

HSO Framework

Yellow - Hook

Green - Story

Blue - Offer

MAIL: **I lost all hope, it could go just one of two ways...**

I haven't closed a single deal in over 3 months and thought to give up.

I had at the moment worked for 2 years as a salesman for a steel building company and I have closed only relatively small deals once every one or two months.

In the past summer, it was all going particularly badly for me, I haven't closed a deal in over 3 months and seriously thought about giving up and taking a normal job.

I knew it could go just one of two ways:

I give up my dreams of being the best salesman in town.

Or I try something new and give it a last shot.

I have decided to go with the second option.

I fixed my appearance and bought the nicest suit I could find and a car, but not a normal one. I wanted a car that catches people's attention and demanded respect.

And I found it, oh, and how I found it.

Fast-forward two months, I had a meeting with a client, and I felt a mix of anxiety and excitement to see if this will finally work or if I just wasted a lot of time and money.

To my absolute surprise, the deal was closed after 15 minutes, I COULDN'T BELIEVE IT! I completed 4 more deals that month, it felt like a magic spell.

I was at the height of my life, with a smile from year to year, and finally really proud of myself.

I realized how important appearance in this kind of business is, and how much thrust you can build with the right "debut"

I have to admit, it wasn't cheap to make such a chance, but if I can tell you something is that it pays off, and that happens **faster than you think**.

Bring your business to the next level in no time.

Ideas for the close?

Where can I cut something out if needed?

Avatar: people in their forties, maybe in midlife crisis, want to achieve something and show off. Married, and with responsibilities.

I didn't close many deals, then I Changed my appearance. I bought nicer clothing and fixed my hairstyle, but by far the best improvement was the new car I had, everyone was impressed, at the business meetings, and after that, everyone was asking me questions about the car, details, and how it feels to drive one. If we like it or not, the fact is that appearance is very important in this kind of business, I found a lot of business partners, and close more deals in 4 months than in the previous 2 YEARS. It wasn't cheap, but for this type of business is an investment that pays off. People take are seriously and listen more carefully when you speak. When they see the car, It's interesting to them because it is something new, people are always interested in new.

How to start sentences without I?

Identifying with the character

Fast-forward for intrigue

I had once a business meeting, and after that, we've all gone to a prestigious club in the town. Everyone had impressive, good-looking cars, but because I was only at the beginning of my business journey with the big ones, I drove my normal Ford. No one said anything at the beginning, we had some fun in the club, and then one of the investors invited us to discuss some changes in the marketplace that could make us some serious money. I got in my car, started the motor, pushed the gas pedal, and then the motor broke down. Everyone busted into laughing and pointed their finger at me, I was so embarrassed, so humiliated. I tried to fix it fast, but then I got dirty from the motor oil, then one of the guys came to me and said that they don't want to hang around with such homeless-looking guys.

I wasn't invited to the meeting anymore, and to the next ones also because they couldn't associate with someone like me. Furthermore, I almost lost my hard worked career because of my car, and I understood then that the image that you have in such high circles is very important. I had saved some money over the years and decided to buy myself a new car, a breathtaking car, so no one col laughs at me again. Now I moved out to another town, no one knows me, and everyone asks themselves who I am. They treat me with a lot of respect