

PREPARE TO CLOSE

*Review Accomplish List, then ask,
Does this all make sense?*

SAME DAY DISCOUNT

When will you be making a decision?
Oh that soon? You have a 5% discount coupon if you move forward today.
Isn't today the best time?

REVIEW PAYMENT OPTIONS

Let me review your payment options, just so you know. You can pay by cash, check, credit card, part by check and part by credit card, or we can finance it for you. Which is best for you?

MONEY FORK

In my experience, there are two types of people when it comes to the money: the people who have the money but aren't sure if they want to spend it on the project right now, and the kind that want to move forward with the project, but just don't have the money right now. Which are you?

ISOLATE IT DOWN TO MONEY

Are you happy with the company?
Me? The work? So there's just one reason you wouldn't move forward right now. It's the money, right?

IF IT WAS FREE, WOULD YOU TAKE IT?

Why?

VALUE LINE

"I DON'T THINK IT'S A GOOD USE OF MY MONEY RIGHT NOW."

WHAT HAPPENS

"If you don't do anything?"

COST OF DOING NOTHING

Rate of Return

ASK QUESTIONS TO UNCOVER OBJECTIONS

"Under what circumstances would you move forward? Help me understand why you wouldn't move forward today."

RRIS (FOR A SPECIFIC OBJECTION REPEAT, REPHRASE, ISOLATE, SATISFY)

Repeat what they said, Rephrase - "So what you are saying is..." Isolate - "Is there any other reason why you wouldn't go ahead?" Satisfy.

TELL A STORY

THERMOMETER CLOSE

"On a scale of 1 to 10, 1 being you aren't interested at all, and 10 being you want to move forward right now, where are you? What do you have to see or hear to get you to a 10?"

FEEL, FELT, FOUND

"I understand how you feel. Other people have felt the same way. But once they had it installed, this is what they found..."

SUPPOSE I SAID...

"Suppose I said we should move ahead (on this basis), what would you say?"

ONE LEGGER

"What will you recommend to them? When can the three of us get together?"

REVISIT SAME DAY DISCOUNT

"Remember, if you move ahead today, you get the \$____ discount."

SHOP LINE

"I WANT TO SHOP AROUND."

PRICE ASSURANCE GUARANTEE

I HAD A CHEAPER ESTIMATE

Applies to apples comparison
Revisit Accomplish List

EXPLAIN PRICE ONE TIME

CHEAP THINGS ARE SELDOM GOOD

REFERRAL BOOK

shows what others have found out

TELL A STORY

PING PONG / DOOR KNOB / PORCH LIGHT / SAVE TIME CLOSE

LAST SHOT PROMISE

Can you promise you'll call me if anyone else has a better offer before you move ahead?

SOLD

UNSOLD

THE
CLOSING
TRAIL

NEGOTIATION

Is that your best price?
How do you mean?

Can you do it for less?
Based on what?

Suffer

Established Price List - No Games

Small discount for something in return

Will you (the customer) split the difference with me?