



CONNECT AND CLOSE

Close the Deal

Here are example questions my friend and mentor, Bryan Franklin, created to close the deal:

Question 1:

Are you curious about _____?

(emotion created: curiosity)

Question 2:

Is there anyone else we need to speak with?

(emotion created: empowerment)

Question 3:

So what you want is _____?

(emotion created: trust and possibility)

Question 4:

Are you ready to do something about that now?

(emotion created: urgency)

Question 5:

Is \$_____ an appropriate investment to get _____?

(emotion created: the right fit)

Figure out the Details

- Explain how you work with people, and what you think a good fit is for this prospect.
- Try to get them on the schedule right here
- Feel free to give them homework.
- Send them a link to sign up before your next session



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