Speaker 1:

And we are recording. Welcome to Closing Mastery, the final call or training of the Sell Your Way to Wealth series. I trust that you guys have learned a ton, as I've been in the industry of selling for a very long time. When I first got started in the industry of selling, I was horrible at it. I did not understand that selling was a process, I thought it was an event. I thought you go in and you say some words to people and they buy. It doesn't exactly work like that. Selling is a process. It is not an event. In the sales process, we talked about first and foremost the seven-figure selling mindset and how you have to think about selling, if you're going to get good at it. You can't approach selling with a hatred of sales, or with a hatred of salespeople, or with a hatred of people trying to sell you things. You've got to approach it from a different perspective.

Speaker 1:

So we talked for these first two weeks about the seven-figure selling mindset. The third week we talked about, in Sell Your Way to Wealth, seven-figure lead generation. Lead generation is a beautiful thing, it's a way of creating and generating people who want to buy your product, and even before they know what it is. So we talked about seven-figure lead generation. Last week we talked about presentation mastery, seven-figure presentation mastery, and we talked about presentation. Probably the biggest "aha!" I would reckon that you guys took away from it was the fact that selling is always based on one thing. In fact people only ever buy one thing, and that is they buy a feeling. Whatever that feeling is, it may be the feeling of prestige, it may be the feeling of safety, it may be the feel of security, it may be the feeling of intelligence, it may be the feeling of popularity or a feeling of being fashionable, but people only ever buy one thing. That one thing they buy is a feeling.

Speaker 1:

So with that in mind, with that takeaway, hopefully you guys have studied some of the concepts that I shared with you last week, and some of the ideas about story-telling, the overt story and the covert story. And making sure that you include those in your presentation. This week we're going to start about, we're going to talk about closing mastery. One of the things that I noticed early on in my selling career, in myself as well as in other people after I got better at it, I noticed that when it came time to ask people for the money, when it came time to ask for the sale, when it came time to say, "Okay, that'll be ..." and whatever the price is, people get tongue-tied. It's almost like their tongue swells up and then their throat begins to close, and they don't know how to ask for the money.

Speaker 1:

So with that in mind, what I do is I'm going to show you what I call the art of selling without selling. I walked into church Sunday morning. My brother came in and he had a book that was called Bruce Lee in Action. It's a book that I bought back in the 1970s. In fact it wasn't just a book like the one I bought. It wasn't one that was just the same title. It was the very book that I bought back in the 1970s when I was a Bruce Lee freak. One of my favorite lines from one of my favorite Bruce Lee movies came from the movie Enter The Dragon. If you remember when they were on the little boat going to Mister Han's island. There was this guy on the ship that was a bully, and he was picking on everybody on the ship, and he wanted to pick on Bruce Lee. He asked Bruce Lee, "So what's your style?" Bruce Lee said, "You might call it the art of fighting without fighting." He said, "The art of fighting without fighting? What's that?" No, he said, "Show me something." And he said, "Okay, don't you think we need more room?" The guy climbed down a boat and he left the guy out on the boat, then they towed him the rest of the way. That was the art of fighting without fighting.

Speaker 1:

Tonight, what I'm going to teach you is I'm going to teach you the art of closing without closing. I'm going to teach you how to ask for the money without actually asking for the money. People are going to be happy to pay you, they're going to be happy to hand over their credit card, hand over their check, their cash or whatever they're paying with. They will be happy to pay you because you will skillfully ask for the sale. And you'll do it in such a way that is both elegant, graceful, and none-intrusive. And it's very non-confrontational. So if you haven't done so already, you'll want to grab a pen and a piece of paper, and get ready to take some notes, because I'm about to show you the art of selling without selling. I trust that you are ready, so here we go, if you're taking notes.

Speaker 1:

First thing you need to understand is the reason people are nervous about closing or nervous about asking for money ... I said when it comes time for people to ask for the money, their tongue swells up and their throat seems to close, and they just seem to start struggling, stuttering. And being very very overly deliberate. I believe the reason people are nervous about closing is because they don't know what's going to happen and they're worried about, "Okay, this is the moment of truth. I'm about to ask for the money. Are they going to pay me or are they going to back out?" They're nervous about what's going to happen. Once you learn the art of closing without closing, you will not be nervous about closing. You won't be nervous about asking for the money. You won't be nervous about making the sale. You won't be nervous about what's going to happen, because you will always know what is going to happen. Because you are going to be the one who makes it happen. You know what's going to happen the entire time, because you make it happen.

Speaker 1:

Now, I will tell you this. The first couple of times you use this closing sequence that I'm going to teach you tonight, the very first couple of times you use it, you are going to be nervous about it. But once you see that it works better than anything you've ever done, you will no longer be nervous about using this sequence. The first thing I want you to understand about the closing sequence is this. Closing is a microcosm of selling. In other words, it's a miniature version of the entire sales process. That is, closing, just like selling itself, is a process, it is not an event. It's not, "Okay, I'm going to say these words and I'm going to tell people how much it costs, and then they're going to write me a check or not write me a check." No, it is a process, it's a sequence that you take people through. When you understand that closing is a sequence, and once you take people through the closing sequence, the closing, the actual making of the sale, takes care of itself. If you do the closing sequence, the closing sequence will close the sale for you, so you don't have to close the sale.

Speaker 1:

Closing properly eliminates objections before they become objections. So many sales trainers teach how to overcome objections. I don't get objections, and the reason I don't get objections is because I answer those questions before I ever ask for the money. The reason you get objections, if you get objections when closing, is because you took the closing sequence out of order, and you asked them for the money before you answered their question. Now their question becomes an objection. It becomes, "And I need to talk it over with my wife", "I need to talk it over with my husband", "I need to sleep on it", "I need to think about it", "I don't make snap judgements". All of that stuff is a process of not going through the closing sequence in the right order. The only reason you ever have objections after you ask for the money is because you didn't handle those objections when they were just questions. The closing sequence eliminates objections. The closing sequence will help the prospect make the decision they already want to make. They've already listened to your sales presentation. They don't want to feel like they've wasted their time.

Speaker 1:

They already want to buy, but they don't know how to move the blocks out of their way from making the decision they already want to make. See, people already want to buy. We covered that. You don't have to talk people into buying things. Most people hate to sell, which means they only love to buy. Since they love to buy, then all we have to do is facilitate their buying experience. But we have to understand that even though they like to buy, they are programed to be skeptical about buying. So therefore, unless they have somebody who's skilled at selling, they will oftentimes talk themselves out of making the purchase they already want to make. So if you understand, the closing sequence is designed to help prospects make the decision they already want to make. Closing should always be done in sequence, and you should do it the same way every time. The reason I say that is I don't want you to get bored with the sequence, because it is so simple and so powerful. What happens is, people begin to lose interest because you say the same thing every time.

Speaker 1:

Anybody who's ever been on a training call with me or a series of training calls with me doing a three-way call in a closing sequence, whether it be for a network marketing company or a traditional business, you will know that I say the same exact things in the same exact order every single time. I cannot emphasize this too much. I've noticed that a lot of people in sales are ADD, and as people who are ADD, because they love being creative ... because ADD is not really ADD anyway, it's ECA. It's not Attention Deficit Disorder, it's really Extra Creative Ability, and that extra creative ability causes us to want to create new ways of doing things. Since most salespeople have some level of ECA, Extra Creative Ability, it's easy for us to get bored with the closing process. And to circumvent it and try to create some new way to do it so that it's more interesting. Become more interested in serving your prospect, you helping them make the decision they want to make, than you are through serving your own need for creative variables and creative variance in how you do your closing process.

Speaker 1:

So stick with it, do it the same way every time. It works ... and I've been selling for a long time. I've been selling since 1985, and I've made millions of dollars in sales. I've never done anything, I've never used a closing sequence, that has worked better than this. Okay? So don't get bored with ... Closing in sequence should be trusted and adhered to. Closing in sequence is done with questions, not with statements. You don't make statements and get people to buy. You ask questions and get people to buy. Somebody said to me a long time ago, I don't remember who it was, "Statements harden the will, but questions stimulate the conscience." What you want to do us you want to use questions-

PART 1 OF 3 ENDS [00:12:04]

Speaker 1:

Stimulate the concept. And what you wanna do is use questions to stimulate the concepts.

Speaker 2:

Mm-hmm (affirmative).

Speaker 1:

Don't use statements to harden the will. Don't make statements to cause people to dig their heels in the dirt and disagree with you, and then go about to prove that they are right. So understand that when you're in the closing sequence, it is a series of questions and you're gonna go through the questions in this order.

Speaker 1:

Now, before I tell you what they are I'm gonna tell you a story of how I've used this. I've used this closing sequence in network marketing. I've used this closing sequence on selling premium priced products. By premium priced products, I'm talking about products that are priced anywhere from $997 all the way up to $200,000. I've used this closing sequence and walked away with the money.

Speaker 1:

So, also I've taught this closing sequence to other people and had them walk away with the money. So, I'm gonna teach you this closing sequence. I went to, and I think I told you a story about me going to Loral Langemeier's Three Days to Cash Workshop, and there were 240 people there. And they broke us up into 60 people. Our group sold $18,500 worth of stuff, which was, our group won the contest out of the 18,500 that our group sold, 60 people, I sold 12,500 of it.

Speaker 1:

I taught this closing sequence to two of my students, they went to a Loral Langemeier's event. This very same sequence, and there were only 30 people there, and Tayna sold $8,000 worth of stuff with 30 people in the room, she was the number one salesperson. And Paul was number two, he sold $6,000 worth of stuff in that same room. So understand that it doesn't matter whether you're selling network marketing, products, services, recruiting people into your business. If you're selling insurance, if you're selling cars, if you're selling real estate, if you're selling high ticket items over the phone, if you're selling premium priced coaching packages. No matter what you are selling, you will use this closing sequence, you will sell more of it. So here we go.

Speaker 1:

Here's how the closing sequence works. It works with questions and you close with these questions in this order, every time. The first questions that we ask in the closing sequence is always this questions: What did you like best about the blah blah blah? Did you like the blah blah blah, the blah blah blah, or both? Now, I'm going to give you a couple of examples.

Speaker 1:

If I was selling cars, if I was selling cars I'd say, "So, what did you like best about the Toyota Camry? Did you like the fact that it handled like a sports car, or that it had the comfort of a luxury car, or both? What did you like best about the Toyota Camry did you like the power when it came time to get into traffic? Did you like the incredible gas mileage both in the city, and on the highway, or both?"

Speaker 1:

If I'm selling insurance, "What appeals to you the most about this insurance? The retirement benefits, or the fact that your family will be protected, or both?" If I'm recruiting somebody into a network marketing business, "What did you like best about this opportunity? The making money part of the business, or the getting healthy part of the business, or both?"

Speaker 1:

The first questions in the closing sequence is a, "What did you like best, the blah blah blah, the blah blah blah, or both?" That is always your first question after a presentation. And it doesn't matter, so last week we did the seven figure presentation. This week we do closing. So, if you take somebody to an opportunity meeting for a network marketing business, you say, "What did you like best about what you saw tonight? Did you like blah blah blah, or the blah blah blah, or both? Did you like the making money part of the business, the getting healthy part of the business, or both? Did you like the making money part of the business, or the discount travel part of the business, or both? Did you like the making money part of the business, or discount on legal services part of the business, or both?"

Speaker 1:

If you are selling chiropractic service, "What did you like best about what you saw today? Did you like the fact that we help your body heal itself? Did you like fact that it's a lot more cost effective than medicine, or both?" So it's always a what did you like best, a blah blah blah, a blah blah blah, or both. That's always the first question.

Speaker 1:

Question number two is always gonna be the same thing. What questions, if any, do you have, about blah blah blah? And they say, they start asking you questions. Now, let me, before I get into this part of the sequence, I want you to understand as a salesperson, the reason you are getting them to ask questions. The reason you are getting them to ask questions, is twofold. The first reason you're getting them to ask questions is because you wanna answer all of their questions before they become objections. The first reason you're gonna ask a question. And this part of the sequence.

Speaker 1:

Step two in the closing sequence is designed for you to eliminate their objections, before they become objections. So to answer their questions before they become objections. That's the first reason it exists. The second reason this part of the closing sequence exists, is so that they feel like they owe you to let you ask them some questions. So that's why you're asking. I'm teaching you not just what to do. Because people want to know scripts. When you understand the concept of the the art of closing without closing, you don't need a script.

Speaker 1:

So when you understand the art of closing, the art of closing without closing, you don't need a script, what you need is concepts. So you understand, my first question is what did you like best about what you saw tonight? The blah blah blah, the blah blah blah, or both? Great. What questions, if any do you have? That's the second question. That question is designed, that question is designed to get them to as you as many questions as they can think of. And that question, and the ones that follow. To answer their questions before they become objections, number one. And number two, it's designed to make them feel like they owe you to let them ask them questions.

Speaker 1:

Now when you do this the way I'm showing you how to do it, I'm telling you the more questions people ask, the more likely they are to buy. So, understand, the more questions they ask you under step two, the more likely they are to buy. So here's question number two is, what questions, if any, do you have?

Speaker 1:

And then question number three is what other questions do you have? When they ask you question number one, you answer it. When they ask you question number two, you answer it. And after you answer that question, you say, "That's a great question. What other-" Or you might say, "Wow, you ask really great questions. What other questions do you have?" Compliment them for asking you questions, it will 'cause them to ask you more. And remember the more questions they ask you, the more likely they are to buy.

Speaker 1:

Folks, none of this is theory for me. What I'm telling you right now has made me millions of dollars. So if you just want to make a few hundred thousand dollars, this will do it for you. So, what other questions do you have? They ask you another question. They're on question number three of theirs. They ask you question number three, you answer that question, say "Wow, that's amazing. You ask some of the best questions I've ever heard. What other questions do you have?" Well, what about blah blah blah and blah blah blah. Well, and then you answer that question. And every question they ask you, you answer it, and you follow up with, what other questions do you have. And maybe every third question, maybe, wow another great questions.

Speaker 1:

You're gonna feel like if they ask you seven or eight questions that they're not gonna buy. I'm telling you if they ask you seven or eight questions, they're seven or eight times more likely to buy than if they only ask you one. If they ask you 15 questions, they're 15 times more likely to buy, than if they only ask you one question. So you want them asking you questions. Eventually what's gonna happen, you're gonna say, "What other questions do you have?" And eventually they're gonna say, "I don't have any more questions." That's what you were after. So, eventually you're gonna say, "What other questions do you have?" Under step two in the closing sequence, you're gonna say, "What other questions do you have?" They're going to say, "I don't have any more questions."

Speaker 1:

When that happens, you are going to say, "Since you don't have any more questions, do you mind if I ask you a few questions?" Now I want you to understand something. There is, in the concept of influencing people, there is an idea called The Law of Reciprocity. The Law of Reciprocity works like this. If people, if you do something for people, they feel like they owe it to you to do the same thing for you. So if you do something for me, we're walking into a building and there's two sets of double doors and I hold the door for you, you feel compelled to hold the inside door for me. It's called The Law of Reciprocity. We don't want anybody to have one up on us. So when they ask you seven, eight, nine, ten questions, and you come back and say, "Now that you don't have any more questions, do you mind if I ask you a few questions?" They are excited that you have questions to ask them because now they don't feel like they owe you.

Speaker 1:

Now, they don't even know that all this is going on inside them. And by the way, what I'm teaching you is not about manipulation. It is about serving people at the highest possible level. If you don't feel like what you have to sell people serves them, then you shouldn't be selling it anyway. And if you feel like it does serve them, then you ought to do everything in your power. You ought to use every bit of skill available to you to make the sale happen.

Speaker 1:

So, the next step in the sequence in the closing sequence, since you don't have any more questions, do you mind if I ask you a few questions. And they say, "No, I don't mind, fire away." Great. And you're gonna ask the question, you're gonna have to write this down verbatim, and if you're taking notes on it, great, and if you don't get it all now, go back and listen to it later. Don't change one word in this sequence. So here's the question. "So, based on what you've seen so far, what appeals to you the most? The blah blah blah, or the blah blah blah, or both?" 95% of people, that 95 out of 100 people, will say, "Both." Because most people are not listening to you when you're talking. So they will just say, in default mode, the last thing you said which was, "Both."

Speaker 1:

So you always ask this, step three in the sequence, since you don't have.

PART 2 OF 3 ENDS [00:24:04]

Speaker 1:

... or step three in the sequence. "Since you don't have any more questions, you mind if I ask yo a few questions?" "No, I don't mind." "Great. Based on what you've seen so far, what do you like most: The blah, blah, blah; or the blah, blah, blah; or both?" 95% of the people will say, "Both." You say, "Great. If you had the opportunity to start benefiting from both the blah, blah, blah and the blah, blah, blah sooner or later ... " Whatever they said above. If they said "Well I like the health part better" then you say, "If you had an opportunity to start benefiting from the health aspects of our product?" Okay. If they say, "I like the both the power and the mouse." Respond, "Excellent. You have the opportunity to start benefiting from both sooner or later." It's very imperative that you ask the question exactly as I'm say. "If you had the opportunity to start benefiting from both sooner or later, would you choose later or would you choose sooner?" You always say, "would you choose later" first and you say, "would you choose sooner" last because people go the default.

Speaker 1:

Now what you're doing is you're operating based on something you know that prospect doesn't know and not only do they not know, they don't even know you know. So because you understand human nature and you understand they're going to go into default mode and they're gonna, "Sooner." And that's what I meant when I said at the beginning you know what's gonna happen because you're gonna make it happen. Also, when I say, "If you had the opportunity to start benefiting from the blah, blah, blah and the blah, blah, blah sooner or later, would you choose later or would you choose sooner?" I'm given them a vetted command that says choose sooner. Okay. So I'm asking them a question, but in the question I'm telling them what to do on a subconscious level. "So if you had the opportunity to start benefiting from the blah, blah, blah and the blah, blah, blah sooner or later, would you choose later or would you choose sooner?" "Sooner."

Speaker 1:

I've never had anybody say, "Later." Never. Never. And I know that sounds remarkable because I've used this closing sequence thousands of times and I've never had anybody say, "Later." "I would choose sooner."

Speaker 1:

Now, question number four's gonna be the hardest part for you. It's really gonna be hard if you're selling one-on-one the first time to keep from smirking. But I want to warn you: Don't smirk. Don't look like the cat that ate the canary just because you're the cat that ate the canary. So, here's sequence four, how it starts: They say, "Sooner." You say, "Great. How do you spell your first name?" By the way, all you're doing is what they asked to you do which is ask them a few questions. So your questions went from generic, "Okay, what do you like best?" Questions to specific questions, "How do you spell your first name?" And when they tell you how to spell your first name, you write it down on the application or the order form or the receipt. Or whatever the paperwork is, you write it down.

Speaker 1:

"How do you spell your first name? Excellent. How do you spell your last name?" I don't care if their first name is Al and their last name is Smith. "How do you spell your first name? How do you spell your last name?" Ask the questions in this order. "Excellent. What address would you like your product shipped to?" Or if you're doing network marketing, "What address would you like your products shipped to and your checks mailed to?" Or, if you're selling a high priced product you should have some bonuses that you threw into your presentation, "What address would you like me mail your blah, blah, blah to? Bonuses to?" But you ask them for their address in context with them receiving something. Not just, "What's your address?" Okay?

Speaker 1:

And don't make the address about the paperwork. Make the address about something that they're gonna get. If you sell cars ... I send all of my customers, I send all of my clients a $20 gas card. "What address would you like me to send your gas card to?" Whatever it is. It doesn't matter what it is. Make sure. Have something that you send, a reason that you're getting their address. Okay. Excellent.

Speaker 1:

"Give me a couple of phone numbers where you can be reached as well as an email address." They give you a couple of phone number as well as an email address. If you're in a business, like a network marketing business that asks for their social security number, now's a perfect time to ask for the social security number without asking for the social security number and you do it in this sequence. By the way, why is this a good time to ask? Because they've all ready got question answering momentum. And you don't say, "What's your social security number?" You say, "Since we won't be taking taxes out of your check, will you be using an EIN number or a social security number to get started today?" And because most people don't know want an EIN number is and they don't want to look stupid in front of you, they will just say, "I'm gonna use my social security number." And you say, "Great. What's that number?" That's only if you're doing some kind of network marketing close where you need their social security number. Okay?

Speaker 1:

Now, the next question is the money question. It's so simple. It's so simple. Don't get tongue tied on this question. Here's how it works: You say, "Most people pay with a Visa, Mastercard, American Express, or Discover. Which one will you be using to get started today?" "Well, do you take personal checks?" You say, "Most people pay with a Visa, Mastercard, or Discover. We can also take a personal check or cash. Which one will you be using to get started today?" Now, by the way, when I say, "Which one will you be using to get started today?" I'm telling them that they are going to get started today. Or if you're selling them art like Lesta Frank does, you might say, "Which one will you be using to take ownership today?" But its always, "Which one will you be using?" And it always starts with. "Most people pay with ..."

Speaker 1:

Now the reason it starts with, "Most people pay with ..." is because you are creating the concept of consensus. Or the concept of popularity. And the concept of popularity or consensus states that everybody wants to do what everybody's doing and nobody wants to do what nobody's doing. So what you want to do is you want to create an environment where they feel like they're doing what everybody else is doing. That's why you carefully craft your questions and statements. "Most people pay with Visa, Mastercard, American Express, or Discover. Which one will you be using to get started today?" And they tell you. Great. They say, "Mastercard." "Great. What's that number?" And they take it out.

Speaker 1:

And I know it almost sounds like ... I'm making it sound like it's too easy. I'm almost making it sound like it just goes smoothly. If you make to the point in the closing sequence where they've listened to the presentation and you're going through the close, provided that you're putting your business opportunity or your offer or your product in front of the right person, it is literally as easy as I've made it sound. And I'm telling you I've done this thousands of times. Thousands of times. I've done it thousands of times for myself and for people on my different teams. And I do it the same way every single time.

Speaker 1:

Once they give you their credit card information, you congratulate them. "Congratulations. You're now the proud owner of a blah, blah, blah." Or, "Congratulations. You are now the newest member of team blah, blah, blah." "Now that you are a proud owner of a blah, blah, blah, your friends will be proud of you and your enemies will be jealous. I know it feels great. So thank you for letting me be the first to congratulate you." The closing sequence is done.

Speaker 1:

You tell them what their next steps are. If you're closing them on some insurance paperwork, you say, "Okay, the next thing that's gonna happen is a nurse is gonna call you and they're gonna come by and they're gonna do an evaluation." If you're selling them a car, you say, "Great. We've got all your paperwork handled. Let's go in and talk to our finance and insurance advisor." If you're doing a network marketing business, you say, "Great. We're having a coaching call tomorrow morning at blah, blah, blah, time, and you need to be on the call. This is the number." You give them next steps.

Speaker 1:

No matter what you're selling, one of the best next steps that you can give somebody is a third party validation piece like a book or video. Books are ideal because they have to engage in their mind. Give them a book that validates the decision they just made. And something simple that they can read.

Speaker 1:

And now your sale is made, you've got the money, you've given them their next step, you're next move is to get out of there. Do not stay and undo what you just did because you feel like it was too easy. Let the chips fall where they may. Congratulations. You've just closed a sale.

Speaker 1:

So what I'm gonna do now, is I'm gonna open it up for questions. And if you have a question, what I want you to do is I want you press star two on your phone and I will do my best to answer question. Question or comment. And I'll do my best to answer your question. What I'm gonna also is I'm gonna take it out of presentation mode at this time. I'm sorry, not take it out of presentation mode. I'm gonna turn off the recording at this time.

PART 3 OF 3 ENDS [00:35:09]