makes it the wrong thing to do?”

(Make a list and determine which one to do.)

GRANT’S TIP:

Again we show understanding and acknowledge the individual’s ability to make good decisions. Then make a list similar to the “Ben Franklin” Close.

See: Do The Right Thing Close I, Able Close,

Intelligence Close, Ben Franklin Close

SCARCITY

CLOSE

“As you are aware, there is a limited availability of this specific product, a huge demand and I want to be certain that I am able to get you what you want, so let’s get the paperwork and do this!”

GRANT’S TIP:

This close uses scarcity and the hope of being the first and even the fear of loss as its momentum. Be careful with these types of closes, however, as today’s consumers get worn out on this quickly.

See: Assumption Closes, Want to Be First or Last Close, Selection Alternative Closes

TAKE AWAY CLOSE

“Let me suggest you do not do it now. If you come back tomorrow, and it has already been spoken for, take it as a sign that it was never meant for you.”

(sit back from your desk)

GRANT'S TIP:

Similar to the Scarcity Close but opposite. This is a riskier close whereby you offer to take away the product and the decision to close and propose that they walk away at this time. Better know that the buyer is sold on the product before you start trying this one. Only for the Brave!

*See: Scarcity Close, Sooner or Later Close, First or Last Close,
Do the Right Thing Closes and Alternative Closes*

PROACTIVE LEARNING:

Write exactly how you will customize this close to present your product, service, proposal or idea:

Write what objections you might receive from using this close, and what new close you could use:

WANT TO BE FIRST OR LAST CLOSE

“The reality is you are either going to buy this now or buy it later, but you know you need this and are going to do it sooner or later. The question is do you want to be the first to do it or last? Let’s do this and get it done and make you the first.”

GRANT’S TIP:

Like all closes, the buyer has to be on a product they are sold on. When you get to this point you have a buyer who just doesn’t want to make a decision but you know they want the product. This is especially good to use this when you are confident that they are going to do this sooner or later. Also particularly suitable on products that are just coming out or where competitors of the firm could be taking on your services later.

See: Scarcity Close, Think About it Closes, Get It Done and Over Close, Sooner or Later Close, Take Away Close

PROACTIVE LEARNING:

Write exactly how you will customize this close to present your product, service, proposal or idea:

Write what objections you might receive from using this close, and what new close you could use:

SOONER OR LATER

CLOSE

“The reality is you are going to do this sooner or later and you know it. You need the product, you love the product and you can afford the product. Let’s do this sooner than later and get it done now.”

GRANT’S TIP:

You have to know the difference between valid objections and just reactions to decisions. Most of what you get hit with are only reactions. So stay confident, stay focused on what you are certain about and close the deal.

See: Scarcity Close, Think About it Closes, Get It Done and Over Close and Want to Be First or Last Close, Done Everything Possible Close

PROACTIVE LEARNING:

Write exactly how you will customize this close to present your product, service, proposal or idea:

Write what objections you might receive from using this close, and what new close you could use:

GET IT DONE AND OVER

CLOSE

“Of course you could wait and not make a decision now, but I want to get it done so you can put your attention on things that are more important to you. Sign here and here please.”

GRANT'S TIP:

Do you think I am too persistent and never take “no” as the correct decision by the buyer? You are right. I believe that the buyer is sold, I am going to close the deal and I am not going to give up until this happens. I know enough about people to know that they aren't confident until they are closed. Once you close them they will quit creating reactions for why they can't buy.

See: Sooner or Later Close, Never a Good Time Close and All Assumption Closes

PROACTIVE LEARNING:

Write exactly how you will customize this close to present your product, service, proposal or idea:

Write what objections you might receive from using this close, and what new close you could use:

NEVER THE BEST TIME CLOSE

“There is never a best time to make this decision as you will always have things going on. Let’s do this now and get it handled for you so you can start benefiting now. Sign here and here please.”

GRANT’S TIP:

People tend to want to add time to their actions in order to avoid making a decision today, thinking tomorrow or later will be a better time. Also to the degree that you procrastinate in your life, you will buy in to this objection. To the degree that you aren’t completely sold on the product, you will get convinced that the buyer should wait. People who get into power in their lives make decisions and they move on to the next thing. Confront the fact that there is never a perfect time. “The time is now. Let’s do this and get it done.” Be confident and close the deal.

*See: First or Last Close, Sooner or Later Close,
Think About It Closes, and Get it Done and Over Close*

PROACTIVE LEARNING:

Write exactly how you will customize this close to present your product, service, proposal or idea:

Write what objections you might receive from using this close, and what new close you could use:

WON'T ALLOW CLOSE

“I do understand your position, however I cannot allow you not to own this product. It is the right thing for you and your company. I would never mislead you and you know it is the right thing to do. I need your approval here and here.”

GRANT'S TIP:

This close requires tremendous confidence on your part and you need to use it with speed and power. You also need to have a strong relationship with the buyer as well as be completely convinced that this product is right for the buyer.

See: Assumption Closes, Ownership Close, Sooner or Later Close

OWNERSHIP

CLOSE

“I am putting your name on it and will not let someone else get it as I know it’s the right thing for you and perfect for you. How do you want to pay for it?”

GRANT’S TIP:

This is an assumption close whereby you insist on them owning. This requires a lot of confidence and a great relationship with your buyer and you have to be completely sold on the concept that this is the right product. Move with speed when you use this close.

See: Assumption Closes, Won’t Allow Close, Sooner or Later Close and Take Away Close

CONTRIBUTION

CLOSE

“While you alone are making the decision, I want to share with you that your decision does not just affect you, but it also benefits others when you say yes to doing this now. Your purchase goes a long way to helping others (list them) and I know you like the idea of contributing to others. I need your approval here and here.”

GRANT'S TIP:

This close involves others, not just the decision maker. You are using the fact that this person will be creating a good effect on others in hopes that this will influence the decision maker to take action now.

See: Personal Favor Close, Important Person Close, and Do it For Me Close

PERSONAL FAVOR

CLOSE

“While ultimately it is your decision, I would ask you to consider one other thing. The fact that you would do this now would be a personal favor to me as I certainly benefit. I need the help right now and it would be greatly appreciated by me and my family. Would you please do me a personal favor and agree to doing this now?”

GRANT'S TIP:

Some people will do more for others than they will do for themselves. I personally hate saying no to a sales person when he asks me for help. You have to take time to build a relationship and really work for the buyer before this close will benefit you. Once you have the relationship, then this is a very effective close.

See: Do it For Me Close, Contribution Close, Beg Close

PROACTIVE LEARNING:

Write exactly how you will customize this close to present your product, service, proposal or idea:

Write what objections you might receive from using this close, and what new close you could use:

BEG

CLOSE

“I am begging you to do this now. It will make all the difference to me, my month and my family.”

GRANT'S TIP:

While America frowns on beggars and because all of us have been properly socialized (suppressed), most who read this will resist using this close. But I have to tell you I think nothing of using this as a way to get my products and services into the hands of my customer. I will do whatever it takes to get the job done including tapping into that part of every human being that wants to help another human being! I am willing to beg to get a deal and know that just because I am begging, it doesn't make me a beggar! This would not be used as a first resort but late in the game when you cannot understand why the buyer is not saying yes and you have run out of anything useful that will get the job done!

*See: Do It For Me Close, Contribution Close,
Personal Favor Close, All Pressure Closes*

PROACTIVE LEARNING:

Write exactly how you will customize this close to present your product, service, proposal or idea:

Write what objections you might receive from using this close, and what new close you could use:

THE GAME

CLOSE

“I am asking you to do this now rather than waiting because we are playing a game here and your decision today will go a long way to my team (which you are on) winning the game whereby we all benefit in a big way and beat our opponents. I am counting you on our team as a key player to make sure we win this game. Be on our team and help us win this... sign here and here.”

GRANT'S TIP:

This close utilizes everyone's desire to play games and be on the winning side. We keep lots of games going in my office for this purpose and in many cases call our clients to involve them in the games. This also keeps things very positive and very high tone. Similar to the Beg and Commission Closes. Don't be ashamed to use whatever it takes within ethical limits to get the deal done! Be creative!

See: Beg Close, Commission Close, and Do It For Me Close

PROACTIVE LEARNING:

Write exactly how you will customize this close to present your product, service, proposal or idea:

Write what objections you might receive from using this close, and what new close you could use:

COMMISSION

CLOSE

“Anymore of a discount will result in me not getting paid on this transaction, and I know you don’t want that. What remains as a profit is my commission and that is the sole way I get compensated and how I take care of my family. Come on boss, help me out here. I am working day and night to take care of my family with only a small hope if I work hard enough I might get where you are one day.”

GRANT’S TIP:

People are more likely to help another human and reduce the need for more of a discount because of the human element than the product itself.

See: Game Close, Beg Close, all Pressure Closes, Do It For Me Close, Either Way Close, Sooner or Later Close

LEAVE IT UP TO THE BANK

CLOSE

“It’s obvious you are concerned about the money. Let me suggest since money is the issue we leave it up to the bank. If the lender/bank(or credit card company) approves of the deal, (and I know they won’t approve you if they don’t think you can do it), then we do the deal. If not, then no harm done. Sign here and here and we will leave it up to the lenders.”

GRANT’S TIP:

This close is used when the buyer is saying it all about the money and does not think they or the company can afford the purchase at this time. Use the lender as the approval point.

See: Payment Closes, Installment Closes, All Rate Closes

PUPPY DOG

CLOSE

“Let me suggest you take it home to-night and when you wake up tomorrow decide whether it’s the right thing for you or not. If you decide it’s not, then bring it back and no problem!”

GRANT’S TIP:

This close can be over used as a way not to close the deal so be sure you make this a last ditch effort. The power of this close is particularly with those items for which people really have an affinity. Would not work well with products that don’t have some heart connection. And again a weak sales person will tend to overuse this as a way not to close.

*See: Re-demo Close, Think About it Close,
All Do the Right Thing Close, Future Date Close*

FEEL-FELT-FOUND

CLOSE

“I appreciate how you feel. I have felt the same way until I found out that I don’t have another one coming in, the price will not get lower and the bottom line is you need it now! Let’s do this.”

GRANT’S TIP:

This close is all about empathy and understanding. Feel-felt-and-found and then move back to why they should do it anyway. Great close and easy to remember. I don’t know who originally created this but I first heard it from a great sales trainer named Jackie Cooper.

See: All Agreement Closes

QUALITY CLOSE

“I know it’s more money than you considered and I would expect that is the same thing that happens to you when you buy other products. It is obvious that you are a person who exemplifies quality, buys quality goods, lives in quality, wears quality and knows that quality products cost more than other products. Let’s get this done now so you can start enjoying it.”

GRANT’S TIP:

This is when you continue to sell your product and the reason why price is an objection. You use the objection as a reason to close!

See: All Price Closes, Intelligence Close, You Knew That Before Close, Better to Live Rich Close

FUTURE DATE CLOSE

“Since I am unable to get you to do this today, can I at least get a commitment and agreement from you that you will do this with me at some time in the future?”

GRANT'S TIP:

This is used when you are unable to close the deal now and want to get the buyer to give you some future commitment to do it. If they will not give you this, agreement time is not the issue, and it's more likely that you haven't uncovered the real objection.

See: Puppy Dog Close, Speed is Power Close, Get More Done Close, the Handshake Close, All Pressure Closes, Rash Decision Close

PRICE GUARANTEE

CLOSE

“Since price is your only concern I would like to offer you our price promise guarantee which is that if you were to leave here with our product and find a better price we will match that price or beat it. This is our way of giving you the assurance that you are getting the best price. Since I have now resolved your only concern, I need your approval here and here.”

GRANT'S TIP:

This close obviously has to be coordinated with management whereby the company will stand behind a lowest price promise/guarantee. This has become a very popular way of legitimizing pricing in retail today and should be considered as a way to encourage decisions. Almost anyone would later match a deal if that is what it took to save one so initiate this as a way to close.

See: All Price Closes

NOW OR NEVER

CLOSE

“This is the offer I am making you for right this moment in time, and it is a now or never offer as I will not be able to make this available tonight, tomorrow or even later today. Because we have an incentive available to us right now, I am able to offer this to you now but it expires when you leave here. Let’s do this so you can take advantage of the incentive.”

GRANT’S TIP:

This can be a very powerful close that has to be used selectively and carefully because if the buyer declines, you will lose face to offer the same thing later. It will normally be offered at the same time that you bring some special consideration to your negotiations and for that you are going to ask for a decision right now. Also, you need to be very positive when you offer this (avoid making this confrontational) and be careful not to overuse it.

See: Price Guarantee Close

PROACTIVE LEARNING:

Write exactly how you will customize this close to present your product, service, proposal or idea:

Write what objections you might receive from using this close, and what new close you could use:

DONE EVERYTHING POSSIBLE

CLOSE

“I have done everything I can for you. I have found the exact product that you wanted, we have met your exact specifications, I have done everything possible to get the terms you have wanted, and I will continue to do everything for you in the way of service. Now I need you to do something for me... sign right here and let’s get on with it”

GET MORE DONE

CLOSE

“The sooner we finish this, the more you will be free to get other things done and the more time you can have to concentrate on those things not yet done. Let’s do this so you can get on with doing all the other things that require your attention!”

GRANT’S TIP:

This is very successful on high-powered individuals who know the more they get done the more they can get done! This is just one of the basic truths of the universe, and any sales person who ever uses this on me will close me.

See: All Time Closes, Done Everything Possible Close, Additional Service Close

HANDSHAKE

CLOSE

“You know it serves your needs and you know you can afford it. It’s only a matter of time before you do it so let’s get this done now...”

(reach over with open hand assuming a handshake for agreement and shut-up)

GRANT’S TIP:

There is a point in every deal when it basically comes to this: movement toward an agreement with assumption of the close. Look the buyer in the eye, reach over with an open hand, quit talking and get the buyer to shake your hand. Keep it out there as long as you have to and do not say a word!

See: Assumption Closes, Speed is Power Closes, Refuse Close

ADDITIONAL SERVICE CLOSE

“While I have done everything I can for you on the money, I am willing to offer to give you additional service beyond what we normally commit to like annual free service checks, personal visits for instruction to staff, and a call to you weekly to make sure you are getting what you need from your new investment. Let’s do this!”

GRANT’S TIP:

Service, for most people, is worth more than a discount. Discounts have no long-term value and should be avoided except in rare cases when the buyer is only price sensitive. What you want is a value exchange rather than a price reduction so use additional services in order to give the buyer what will make them feel like a winner and add value to your offer.

See: All Pressure Closes, Decision Close, Quality Close, Game Close, Beg Close

PRESSURE

CLOSE I

(Are you pressuring me?)

“Not yet. But I am willing to resort to it in order to get this done tonight. I need your approval here and here.”

GRANT'S TIP:

This acknowledges and confirms your willingness to go there if necessary. There is nothing wrong with using pressure in the right amounts when your prospect is unable or unwilling to make a decision. More transactions are lost because of the unwillingness to apply pressure than are lost because it is used. Being prepared to handle the resistance to pressure will allow you to continue to use pressure.

*See: All Pressure Closes, Either Way Close,
Decision Closes, Won't Allow it Close*

PRESSURE

CLOSE II

(Are you pressuring me?)

“Please don’t confuse my enthusiasm, my insistence and my confidence in my proposal with pressure. I am confident it’s the right thing for you to do. Now let’s do this.”

GRANT’S TIP:

Swiftly answer this question with a smile on your face telling your prospect that he is confusing pressure with enthusiasm. No one resents someone who is confident and excited. You would never blame a child for pressuring a parent because he/she enthusiastically insisted for a yes.

*See: All Pressure Closes, Either Way Close,
Decision Closes, Won’t Allow it Close*

PRESSURE

CLOSE III

(Are you pressuring me?)

“Not yet, but don’t think I won’t resort to it if you prove yourself incapable of doing the right thing. Now let’s do this”

(Pass the pen)

GRANT’S TIP:

A powerful close that acknowledges pressure and your willingness to resort to it if necessary. Sometimes the acknowledgement and the threat of pressure alone can close a deal. Remember, in this situation your buyer/prospect is questioning what is happening but is not objecting to it.

See: Pressure Closes, Either Way Close, Decision Closes, Won’t Allow it Close

RASH DECISION

CLOSE

(Don't make rash decisions...)

“I understand, and the reality is it would be impossible at this point to consider any decision you made at this point a rash decision. You and I have met on three occasions regarding this proposal. You, your staff, and my people have spent hours considering the possibilities. Now let's do this.

GRANT'S TIP:

This is your prospect's last attempt to convince you not to make a decision and your response to this is based on how reasonable you are with the facts. Most of the time when this happens more than adequate time has been spent on the presentation and proposal and an agreement to do it would not be rash in anyway. Chuckle and smile when delivering this close and watch the magic.

See: Pressure Closes, Do it Now Closes, Time to Think Closes, Either or Close, and Rash Close

RASH DECISION

CLOSE II

(We never made a rash decision...)

“I agree and saying yes right now could never be considered a rash/ snap decision. You have needed this product for years now. At this point, it is not only not a rash decision but absolutely the most reasonable, logical and frankly the only thing you can do. I need your approval here and here.”

GRANT'S TIP:

Show that you are not going to be thrown off your game. Use the buyer's attempt at 'reason' and close by stating the facts. Most people don't make rash decisions and, in fact, take way too long in doing anything. Don't be scared to tell the truth in the close.

See: Pressure Closes, Do it Now Closes, all Time to Think Closes, Either Way Closes, and Rash Closes

PROACTIVE LEARNING:

Write exactly how you will customize this close to present your product, service, proposal or idea:

Write what objections you might receive from using this close, and what new close you could use:

NOTHING TO DO WITH DECISION CLOSE

(Never make a rash decision...)

“I hear you and I agree, but the reality is there are only a few reasons you won’t do this tonight none of which has anything to do with your ability to make decisions. May I share them with you?”

- 1) Lack of confidence in the product
- 2) Price or terms are not right
- 3) You don’t have confidence in me / company

Which one is it?”

GRANT’S TIP:

Quit letting them delay the close with time and find out what the objection/complaint or stall is? This is a great close and you will gain the respect of the buyer when you use it. People avoid making decisions because they lack confidence in their own ability to make good decisions and/or because something is still not right for them.

*See: Pressure Closes, Do it Now Closes, Time to Think Closes,
Either Way Closes, Decision Closes, and Rash Closes*

EITHER WAY CLOSE

(Not making a decision now...)

“I understand but, either way you make a decision. You will either make a decision to continue with what you have or make a decision to get what you deserve. Either way you spend money, either way you have an obligation and either way you make a decision. The question is whether you are going to reward yourself with something you need/want and deserve or continue on with something old.”

GRANT'S TIP:

Your prospect is already paying before they get involved with you, the question really is what will they pay for. All decisions cost something. To do nothing costs something and something new costs something. Use this close to correct the thinking of the buyer by explaining that all decisions have a cost.

See: Time Closes, Rash Closes, Decisions Closes, Ability to Make Decision Close, Stall Close, Do the Right Thing Close

PROACTIVE LEARNING:

Write exactly how you will customize this close to present your product, service, proposal or idea:

Write what objections you might receive from using this close, and what new close you could use:

INDEX OF CLOSES

BASIC CLOSES:

Delivery Close	92
Check Close	94
Payment Close	98
Payments to Figures Close	100
Rate Close	102
Equipment Close	104
Title / Registration Close	106
Paperwork Close	108
Spouse Stall Close I	110
Spouse Stall Close II	112
Unavailable Party I	118
Second Baseman Close I	126
Immediate Delivery Close	130
Agreement Close I	132
Agreement Close II	134
Congratulations Close	142
Do It Anyway Close	144
Inventory Close - Move Down A Model	150
Inventory Close - Move Up A Model	152
Budget Close I	160
Budget Close II	162
No Cosigner Close	176
Think About It Close I	182
Think About It Close II	184
Re-Present Close	192
Three Yes's And Then Close	200

Referral Close	202
Down To The Penny	204
Reduce To Ridiculous Close	206
Better To Live Rich Close	208
Can't Take It With You Close	210
No Shortage Of Money Close	212
If I Could, Would You Close	216
Eleventh Inning Close	218
Everything The Same Close	224
Money Equal Close	226
Third Party Close	234
Treat Yourself Close	236
Work Hard To Earn This Close	238
You Deserve It Close	240
Summary Close	244
No Equity Close	246
Ben Franklin Close	248
Comparison Investment Close	250
Same Product Close - Yours	254
Same Product Close - Theirs	256
Flush The Objection Close	260
Gratitude Close	264
Three Agreements And Close	272
Minor Point Close	274
Scarcity Close	286
Take Away Close	288
Never The Best Time Close	296
Ownership Close	300
Commission Close	310
Leave It Up To The Bank Close	312

Puppy Dog Close	314
Feel-Felt-Found Close	316
Price Guarantee Close	322
Get More Done Close	328
Rash Decision Close I	340
Rash Decision Close II	342

ADVANCED CLOSES:

Scale from One-to-Ten	96
Spouse Stall Close III	114
Spouse Stall Close IV	116
Unavailable Party II	120
Insurance Close	122
Second Party Assist	124
Second Baseman Close II	128
Agreement Close III	136
Won't Be The Last Time Close	138
Be Grateful Close	140
Disease Close	146
Do It For Me Close	148
Selection Alternative Close	154
Payment Breakdown Close	158
Budget Close III	164
Budget Close IV	166
Budget Close V	168
Assume Zero Balance Close	170
Payoff Close	172
Delay Payment Close	174
Momentum Close	178

Need To Pray About It Close	180
Think About It Close III	186
Think About It Close IV	188
Think About It Close V	190
Apology Close	194
Refuse To Believe Close	196
Can't Quit Close	198
Reason To Buy Close	214
Justify Close	220
Lock Close	222
Copy Close	228
Leave Me Some Paperwork Close	230
Important Person Close	232
Discount Close	242
Comparison Close	252
Now And Later Close	258
You Knew That Before Close	262
The Unwind Close	266
Going To Wait Close	268
When Value Exceeds Price Close	270
Who Taught You That Close	276
Able Close	278
Intelligence Close	280
Do The Right Thing Close I	282
Do The Right Thing Close II	284
Want To Be First Or Last Close	290
Sooner Or Later Close	292
Get It Done And Over Close	294
Won't Allow Close	298
Contribution Close	302

Personal Favor Close	304
Beg Close	306
The Game Close	308
Quality Close	318
Future Date Close	320
Now Or Never Close	324
Done Everything Possible	326
Handshake Close	320
Additional Service Close	332
Pressure Close I	334
Pressure Close II	336
Pressure Close III	338
Nothing To Do With Decision Close	344
Either Way Close	346

CLASSIC CLOSES:

Three Yes's And Then Close	200
Referral Close	202
If I Could, Would You Close	216
Eleventh Inning Close	218
Lock Close	222
Ben Franklin Close	248
Three Agreements And Close	272
Scarcity Close	286
Puppy Dog Close	314
Feel-Felt Found Close	316
Handshake Close	320

MONEY CLOSES:

Payment Close	98
Payments to Figures Close	100
Rate Close	102
Agreement Close I	132
Agreement Close II	134
Agreement Close III	136
Won't Be The Last Time Close	138
Be Grateful Close	140
Congratulations Close	142
Do It Anyway Close	144
Disease Close	146
Inventory Close - Move Down A Model	150
Inventory Close - Move Up A Model	152
Selection Alternative Close	154
Package Alternative Close	156
Payment Breakdown Close	158
Budget Close I	160
Budget Close II	162
Budget Close III	164
Budget Close IV	166
Budget Close V	168
Assume Zero Balance Close	170
Down To The Penny Close	204
Reduce To Ridiculous Close	206
Better To Live Rich Close	208
Can't Take It With You	210
No Shortage Of Money Close	212
Justify Close	220
Money Equal Close	226

Treat Yourself Close	236
Work Hard To Earn This Close	238
You Deserve It Close	240
Discount Close	242
No Equity Close	246
Comparison Close	252
Same Product Close - Yours	254
Same Product Close - Theirs	256
Now And Later Close	258
You Knew That Before Close	262
Gratitude Close	264
When Value Exceeds Price Close	270
Who Taught You That Close	276
Able Close	278
Commission Close	310
Leave It Up To The Bank	312
Quality Close	318
Price Guarantee Close	322
Additional Service Close	332

PAYMENT CLOSES:

Payment Close	98
Payments to Figures Close	100
Payment Breakdown Close	158
Delay Payment Close	174
Better To Live Rich Close	208
Commission Close	310

TIME CLOSERS:

Important Person Close	232
Flush The Objection Close	260
Want To Be First Or Last	290
Sooner Or Later Close	292
Get It Done And Over Close	294
Never The Best Time Close	296
Future Date Close	320
Now Or Never Close	324
Get More Done Close	328

STALL CLOSERS:

Spouse Stall Close I	110
Spouse Stall Close II	112
Spouse Stall Close III	114
Spouse Stall Close IV	116
Unavailable Party I	118
Unavailable Party II	120
Need To Pray About It Close	180
Think About It Close I	182
Think About It Close II	184
Think About It Close III	186
Think About It Close IV	188
Think About It Close V	190
Apology Close	194
Refuse To Believe Close	196
Reason To Buy Close	214
Copy Close	228
Leave Me Some Paperwork Close	230

Going To Wait Close	268
Intelligence Close	280
Do The Right Thing Close I	282
Do The Right Thing Close II	284
Take Away Close	288
Won't Allow Close	298
The Game Close	308
Rash Decision Close I	340
Rash Decision Close II	342
Nothing To Do With Decision Close	344
Either Way Close	346

PRODUCT CLOSES:

Delivery Close	92
Check Close	94
Scale from One-to-Ten	96
Equipment Close	104
Title / Registration Close	106
Paperwork Close	108
Insurance Close	122
Immediate Delivery	130
Momentum Close	178
Re-Present Close	192
Everything The Same Close	224
Summary Close	244
Comparison Investment Close	250
Minor Point Close	274
Ownership Close	300

GLOSSARY

Listed below are many of the words I use in this book along with the best definition regarding how the word was used. I purposely did not include every possible definition. Also I usually include what is referred to as the origin (where the word came from) to give the reader even more understanding of the history of the word.

Here is an example of the origin of the word “nice:” **ORIGIN** Middle English, from Latin *nescius* ‘ignorant,’ from *nescire* ‘not know.’ No wonder that when someone says you are a “nice salesperson,” you know that they aren’t buying from you! This explains the saying, “Nice guys finish last!”

The point is to use the glossary as it will give you an even greater understanding of the material written and my intention.

ABILITY— *talent that enables someone to achieve a great deal : a man of exceptional ability. (in the context of education) a level of mental power* **ORIGIN** *late Middle English: from Old French* *ablete*, *from Latin* *habilitas*, *from* *habilis* ‘able.’

ACCELERATE — *cause to go faster. ORIGIN early 16th cent. (in the sense [hasten the occurrence of]): from Latin* *accel-*

erat- 'hastened,' from the verb *accelerare*, from *ad*- 'toward' + *celer* 'swift.'

ACKNOWLEDGE — *show that one has noticed or recognized (someone) by making a gesture or greeting. ORIGIN late 15th century: from the obsolete Middle English verb knowledge, influenced by obsolete know [acknowledge, confess]*

AFFECT — *have an effect on; make a difference to, touch the feelings of (someone); move emotionally ORIGIN late Middle English (in the sense [attack as a disease]): from French affecter or Latin affect- 'influenced, affected,' from the verb afficere.*

AGREEMENT — *harmony or accordance in opinion or feeling; a position or result of agreeing. ORIGIN late Middle English: from Old French, from agreeer 'make agreeable to'.*

ARSENAL — *figurative: an array of resources available for a certain purpose (an arsenal of computers at our disposal). ORIGIN early 16th century (denoting a dock for the construction and repair of ships)*

ALTERNATIVE — *(of one or more things) available as another possibility ORIGIN mid 16th cent.(in the sense [alternating, alternate]): from French alternatif, -ive or medieval Latin alternativus, from Latin alternare 'interchange' (see alternate).*

APOLOGY — *a regretful acknowledgment of an offense or failure. ORIGIN mid 16th cent.(denoting a formal defense against an accusation): from French apologie, or via late Latin from Greek apologia 'a speech in one's own defense,' from apo*

'away' + *-logia* (see *-logy*).

ASSUMPTION — *a thing that is accepted as true or as certain to happen.*

ASSIST — *help by providing money or information. ORIGIN late Middle English : from Old French assister, from Latin assistere 'take one's stand by,' from ad- 'to, at' + sistere 'take one's stand.'*

BEG — *ask (someone) earnestly or humbly for something. ORIGIN Middle English: probably from Old English bedecian, of Germanic origin.*

BENEFICIARY — *a person who derives advantage from something, esp. a trust, will, or life insurance policy. ORIGIN early 17th cent.: from Latin beneficiarius, from beneficium*

BEN FRANKLIN — *American diplomat, printer, author and scientist.*

BUDGET — *an estimate of income and expenditure for a set period of time. ORIGIN late Middle English: from Old French bougette, diminutive of bouge 'leather bag,' from Latin bulga 'leather bag, knapsack,' of Gaulish origin. The word originally meant a pouch or wallet, and later its contents.*

CALM — *(of a person, action, or manner) not showing or feeling nervousness, anger, or other. (of a place) peaceful, esp. in contrast to recent violent activity. ORIGIN late Middle English: via one of the Romance languages from Greek kauma 'heat (of*

the day).'

CATAPULT — *a device in which accumulated tension is suddenly released to hurl an object some distance [intrans.] move suddenly or at great speed as though hurled by a catapult. ORIGIN late 16th cent.: from French catapulte or Latin catapulta, from Greek katapeltēs, from kata- 'down' + pallein 'hurl.'*

CAUSE — *a person or thing that gives rise to an action, phenomenon, or condition. reasonable grounds for doing, thinking, or feeling something. a principle, aim, or movement that, because of a deep commitment, one is prepared to defend or advocate. ORIGIN Middle English : from Old French, from Latin causa (noun), causare (verb).*

CHECK — *examine with a view to rectifying any fault or problem discovered. ORIGIN Middle English (originally as used in the game of chess): the noun and exclamation from Old French eschec, from medieval Latin scaccus, via Arabic from Persian šāh 'king' ; the verb from Old French*

CLOSE — *to complete a transaction successfully. ORIGIN Middle English : from Old French clos (as noun and adjective), from Latin clausum 'enclosure' and clausus 'closed,' past participle of claudere.*

CLOSER — *someone who completes transactions successfully, someone who can close deals consistently.*

COMPARISON — *the quality of being similar or equivalent. ORIGIN Middle English : from Old French comparesoun, from*

Latin comparatio(n-), from comparare 'to pair, match' (see compare).

COMPETENCE — *the ability to do something successfully or efficiently.*

COMPLAINT — *the expression of dissatisfaction. ORIGIN late Middle English : from Old French complainte, feminine past participle of complaindre 'to lament'*

CONCERT — *together, jointly, in combination, in collaboration, in cooperation, in league, side by side; in unison.*

CONCLUSION — *the end or finish of an event or process ORIGIN late Middle English : from Latin conclusio(n-), from the verb concludere*

CONFIDENT — *feeling or showing certainty about something. ORIGIN late 16th century: from French confident(e), from Italian confidente, from Latin confident- 'having full trust,' from the verb confidere, from con- (expressing intensive force) + fidere 'trust.'*

CONSULTANT — *a person who provides expert advice professionally. ORIGIN late 17th cent.(in the sense [a person who consults]): probably from French, from Latin consultare*

CONTRIBUTION — *the part played by a person or thing in bringing about a result or helping something to advance. ORIGIN late Middle English (denoting a tax or levy): from late Latin contributio(n-), from Latin contribuere*

'bring together, add'

CONTROL — *the power to influence or direct people's behavior or the course of. the power to restrain something, esp. one's own emotions or actions. ORIGIN from Anglo-Norman French contreroller 'keep a copy of a roll of accounts'*

CO-SIGNER — *someone that signs a loan, lease or other agreement along with somebody else in order to guarantee that the terms of the contract will be fulfilled by that person.*

DECISION — *conclusion or resolution reached after consideration. ORIGIN late Middle English: from Latin decisio(n-), from decidere 'determine'.*

DEDICATION — *the act of devoting (time, effort, or oneself) to a particular task or purpose. ORIGIN late Middle English (in the sense [devote to sacred use by solemn rites]): from Latin dedicat- 'devoted, consecrated,' from the verb dedicare.*

DEMO — *short for demonstrate-clearly show the existence or truth of (something) by giving proof or evidence. • give a practical exhibition and explanation of (how a machine, skill, or craft works or is performed) ORIGIN mid 16th cent.(in the sense [point out]): from Latin demonstrat- 'pointed out,' from the verb demonstrare.*

DEPENDABLE — *trustworthy and reliable.*

DESERVE — *do something or have or show qualities worthy of (reward or punishment) ORIGIN Middle English : from Old*

French *deservir*, from *Latin* *deservire* ‘serve well or zealously.’

DISCOMFORT — make (someone) feel uneasy, anxious, or embarrassed. *ORIGIN* Middle English (as a verb in the sense [dishearten, distress]): from Old French *desconforter* (verb), *desconfort* (noun), from *des-* (expressing reversal) + *conforter* ‘to comfort’

DISCOUNT — regard (a possibility, fact, or person) as being unworthy of consideration because it lacks credibility. *ORIGIN* early 17th cent. (denoting a reduction in the amount or value of something

DISEASE — a disorder of structure or function in a human, animal, or plant, esp. one that produces specific signs or symptoms or that affects a specific location and is not simply a direct result of physical injury *ORIGIN* Middle English (in the sense [lack of ease; inconvenience]): from Old French *desaise* ‘lack of ease,’ from *des-* (expressing reversal) + *aise* ‘ease.’

DREADED — anticipate with great apprehension or fear. *ORIGIN* Old English *ādrædan*, *ondrædan*; related to Old High German *intrātan*.

DRILL — instruct (someone) in something by the means of repeated exercises or practice. *ORIGIN* early 17th cent.: from Middle Dutch *drillen* ‘bore, turn in a circle.’

EARNED — gain or incur deservedly in return for one’s behavior or achievements. *ORIGIN* Old English *earnian*, from a base

shared by Old English esne [laborer.]

ELEVENTH INNING — *the latest possible moment, reference to baseball where there are nine innings and this would be after all other attempts have been exhausted.*

EMOTIONAL — *based on emotion rather than reason. ORIGIN mid 16th cent.(denoting a public disturbance or commotion): from French *émotion*, from *émouvoir* ‘excite,’ based on Latin *emovere*, from *e-* (variant of *ex-*) ‘out’ + *movere* ‘move.’*

EXCEEDS — *be better than; surpass. ORIGIN late Middle English (in the sense [go over (a boundary or specified point)]): from Old French *exceder*, from Latin *excedere*, from *ex-* ‘out’ + *cedere* ‘go.’*

EXCHANGE — *an act of giving one thing and receiving another (esp. of the same type or value) in return ORIGIN late Middle English : from Old French *exchange*.*

EXCUSE — *a reason or explanation put forward to defend or justify a fault or offense. ORIGIN Middle English : from Old French *escuser* (verb), from Latin *excusare* ‘to free from blame,’ from *ex-* ‘out’ + *causa* ‘accusation, cause.’*

EXPECTANT — *having or showing an excited feeling that something is about to happen, esp. something pleasant and interesting. ORIGIN late Middle English : from Latin *expectant-* ‘expecting,’ from the verb *expectare*.*

FIELD — *a particular branch of study or sphere of activity or*

interest. ORIGIN Old English feld (also denoting a large tract of open country; compare with veld), of West Germanic origin.

FINANCIAL PLAN — *a detailed proposal for doing or achieving financial objectives.*

FLUKE — *unlikely chance occurrence, esp. a surprising piece of luck.*

FLUSH — *drive from its cover: figurative cause to be revealed; force into the open. ORIGIN Middle English (in the sense [move rapidly, spring up,] esp. of a bird [fly up suddenly]): symbolic, fl- frequently beginning words connected with sudden movement; perhaps influenced by flash and blush.*

GRAND MASTER — *a chess player of the highest class, esp. one who has won an international tournament.*

GRATEFUL — *feeling or showing an appreciation of being thankful: ORIGIN mid 16th century: from obsolete grate ‘pleasing, agreeable, thankful’ (from Latin gratus) + -ful.*

HARSH — *(of reality or a fact) grim and unpalatable. ORIGIN Middle English : from Middle Low German harsch ‘rough,’ literally ‘hairy,’ from haer ‘hair.’*

HIT-OR-MISS — *as likely to be unsuccessful as successful.*

HUMOR — *the quality of being amusing or comic, esp. as expressed in literature or speech. ORIGIN Middle English (as humour): via Old French from Latin humor ‘moisture,’ from*

humere (see humid).

IMMEDIATE — *occurring or done at once; instant. ORIGIN late Middle English (in the sense [nearest in space or order]): from Old French immediat, or from late Latin immediatus, from in- ‘not’ + mediatus ‘intervening.’*

IMPORTANT — *of great significance or value; likely to have a profound effect on success, survival, or well-being. ORIGIN late Middle English: from medieval Latin important- ‘being of consequence,’ from the verb importare (see import).*

INSISTENCE — *insisting or demanding something; not allowing refusal. ORIGIN late 16th century (in the sense [persist, persevere]): from Latin insistere ‘persist,’ from in- ‘upon’ + sistere ‘stand.’*

INSURANCE — *Financial protection against loss or harm, an arrangement by which a company provides protection to an individual against loss or harm for a premium. ORIGIN late Middle English (originally as ensurance in the sense [ensuring, assurance, a guarantee])*

INVENTORY — *a quantity of goods held in stock. ORIGIN late Middle English: from medieval Latin inventorium, alteration of late Latin inventarium, literally ‘a list of what is found,’ from Latin invenire ‘come upon.’*

INVESTMENT — *a thing that is worth buying because it may be profitable or useful in the future. ORIGIN late Middle English: from medieval Latin inventorium, alteration of late Latin*

inventarium, literally 'a list of what is found,' from Latin *invenire* 'come upon.'

JOB — *I a paid position of regular employment. ORIGIN late Middle English: apparently symbolic of a brief forceful action (compare with job).*

JUSTIFY — *I show or prove to be right or reasonable by a good reason ORIGIN late Middle English : via Old French from Latin *justus*, from *jus* 'law, right.'*

LOCK — *a hold that prevents an opponent from moving a limb typically used as wrestling term. ORIGIN Old English *loc*, of Germanic origin; related to German *Loch* 'hole.'*

LATER — *at a time in the near future; afterward.*

LEARN — *gain or acquire knowledge of or skill in (something) by study, experience, or being taught.*

LIABILITY — *a thing for which someone is responsible, esp. a debt or financial obligation. ORIGIN late Middle English : perhaps from Anglo-Norman French, from French *lier* 'to bind,' from Latin *ligare*.*

LIMITED — *restricted in size, amount, or extent; few, small, or short. (of a person) not great in ability or talent. ORIGIN late Middle English : from Latin *limes*, limit- 'boundary, frontier.' The verb is from Latin *limitare*, from *limes*.*

LITTERED — *with examples of something unpleasant. ORI-*

GIN Middle English (sense 4 of the noun) : from Old French litiere, from medieval Latin lectaria, from Latin lectus 'bed.

LOGICAL — *characterized by clear, sound reasoning. ORIGIN late Middle English: from medieval Latin logicalis, from late Latin logica (see logic).*

LOSE — *fail to win a game or contest. ORIGIN Old English losian [perish, destroy,] also [become unable to find,] from los [loss.]*

MISINFORMED — *give (someone) false or inaccurate information.*

MISSION — *a strongly felt aim, ambition, or calling. ORIGIN mid 16th cent.(denoting the sending of the Holy Spirit into the world): from Latin missio(n-), from mittere 'send.'*

MODEL — *a particular design or version of a product. ORIGIN late 16th cent.(denoting a set of plans of a building*

MOTIVATE — *provide (someone) with a motive for doing something: stimulate (someone's) interest in or enthusiasm for doing something. ORIGIN late Middle English : from Old French motif (adjective used as a noun), from late Latin motivus, from movere 'to move.'*

NEGATIVE EQUITY — *situation caused where the amount owed to the bank is greater than the value of the asset causing it to be a liability to the owner.*

NICE — *pleasant; agreeable; satisfactory, (of a person) pleasant in manner; good-natured; kind* **ORIGIN** Middle English (in the sense [stupid]): from Old French, from Latin *nescius* 'ignorant,' from *nescire* 'not know.'

NOW — *at the present time or moment.* **ORIGIN** Old English *nū*, of Germanic origin; related to Dutch *nu*, German *nun*, from an Indo-European root shared by Latin *nunc* and Greek *nun*.

MAKE-BREAK — *be the factor that decides whether (something) will succeed or fail.*

MANIAC — *enthusiast, a person who is obsessively interested in or enthusiastic about something.* **ORIGIN** early 16th cent.(as an adjective): via late Latin from late Greek *maniakos*, from *mania* (see *mania*).

OBJECTION — *the action of challenging or disagreeing with something.* **ORIGIN** late Middle English : from medieval Latin *objectum* 'thing presented to the mind.'

PERSISTENT — *continuing firmly or obstinately in a course of action in spite of difficulty or opposition.* **ORIGIN** mid 16th cent.: from Latin *persistere*, from *per-* 'through, steadfastly' + *sistere* 'to stand.'

PLAYBOOK — *a book containing plays or strategies that will be used throughout some game or contest that will aid in succeeding at the challenge.*

PRAY — *address a solemn request or expression of thanks to a*

deity or other object of worship **ORIGIN** Middle English (in the sense [ask earnestly]): from Old French *preier*, from late Latin *precare*, alteration of Latin *precari* ‘entreat.’

PRECEDE — *come before (something) in time.* **ORIGIN** late Middle English : from Old French *preceder*, from Latin *prae-cedere*, from *prae* ‘before’ + *cedere* ‘go.’

PRESENTATION — *a demonstration or display of a product or idea: a sales presentation.* **ORIGIN** late Middle English: via Old French from late Latin *praesentatio(n-)*, from Latin *praesentare* ‘place before’.

PRESSURE — *the use of persuasion, influence, or intimidation to make someone do something.* **ORIGIN** late Middle English: from Old French, from Latin *pressura*, from *press-* ‘pressed,’ from the verb *premere*.

PRIVY — *sharing in the knowledge of something secret or private.* **ORIGIN** Middle English (originally in the sense [belonging to one’s own private circle]

PUSHY — *excessively or unpleasantly self-assertive or ambitious.*

QUALITY — *the standard of something as measured against other things of a similar kind; the degree of excellence of something.* **ORIGIN** Middle English (in the senses [character, disposition] and [particular property or feature]): from Old French *qualite*, from Latin *qualitas* (translating Greek *poiotes*), from *qualis* ‘of what kind, of such a kind.’

QUIT — *informal stop or discontinue (an action or activity). ORIGIN Middle English (in the sense, set free)*

RANGE — *the scope of a person's knowledge or abilities. ORIGIN Middle English (in the sense [line of people or animals]): from Old French range 'row, rank,' from rangier 'put in order,' from rang 'rank.'*

RATE — *the amount of a charge or payment expressed as a percentage of some other amount, or as a basis of calculation.*

RATIO — *the relation between two amounts showing the number of times one value contains or is contained within the other. ORIGIN mid 17th cent.: from Latin, literally 'reckoning,' from rat- 'reckoned,' from the verb reri.*

REALITY — *a thing that is actually experienced or seen. ORIGIN late 15th cent.: via French from medieval Latin realitas, from late Latin realis 'relating to things'*

REASON — *the power of the mind to think, understand, and form judgments by a process of logic. ORIGIN Middle English: from Old French reisun (noun), raisoner (verb), from a variant of Latin ratio(n-), from the verb reri 'consider.'*

RE-DEMO — *(re= once more; afresh; anew) Once more, refresh a (2nd, 3rd or even 4th time) and show the existence or truth of something by giving proof or evidence via practical exhibition and explanation. The purpose is to build value.*

REDUCE — *bring someone or something to a lower or weaker state, condition, or role. In this case to make an objection smaller or less important. ORIGIN late Middle English: from Latin *reducere*, from *re-* ‘back, again’ + *ducere* ‘bring, lead.’*

REFERRAL — *an act of referring someone or to someone else for their products or services. ORIGIN late Middle English: from Old French *referer* or Latin *referre* ‘carry back,’ from *re-* ‘back’ + *ferre* ‘bring.’*

REFUSE — *indicate that one is not willing to accept or grant (something offered or requested). ORIGIN Middle English: from Old French *refuser*, probably an alteration of Latin *recusare* ‘to refuse,’ influenced by *refutare* ‘refute.’*

REHEARSE — *to practice. ORIGIN Middle English (in the sense [repeat aloud])*

REPETITION — *a training exercise that is repeated. ORIGIN late Middle English: from Old French *repeticion* or Latin *repetitio(n-)*, from *repetere**

REQUIRE — *need for a particular purpose; depend on for success or survival ORIGIN late Middle English: from Old French *requere*, from Latin *requirere*, from *re-* (expressing intensive force) + *quaerere* ‘seek.’*

RESULT — *a consequence, effect, or outcome of something. ORIGIN late Middle English (as a verb): from medieval Latin *resultare* ‘to result,’ earlier in the sense [spring back,] from *re-**

(*expressing intensive force*) + *saltare* (*frequentative of salire 'to jump'*).

REVERED — *feel deep respect or admiration for* **ORIGIN** *mid 17th cent.:* from French *révérer* or Latin *revereri*, from *re-* (*expressing intensive force*) + *vereri* 'to fear.'

RIDICULOUS — *deserving or inviting mockery; absurd.* **ORIGIN** *mid 16th cent.:* from Latin *ridiculosus*, from *ridiculus* 'laughable'.

SCALE — *system of measuring something- a graduated range of values forming a standard system for measuring or grading something.* **ORIGIN** *late Middle English:* from Latin *scala* 'ladder' (the verb via Old French *escaler* or medieval Latin *scalare* 'climb'), from the base of Latin *scandere* 'to climb.'

SCRUTINY — *critical observation or examination.* **ORIGIN** *late Middle English :* from Latin *scrutinium*, from *scrutari* 'to search' (originally 'sort trash,' from *scruta* 'trash'). Early use referred to the taking of individual votes in an election procedure.

SECOND BASEMAN — *this is a baseball reference but used in this context it is a second party that is assisted the buyer in a decision or whom will provide information.*

SIGNIFICANCE — *having great meaning or importance.* **ORIGIN** *late 16th cent. (sense 2):* from Latin *significant-* 'indicating,' from the verb *significare*

STABILITY — *the state of being stable (not likely to change or fail); firmly established*

STALL — *speak or act in a deliberately vague way in order to gain more time to deal with a question or issue. ORIGIN Old English *steal* [stable or cattle shed,] of Germanic origin.*

STUDY — *the devotion of time and attention to acquiring knowledge on an academic subject, esp. by means of books. ORIGIN Middle English : shortening of Old French *estudie* (noun), *estudier* (verb), both based on Latin *studium* ‘zeal, painstaking application.’*

SUICIDAL — *likely to have a disastrously damaging effect on oneself or one’s interests. ORIGIN mid 17th cent.: from modern Latin *suicida* ‘act of suicide,’ *suicidium* ‘person who commits suicide,’ from Latin *sui* ‘of oneself’ + *caedere* ‘kill.’*

SUMMARY — *a brief statement or account of the main points of something. ORIGIN late Middle English (as an adjective): from Latin *summarius*, from *summa* ‘sum total.’*

SYMPTOMS — *a sign of the existence of something, esp. of an undesirable situation. ORIGIN late Middle English *synthoma*, from medieval Latin, based on Greek *sumptōma* ‘chance, symptom,’ from *sumpiptein* ‘happen’ ; later influenced by French *symptome*.*

TECHNIQUE — *a skillful or efficient way of doing or achieving. Something. ORIGIN early 19th cent.: from French, from*

Latin technicus.

THINK ABOUT — *take into account or consideration when deciding on a possible action.*

TONE — *mood, air, spirit, feel, sound, flavor, note, attitude, character, nature, manner, temper. Also, the general character of a group of people or a place or event. ORIGIN Middle English: from Old French ton, from Latin tonus, from Greek tonos ‘tension, tone,’ from teinein ‘to stretch.’*

THIRD PARTY — *of or relating to a person or group besides the two primarily involved in a situation.*

Transaction — *an instance of buying or selling something; a business deal. ORIGIN late Middle English (as a term in Roman law): from late Latin transactio(n-), from transigere ‘drive through’.*

TREK — *a long arduous journey, esp. one made on foot. ORIGIN mid 19th cent.: from South African Dutch trek (noun), trekken (verb) ‘pull, travel.’*

TRUST — *firm belief in the reliability, truth, ability, or strength of someone or something. ORIGIN Middle English: from Old Norse traust, from traustr ‘strong’; the verb from Old Norse treysta, assimilated to the noun.*

UNAVAILABLE — *not obtainable or present.*

UPBRINGING — *the treatment and instruction received by a*

child from its parents throughout its childhood. ORIGIN late 15th cent.: from obsolete upbringing [to rear] (see up-, bring).

UNWIND — *To undo, or come undone.*

UP-TONE — *(made up word) to bring up or improve the mood, air, spirit, attitude, etc.*

UNREASONABLE — *not guided by or based on good sense. To be unreasonable the way I mention it means to get something accomplished no matter what, even beyond doing things based on good sense.*

VALUE — *the material or monetary worth of something ORIGIN Middle English : from Old French, feminine past participle of valoir 'be worth,' from Latin valere.*

VALUE ADD — *having features added to a basic line or model for which the buyer is prepared to pay extra.*

VARYING — *change from one condition, form, or state to another. ORIGIN Middle English: from Old French varier or Latin variare, from varius 'diverse'.*

VITAL — *absolutely necessary or important; essential, ORIGIN late Middle English (describing the animating principle of living beings, also in sense 2). Old French from Latin vitalis, from vita 'life.'*

VALUABLE — *worth a great deal of money extremely useful or important ORIGIN Middle English : from Old French, feminine*

past participle of valoir 'be worth,' from Latin valere.

WAIT — *stay where one is or delay action until a particular time or until something else happens. ORIGIN Middle English : from Old Northern French waitier, of Germanic origin; related to wake*¹. *Early senses included [lie in wait (for),] [observe carefully,] and [be watchful.]*

WIDE — *including a great variety of people or things. ORIGIN Old English wīd [spacious, extensive,] wīde [over a large area,] of Germanic origin.*

ZERO BALANCE — *whereby there is no remaining balance owed on an asset.*



ABOUT THE AUTHOR

Grant Cardone is an international sales expert, sales trainer, motivational speaker and New York Times best-selling author. He is known for customizing sales programs for organizations of all sizes and has positively affected hundreds of thousands of people and organizations worldwide. Fortune 500 companies, entrepreneurs, non-profit organizations, and individuals use his techniques and systems to increase their effectiveness and value in the marketplace.

Cardone is the star of National Geographic Channel's show, *Turnaround King* and is a regular contributor on Fox News, CNBC, MSNBC, and CNN. He has been speaking to audiences around the world for over twenty years on sales, success, finance, real estate, and motivation. His dynamic energy and his humorous and fast-paced delivery keep audiences entertained, intrigued, and involved.

Cardone is CEO of two training and consulting companies and owns a real estate investment and development firm worth more than \$100 million in real estate holdings. He has written three previous books to inspire those who want to achieve success: *The Closers Survival Guide* (2009), *If You're Not First, You're Last* (2010), and *The 10X Rule*, (2011).

Continuing the tradition of bringing innovative sales tools, technologies and solutions to life, he launched a state-of-the-art, interactive virtual training center, www.CardoneUniversity.com and Automotive Industry specific www.CardoneOnDemand.com

The author is also heavily involved in civic affairs and has received awards for his efforts from the U.S. Senate, U.S. Congress, Los Angeles County, U.S. Army, and others.

At MIT, Cardone addressed The Young Entrepreneurs Organization, with representatives from over 15 nations present, the speech was broadcast live worldwide. McNeese University has honored Cardone as a Distinguished Alumni.

He currently resides in Los Angeles with his wife, actress Elena Lyons and their daughters.



Stop losing, start closing.

Over 120 ways to close the deal.

Learn to close, and you will never be without work, and will never be without money.

Closing is the critical exchange point that goes beyond persuading, promoting and selling and creates a transfer

from one person to another. Show me any highly successful

person and I will show you how to close. There

must be a balance taken between both

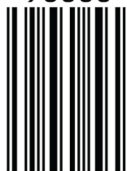
parties. When on the pen, let's roll!



ISBN 978-0-615-55887-5



90000 >



9 780615 558875