



CLOSER REVIEW FORM

C

CLARIFY - Find out why the prospect is there in the first place. If you can't understand why, then the call ends there.

L

LABEL - Specify/label them with a problem. Essentially what you're doing is repeating why the client took the phone call in the first place.

O

OVERVIEW PAIN - Review prospects past attempts at fixing their problem and diagnose why it didn't work.

S

SELL - Now that the prospect has told you everything that's wrong. You can attack those roadblocks by using the service that you sell.

E

EXPLAIN AWAY OBJECTIONS - Crazy people buy without objections. Normal people have concerns. Use your Rebuttals!

R

REINFORCE THE DECISION MADE - Buyers remorse is real. How are you making your prospect feel excited about their purchase?