

Title: Module 4	
VIDEO	AUDIO
MUSIC STARTS with TITLE SLIDE #1	
Slide 2 - Montage of Sergio	<p>Welcome back to Mastering the Five Secrets to Influence, Persuade and Sell! By the time you are finished with this series, you will become one of the most powerful sales agents in your industry. Whether you are in corporate sales, MLM companies or the owner of your own business, this program will give you the tools you will need to master your skills and be rewarded by your efforts.</p> <p>In a minute, Sergio is going to reveal the How to Close and Ask for the Sale.</p> <p>In this unit, you will learn how to combine all of the information you have gleaned and use it to establish the value of how your product or service uniquely matches your prospects needs.</p> <p>Once again, let me bring out the one and only success mentor - Sergio Zambrano!</p>
Slide 3 - Audience clapping with clapping sound effect	
Slide 4 - Title Slide (How to Close...)	Music and clapping fade out
Slide 5 - Sergio	<p>Welcome back! I trust you have been studying, rehearsing and repeating the exercises covered in your notebooks for the first three secrets. They are so powerful and effective. Are you ready to keep going ?</p> <p>You started this series by learning several powerful techniques on how to generate trust. By now, if you've been practicing, you should be fairly comfortable at using perceptual language and non-verbal communications to bond with your prospects.</p>

	<p>Then, you learned how to ask the right questions - in ways that give information about your client's issues, problems and points of resistance. You also learned how to detect whether your prospect is a YES, NO or MAYBE and where they are located across the sales funnel.</p> <p>The easiest secret so far has been how to create value and link your product or service to their specific needs. However, it still requires diligent practice.</p> <p>Now we are going to cover several techniques for asking for the sale! I hope you're excited and self-assured that you are going to be one of the top salespeople in your country. Believe me, you would be shocked at the lack of the right sales skills in over 85 percent of people out there selling!</p>
<p>Slide 6 - Photo of greenscape and Hakalau diagram</p> <p>Music fades in and out at end of Hakalau</p>	<p>Before we move on to Secret #4 - Asking for the Sale and Changing Objections to Sales, we're going to start with the awareness exercise we went over at the end of Module 3 - Hakalau.</p> <p>It is such an excellent practice, I wanted to reinforce its usefulness for developing a state of awareness whenever and wherever you need it.</p> <p>I strongly recommend that you practice it daily, as it only takes a few minutes to get the benefits from it.</p> <p>Use it to get "unstuck" whenever you are feeling suppressed, oppressed or depressed... or when you're feeling foggy and want to get clearheaded and focused.</p> <p>Take a look at the illustration again and then pick a spot ahead of you about 20 degrees above eye level in front of you.</p> <ol style="list-style-type: none">1. Now focus your attention on the spot while you let your mind relax. Listen to my voice

	<p>and I will instruct you. Keep letting your mind relax.</p> <ol style="list-style-type: none">2. Become aware of your field of vision and then expand it into your periphery so you can see what is around without moving your head. This requires each side of your brain and eyes to spread out. (pause)3. Continue to expand your field of vision so see more things in your vision. (pause)4. Move your awareness from one side of your periphery to the other, expanding it each time you focus on that side. (pause)5. Remain in this state until you feel your awareness heighten. (wait 30 seconds) <p>It feels amazing when your head is clear and you are on your game, doesn't it? Ok. Let's get started!</p>
<p>Slide 7 - Title Slide (Secret #4...)</p>	<p>Welcome to the fourth secret in this series and possibly the most exciting – How to Close and Ask for the Sale.</p> <p>So far you have learned how to generate trust by using matching and mirroring techniques and at the same time communicating in the prospects perceptual or preferred language. You sharpened your skills on how to ask insightful questions.</p> <p>And finally, in the last module you identified the prospect's need or opportunity and established the value of your solution. Once you link the need and the solution, you can use the anchoring techniques to reinforce the emotion you want to reinstate at the moment..... this is optional tool used sparingly when you need additional support.</p>

	<p>This part of the process intimidates some salespeople, however, for those who are prepared and learn these techniques do generate more sales. It is one of the advanced techniques we use.</p>
<p>Slide 8 - Title Slide (The less time...)</p>	<p>Ok....now for asking for the sale</p> <p>Think about it - the faster you close a sale, the more sales and income you will receive. Here's why:</p> <p>The less time you use to close each deal means there is more time for selling more, which means... more opportunities to close a higher volume of sales, which means... more money in your pocket and for your employer.</p> <p>Did you know that sales people only spend one third of their time selling? We want to free up your time so you can spend more time selling to those who want your product or service.</p> <p>Plus, the more interactions - the more refined your skills become which means you are setting yourself up for more success and be a leader in your industry!</p>
<p>Slide 9 - Match your Prospects... plus photo</p>	<p>Now, it is very important that you remember to ALWAYS make a point of matching your prospect's point of view by bringing up something they said. You can do this in one of three ways and this is very simple to remember. The three phrases reinforce that you are honoring their "map of the world" so you can lead the conversation from their perspective.</p> <ol style="list-style-type: none"> 1. I appreciate... 2. I respect... 3. I agree...
<p>Slide 10 - You can also Paint a</p>	<p>When there is an internal representation of already having your product or service you lead them by</p>

<p>Picture... plus photo of people with hands in air</p>	<p>describing the end result the benefits from having it - Just suppose when you are driving your car how proud your wife will be that you are thinking of the family. People buy on emotion so you can use phrases like</p> <ol style="list-style-type: none"> 1. Imagine" or "Just suppose" <i>Paint a picture for them - like... Imagine how excited your family will be when you come home with this!</i>
<p>Slide 11 - Title Slide (Get them in the flow...)</p>	<p>The final technique is asking questions that the client will say Yes to. This should not be underestimated, The more Yes's the better chance they will continue to say Yes when you ask for the sale.</p> <p>So ask questions that confirm you understood their need... like...</p> <p>"You said your kids change their clothes three to four times a day, so there is a constant need for washing and drying clothes, right?</p> <p>And your current washer and dryer can't really handle the volume?</p> <p>Seems like a no-brainer, when you think about how much less water and energy you will use if you had larger capacity machines, right?</p> <p>So if you found a cost effective way of changing this, it could have several benefits..."</p>
<p>Slide 12 - Title slide (5 Options to Get Closer...)</p>	<p>So you have a five solid options to get closer to the final YES!</p> <ol style="list-style-type: none"> 1. I appreciate... 2. I respect... 3. I agree... 4. Imagine" or "Just suppose" 5. Questions to get a "YES"

<p>Slide 13 - Closing the Sale... best approaches with Photo of men shaking hands</p>	<p>Think about that while we review several effective approaches you will use to close the sale. Here are a few of the most important techniques you can use to move your prospect to a close.</p> <ol style="list-style-type: none"> 1. Ask for the order directly 2. Order Blank Close 3. To meet your deadline... 4. Alternative Choice 5. Open-ended question 6. Ben Franklin 7. Sign today and get... 8. Negative consequence 9. Tell a Story 10. The Shame Approach
<p>Slide 14 - Direct Approach</p>	<p>THE DIRECT APPROACH</p> <p>Let's start with the most basic... Ask for the order directly. Well, that is exactly what it means... if you feel the prospect is ready to jump in with both feet, then there is no need to use any of the other methods.</p> <p>In this photo, Elizabeth has just closed the deal by asking for the order. She knew Mr. Baker was actually in a rush to get moving on the deal. In fact, there will be situations where you barely have to ask for the sale. The prospect's non verbal and verbal communications will be saying, "I'm ready to roll. Let's do this thing."</p> <p>And you will make sure not to say anything that sends the conversation in a backward motion, which is a very common mistake. Chatting about anything while closing the sale is a distraction and could get your prospect second-guessing their decision - which is the last thing you want to have happen.</p>
<p>Slide 15 - Order Blank Approach</p>	<p>THE ORDER BLANK APPROACH</p> <p>The Order Blank Close is a very smooth approach when used properly. You may have already started the order blank or contract. Now is the time to pull it</p>

	<p>out... not to push, rush or trick your prospect - but to demonstrate your efficiency.</p> <p>This method works especially great if you are behind a counter, a desk or at someone's home. You are simply being "prepared" and not wasting their time. However, do not speed through this process or you may come across as pushy.</p> <p>Most people like to think they are making the decision and not being forced into anything.</p> <p>So you might start by asking the questions that will provide the information to close the sale. Use their preferred perceptual language. For example, if they prefer "FEELING", you would say something like - "I'm sensing you're pretty happy with your decision. What's a comfortable delivery date?"</p> <p>If you meet with resistance, then find out why. Say something like, "Am I going too fast? Do you have more questions about this product?" Always support your prospect rather than opposing them in an attempt to force the sale.</p>
<p>Slide 16 - To Meet Your Deadline</p>	<p>TO MEET YOUR DEADLINE - APPROACH</p> <p>This is similar to the Order Blank Approach, in that you are merely continuing the discussion that proceeded. In your mind, the sale is a "given". Your prospect has not raised any objections and has been answering your questions to give you as much information as possible. They want to purchase - that you are sure of - but you just aren't sure if they will close the deal TODAY.</p> <p>So you are going to use information that you gathered throughout the conversation and use it to close the sale. For example, you may be selling landscaping and they just bought a property that has a large yard that hasn't been maintained.</p>

While they were in the process of answering your questions, they told you they will be celebrating their 50th wedding anniversary and are planning an outdoor event for 50 people.

You learned that the celebration will take place in three months. Now you can use that information and work backwards with the dates while they watch.

You'll say something like, "If the party is in June, let's take a look at what we'll need in terms of a schedule. I would recommend having it finished by the beginning of May to give the new plants and bushes time to take hold and get used to their new environment.

So if we come out this week to measure everything, we can get started on the design next week. That usually takes about a week or more - if you want a few different options. That takes us into the end of March. Then we'll need two weeks to remove all of the old landscaping and two more weeks to plant the new trees, shrubs and plants. How does that sound?"

Now you've involved your prospect in the process, which has now created urgency that they didn't think about. Closing the sale should be easy at that point.

Slide 17 - Alternative Choice

THE ALTERNATIVE CHOICE APPROACH

Many people have a difficult time making up their minds, yet when the choice is narrowed down for them, it becomes a lot more simple. The Alternative Choice approach is very effective for this type of prospect.

Oftentimes, too many choices seem overwhelming, so after you have asked all of the right questions and linked your products to their needs you will have the information to narrow down the choices for them.

	<p>The smart move will be to narrow the decision down to only two. Here's why... The first reason is that it automatically assumes they will buy one of the two. If you give more than two choices, the decision may still feel overwhelming.</p> <p>The other reason is it shows your authority, expertise and willingness to give them the "inside scoop". You might say something like, "These two tablets are actually the most perfect for your needs." Then explain why.</p> <p>Think about your own experiences, for example - when you are in a restaurant and can't decide what to order so you ask your waitperson for a recommendation.</p> <p>One waitperson might respond - "Oh, everything here is good."</p> <p>Another might say, "What are you in the mood for?"</p> <p>Neither answer helped you out, right?</p> <p>But every once in a while, you run across the a great and helpful waitperson, who says something like... "Personally, I love the Chicken Parmesan... but if you like meatloaf, I would highly recommend the Meatloaf au Gratin. It's the special today... and made with grass-fed beef and infused with Pecorino cheese and a light wine sauce. I think you'll be very pleased with either of those items.</p>
<p>Slide 18 - Open-Ended Question</p>	<p>OPEN-ENDED QUESTION APPROACH</p> <p>The open-ended question approach really dovetails Secret #3 - Asking the Right Questions. It is best used when your prospect has eagerly answered your series of questions which narrowed down the product that is a perfect match to their need.</p> <p>I'm sure you enjoy prospects who are already in the</p>

	<p>frame of mind to buy that day. You are simply facilitating their needs. For example, in this photo the customer, we will call Janice, already knew she wanted a new blazer or jacket of some sort. Marilyn, the sales person, after asking a series of questions - figured out that Janice could really use a bright colored blazer that could be worn over jeans, on top of a dress for business or even with a pair of shorts or a skirt.</p> <p>Marilyn noticed how great Janice looked in the red blazer rather than the blue one and said, "I think this red one is definitely the most versatile and ... it looks great with your skin tone. See what I mean?"</p> <p>As Marilyn says this, she holds the red blazer up to Janice's face and they look together in the mirror.</p> <p>Janice smiles and nods her head as Marilyn slowly walks over to the cash register with blazer in hand. Janice willingly follows as she slips her hand into her purse for her wallet... ready to buy.</p>
<p>Slide 19 - Ben Franklin Balance Sheet Approach</p>	<p>BEN FRANKLIN BALANCE SHEET APPROACH</p> <p>The Ben Franklin Balance Sheet is perfect for specific situations which I'll explain in a minute. It's been coined the Ben Franklin Balance Sheet approach because Ben Franklin was known for making balance sheets for everything - especially when making hard decisions.</p> <p>After all, he was an accountant by trade.</p> <p>So this method is best used for prospects who are having a tough time making a decision. "Should I or shouldn't I?"</p> <p>To end this back-and-forth mind battle, you take out a piece of paper and draw a line down the middle. You title the left side YES and the right side NO or PRO and CON. Explain that Ben Franklin used this method for difficult decisions which gives it more</p>

	<p>credence.</p> <p>You then fill out the column with the YES's, mentioning each as you write them down. Look up as you mention, so you can confirm they are agreeing either visually or audibly.</p> <p>Then hand the client the pen so they can list all the No's. Most people can only come up with two to three reasons as to why they should not do something, therefore the YES column will be much longer than the NO column.</p>
<p>Slide 20 - Sign & Get Today Approach</p>	<p>Everyone loves when a salesperson throws in something extra that wasn't expected or wasn't in the original deal. It makes them feel special and reinforces the bond and trust that has been created between the prospect and salesperson. Obviously, it can also help close the sale more quickly.</p> <p>Smart salespeople, like you, will always have something ready for situations when the prospect is teetering on purchasing that day or going home to think about it.</p> <p>If it is a high-ticket item, like an automobile - then consider keeping a stash of reasonably priced bottles of champagne handy or an accessory that is low-cost but high value, like a car cover... or whatever your typical prospect would love as an add-on.</p> <p>You could also find a few strategic partners who work in or own companies that sell ancillary products. Work out a trade or "at-cost" deal so you can give your prospect a perk that is a win-win-win for everyone. You get the sale. Your prospect gets an unexpected perk for purchasing right away. Your strategic partner puts their product in the hands of a potential new client for them.</p> <p>There are numerous ways to fulfill the "Sign Today and Get" approach without breaking your bank. Be creative!</p>

	<p>There are two ways to use this type of close.</p> <p>One way is when you will say something like "If you buy this today, I'm personally going to add in a car cover at my expense." Or if the prospect has a financial concern, you might say something like "if you buy this today, I will reduce the price by another 5 to 10 percent."</p> <p>The second approach is when they are close to signing the deal and you sense a bit of hesitation. You'll want a slam dunk offer.</p> <p>So you'll say something like this, "We always give a bottle of champagne to our new customers, but you two have been so wonderful to work with - I want to give you what we give our Platinum customers. How would you like a free weekend in Palm Springs - on us!"</p>
<p>Slide 21 - Negative Consequence Approach</p>	<p>NEGATIVE CONSEQUENCE APPROACH</p> <p>This approach should be used with caution. Basically, you are giving the customer a type of ultimatum and some people are inclined to walk away from the deal - even if it is NOT in their best interest.</p> <p>These negative consequences are generally verbalized like this...</p> <p>"I have a list of other buyers who are coming later today, so I can't hold this for you."</p> <p>"The price is only good for today, I'm sorry to say. And we only have this sale once a year."</p> <p>Let's say, the customer is ready to buy a house, but isn't ready to move on it that day. They are pre-qualified, so you know they are an excellent prospect. Plus, they loved the last house you showed them. You have asked them every question you know of and the house meets all of their criteria... yet, they are still are not buying. You think they LOVE</p>

	<p>it and don't want to lose it, so you resort to the negative consequence approach.</p> <p>They may ask for an extra 24 hours to run the numbers and also put a down payment on it to make sure no one else buys it. I consider that option "closing the sale".</p>
<p>Slide 22 - Tell a Story</p>	<p>THE "TELL A STORY" APPROACH</p> <p>When you've established a bond, prospects love to hear stories that pertain to that which they are buying. A few anecdotes are great, especially if they relax the client. Make sure the story or stories follow a structure that reinforces your pitch... and make sure the story tugs at the prospect's emotions. Dramatic and memorable are key. You want the prospect to remember this story, so they can defend their decision after they have made the purchase.</p> <p>Create a sense of tension and make sure the story ends with the character doing exactly what you want your prospect to do... or not do, depending on the situation.</p> <p>Here is an example.</p>
<p>Slide 23 - Photo of tire salesperson</p>	<p>As Saul debates whether to buy the medium priced rims versus the higher priced rims, Paul goes into a story...</p> <p>"Have you ever heard the story about how Mario Andretti picks his rims? About 15 years ago, when he was the biggest name in race car driving, he was driving down Highway 101 in California. He had had a couple of drinks at a local bar with his friend, Buddy. They had been having a friendly argument about which was more important - tires or rims. Mario argued that tires were more important, while Buddy - who was not a race-car driver, but worked in the pit during Mario's races - argued that it was the rims that made the real difference for both safety and performance.</p>

	<p>Well, like I said, they had been drinking and probably shouldn't have been driving. They both headed north on the open road and since it was late, there were no other cars on the road. They started playing around and racing one another. Mario, of course, was laughing as he continued to pass Buddy, then slow down, then speed up again. Little did he know that the road around the next curve had enormous potholes from the torrential rains in prior weeks.</p> <p>As he and Buddy rounded the corner at a much-too-high speed to be safe, Buddy's car drove over the potholes, his car skidded, and his two right side tires shredded right off the rims and he crashed into the embankment.</p> <p>Although he was shaken, he managed to steer himself to safety and stop the car. Mario stopped suddenly, got out of the car and ran over to Buddy, who was now standing on the right side of the car to see the damage.</p> <p>When Mario approached, he noticed a smurk on Buddy's face. Buddy pointed to the rims that no longer had tires and said, "Take a look at this." They both looked at the rims that were not bent or dented one bit and Mario replied... "I swear from now on, I will always buy the most expensive rims around. They just saved your life, Bud!"</p> <p>Well now, this story isn't really true, but I wanted to give you an example that is dramatic, attention-getting and makes the point you want to make.</p> <p>It would be smart to create your own stories ahead of time or use real-life examples that provide the ammunition you need to help your prospect make the preferred decision.</p>
<p>Slide 24 - The Shame Approach - Photo of Zig Ziglar</p>	<p>Last but not least - here is an approach that can be used to close or up-sell. The famous motivational speaker, author and salesman Zig Ziglar calls it The Shame Close. His story is amusing and also makes a point - so I will tell it to you in his own words...</p>

	<p>He said..."I was changing planes and had a little extra time, looked down at my shoes and realized I needed a shoe shine. I walked into the shine stand and a young man escorted me to my seat.</p> <p>He made the change for his previous customer and I had a chance to look at the prices of the shoe shine. Seventy-five cents was the regular shine... a dollar was the wax shine... and two dollars was the spit shine.</p> <p>Well, I figured I'd get the regular shine for seventy-five cents, tip the guy a quarter and I'd be on my way. He came to me and said, "Which one?"</p> <p>I said, "The regular one." He backed up and said, "Regular?"</p> <p>I knew right then I was in for an unusual shoe shine... but I wasn't about to let the guy get the best of me. So I said, "You guys do such a marvelous job here... I know it's going to be fabulous and I'll be on my way."</p> <p>Well the guy didn't say a thing... he didn't even grunt. He started putting saddle soap on my shoes and started cleaning them... and as he did he said, "Man - these are really nice shoes. What kind are they?"</p>
<p>Slide 25 - Photo of shoe polisher</p>	<p>I said, "Well they're Balast." He said, "Boy, they're nice. I bet they're comfortable, aren't they?"</p> <p>I said, "Well they ought to be."</p> <p>He said, "They cost a lot of money?"</p> <p>I said, "Do they ever cost a lot of money."</p> <p>And he went on cleaning the shoes then he reached up and felt the pant leg and said, "Man, that is really a nice piece of cloth."</p>

	<p>And I said, "Well, it ought to be too."</p> <p>He said, "What kind is it?"</p> <p>And I said, "It's a Hicky Freeman?"</p> <p>He said, "Man, those suckers cost a lot of money."</p> <p>And I said, "Yes they do and this one has some special cloth that makes it even more expensive, but I've already been wearing this suit for about five years and you still can't see any problem with it. "</p> <p>And he said, "Man - that's nice." And then he started the shining process and he was popping. When he's popping, that's not shining... I shined shoes in the navy. I know when you're shining shoes. That's a sales call - he's trying to attract a crowd from the outside.</p> <p>So he's just a popping away and all of a sudden he backed away and looked me right in the eye and said, "You know... it seems like a shame. Man spent over one hundred dollars on a pair of shoes... spent several hundred dollars to get a nice suit of clothes. All he's trying to do is look nice.... then he won't spent another dollar to get the best shine in the whole world."</p> <p>Its really about servicing you client, when you have the mindset of serving you client and their needs you will achieve the success you want.</p>
	<p>NOTE - Sergio, if you would rather play the video instead of relaying the story - here is the link: https://www.youtube.com/watch?v=8iOUDtOWwU4</p> <p>Love the story as is.....I'm happy to talk through it, we may look at playing the video however it may distract people as they have to go to youtube to watch it and never come back to the course.</p>
<p>Slide 26 - I want to think about it - with photo of salesperson and</p>	<p>Before we wind down to the finish line of this module, I want to talk about a couple important</p>

customer

aspects of closing the sale.

You're going to want to know how to handle it when a prospect says, "I want to think about it." or "I want to talk to my partner."

Basically, the prospect is buying more time so they don't have to make a decision at that moment. However, you know the prospect will get cold if they think about it for too long. So the best way to handle this is to respond with something like, "Do you like it? If you do, then how about if the three of us get together and I'll go over the same things with your partner to see if she has any questions that I can answer. I'd love to meet her."

Another option is to suggest that you write up the order to save time later and they can call or stop by later to firm it up. If the person won't budge or take action in a positive way, then give your business card or phone number and ask if it's okay to follow up.

Slide 27 - What if... the client asks for a proposal... with photo of guy giving presentation

If the client wants you to put together a proposal, I think it is fine with a few conditions... and more questions...

Again, it is a matter of doing your best not to waste time on a potential "NO"... so you have every right to ask the following questions...

Who will be reviewing the proposal?

Can you personally present the proposal to make sure everything is clear?

Can you get more input first, particularly if other decision makers will be involved? You want to make sure the proposal addresses everyone's goals and concerns.

You will be happy to customize a presentation based on the above.

In actuality, asking these questions and preparing a proposal can often lead to a solid close after your presentation because you will be much more primed

	<p>than competitors who have developed theirs without asking the right questions.</p>
<p>Slide 28 - Photo of Shhhhhhh</p>	<p>NOW - ONE FINAL WORD SHUT UP!</p> <p>Too much chatter is nothing more than too much chatter. It gets in the way of the close, makes the salesperson look nervous and can make the client think they should second guess their decision.</p> <p>Once you've established value and linked their needs to your product or service and you are ready to ask for the sale - understand that you have paved the way for a tidy close. Ask the question and then be quiet and stay quiet!</p> <p>Do not talk until they have the opportunity to respond.</p> <p>The silence creates a space between the buyer and the seller so the greater the space, the greater the likelihood the prospect will say YES!</p> <p>If you continue to chatter, you aren't allowing for the space for YES!</p> <p>You have narrowed down and isolated their need or problem. Then you helped solve it by asking the right questions. Finally, you have demonstrated value while linking the solution to your product.</p>
<p>Slide 29 - After you ask for the Sale... with photo of happy salesman</p>	<p>After asking for the sale, you can expect one of two different answers...</p> <p>a) You will get a “Yes” in which case you can sign</p>

	<p>him up or, b) You will get an objection...</p>
Slide 30	<p>Now is a perfect time for you to reinforce these new methods you've just learned. So take about 60 minutes and go through pages 2 through 13 in your notebook. Try not to look back for the answers!</p>
Slide 31 - Recap	<p>Welcome back! Before we move on, let's recap what we have covered so far using the most successful techniques on Closing the Sale while everything is fresh in your mind.</p> <ul style="list-style-type: none"> • Match your prospect's point-of-view • Honor their "map of the world" • "I appreciate, I respect, I agree" • "Imagine or "Just suppose" • Ask questions to get the prospect in YES mode • Pick the best approach to move the sale forward • How to handle "I want to think about it" • What to do if a proposal is requested • Shut UP!
Slide 32 - How to Turn Objections into Sales	<p>I'm sure you're excited to learn the final methods to successfully closing the sale. Handling objections often intimidates unseasoned salespeople because they feel blind-sighted. You see objections are the client's way of communicating that if they buy something from you, the product or service had better meet with their expectations and the promises that were made.</p>
Slide 33 - Identify Objections	<p>It's also important to identify which objections are likely to turn into a NO. You want to stick with the YES prospects and move away from those who are still sitting on the fence to a NO, so you can move on. Do not waste time trying to convert MAYBE's to YES -</p>

	<p>it takes up too much time and energy. Instead, if its important to your business, move the MAYBE's to your call back or contact later list. It is likely they need to be contacted in the future so you can catch them when they are ready to buy.</p> <p>As for those who seem likely to say YES, don't become discouraged if you start hearing objections... as they will happen. I realize it can be a little disconcerting when you think they are ready to sign on the dotted line and all of a sudden, objections arise - but if you expect them, then you are prepared to handle them with style and grace.</p> <p>A smart man once said - It is not the smartest, nor the most intelligent that survives. It is the one that is most adaptable to change. Charles Darwin was the pioneer in evolution and his theory is still applicable today.</p> <p>So that is what you must be - adaptable to change. Remember what we talked about in earlier modules. The person who is the most flexible wins. So remain self-aware when you are in these situations and stay calm, open-minded and capable of bouncing around in the sales process, as necessary.</p> <p>The key is to discern why the prospect is objecting, as many people voice their concerns with different levels of severity and conviction. Continue asking questions until you feel you have your prospect's real thoughts and feelings behind the objections.</p> <p>This is crucial to leading and finding the solutions that fit.</p>
<p>Slide 34 - Rapport and Trust were Broken (with photograph of tree heads)</p>	<p>Always remember - when resistance is evident, somewhere along the line rapport and trust were broken. Your prospects are with you because of YOU</p>

	<p>- not just the product or service. They want to buy from YOU because you are like them and they like you and are looking out for them.</p> <p>So resistance is a clue that you have to re-establish trust and reconnect the bond. Keep the mindset of being "of service" and demonstrate that you have their best interests in mind and are not only interested in making a sale.</p> <p>If this is all new to you, don't worry - the more practice you have, the faster you will become a TOP leader in your industry!</p>
<p>Slide 35 - Title Slide (There are 3 levels...)</p>	<p>For those just starting the more interaction you have the more practice the better you become.</p> <p>The Dalai Lama once said, "There are three levels of knowledge...</p> <p>what we learn from reading or listening to explanations which is quite rough and shallow.</p> <p>Then there's what we understand as a result of analysing what we've read or heard, which is deeper and more stable.</p> <p>Finally, there is what we know as a result of prolonged and focused familiarity, which has the quality of experience. " The more you do the more experience you have. The more it comes naturally and instinctively. This is the level of master and is where you will become if you keep practicing with these exercises.</p>
<p>Slide 36 - Turn "no" into "yes"</p>	<p>Now, all objections boil down to the same main four, but as with all communications - you have to use your skills to determine how to respond to each objection.</p> <p>Here is what you must not do. Although I have said it</p>

	<p>before many times, I feel the need to voice it again.</p>
<p>Slide 37 - Do not and DO</p>	<p>DO not get defensive. Remember to stay on your prospect's side and find a way to move forward in a way that is mutually beneficial. Becoming defensive or argumentative is counter-productive and it will push the client in the other direction.</p> <p>Stay calm, understanding and empathetic to your prospect's needs and you will stay in control. Have you ever heard the phrase, "The person with the most flexibility controls the system?"</p> <p>Think about that for a moment... the person who stays flexible in any situation is the one who has more choices and therefore the most influence.</p>
<p>Slide 38 - Title Slide (The person with...)</p>	<p>Another, more powerful way to understand it - the person who is the most flexible WINS.</p> <p>So if someone is giving you a hard time, do not push against that person. Determine their motive by using your skills, stay on their side and respond from a position of influence not enemy. I'm trusting that makes sense, its very important take away.</p> <p>The right way to answer the objection starts with being an astute listener. When the first real objection arises, you can genuinely show that you are surprised. After all, you have already established value and reached agreement.</p> <p>You might even repeat the objection demonstrating your surprise. This might be enough for the prospect to clarify the objection or describe what's behind it. Let's say the client mutters, "I don't have enough time for this right now."</p> <p>You might respond with something like, "Is that's the only reason?" Or, "If I could show you that you don't need any extra time, would that make a difference?"</p>

	<p>If you are using all of your skills, you will be able to work out whether the prospect is trying to back out or looking for you to reinforce their decision... or if there is a different objection which may be laying beneath the voiced objection.</p>
<p>Slide 39 - 4 Basic Objections</p>	<p>In summary, All objections batch down to the four primary...</p> <p>I don't have enough money. I don't have enough time. It won't work for me. I don't believe you.</p> <p>We'll go over those in depth in a few moments.</p>
<p>Slide 40 - Title Slide (An Objection is not...)</p>	<p>Remember, objections give you valuable information. They show where the point of resistance lies and provides an opportunity to remove that resistance.</p> <p>An objection is not a rejection! It is simply a request for more information, so expect it, even though it may feel a bit frustrating.</p>
<p>Slide 41 - Ignore the 1st Objection</p>	<p>Here is an often-used method that you may think sounds a little rude.</p> <p>But when you hear the first objection, you can decide when to simply IGNORE it or take action to change it.</p> <p>Well, the reason this can be the perfect first step is because it's been my experience and that of the top salespeople in the world that the first objection voiced is not the true objection. The true objection often arises shortly thereafter.</p> <p>Sometimes an objection is minor and the prospect wants you to breeze past it.</p>

	<p>Ofentimes people want to be talked into the final sale so they don't have any guilt about their purchase, so they voice an unfounded objection.</p> <p>Other times, prospects want you to reinforce their reasons to buy, so the objection is voiced without much conviction.</p>
<p>Slide 42 - When it is not an honest... plus photo of woman and salesperson with refrigerator</p>	<p>So generally, I tend to ignore the first objection to see how real it is.</p> <p>However, I recommend ALWAYS going back to establish value even if you don't acknowledge the objection.</p> <p>Let's go through a few examples.</p> <p>Let's say you are selling large kitchen appliances and you have linked two specific refrigerator models to the client's needs.</p> <p>And your client says, "I really like it, but maybe I should find something a little cheaper."</p> <p>Since you've been talking for a while now, you realize that is not an honest objection. She had already told you her budget and the unit you are showing her fits well within it.</p> <p>So you ignore the specific comment and respond with something like this...</p> <p>"Great, this model has every, single feature you were looking for. You won't find another model at this price with the features that are important to you."</p> <p>If she responds with, "Well, I guess I could do without the fancy icemaker."</p> <p>Then you respond with, "You don't have to! It is standard on all of the models in this brand. It doesn't cost anything extra."</p> <p>So although you have not acknowledged her objection, you have reestablished the value of the</p>

	<p>unit and why it is perfect for her and move on. You would probably want to use the Negative Consequence approach to get to the close.</p> <p>"It's a good thing you're here today. There's only a couple more left and next week they won't be on sale any longer."</p> <p>OR... "The sale will be ending tomorrow." OR "Today we're offering free delivery."</p>
<p>Slide 43 - When the objection is easily handled.. (photo of 2 at the piano)</p>	<p>Of course, some objections are easily solved. In which case, just solve the issue!</p> <p>Let's go through another example.</p> <p>You are now a salesperson in a piano store. You have been talking to this couple, Judy and Julian, for over an hour now while they test out all of the features on the latest high-end digital piano. You can see by all of their non-verbal communications that they are convinced this is the piano they have been looking for.</p> <p>They eagerly test each digital feature and after you have asked and answered every question under the sun, they hop on the piano and play a couple of duets.</p> <p>After they finish their last song, they look up, clap and smile.</p> <p>You're prepared to close this sale and have already planned to use the ORDER BLANK approach.</p> <p>They watch you walk over with your tablet and clipboard. They look at one another and suddenly stop smiling.</p> <p>You are a bit perplexed, but undaunted because you are always prepared for objections, right?</p> <p>Julian looks up and says, "We really want this piano, but we are moving in two months. We're only going</p>

	<p>five miles away, but we would have to hire and pay piano movers - so we don't want to buy it today." Judy nods in agreement.</p> <p>You respond by using the "Sign today and get" approach and without acknowledging the objection, you go right into action "Well, you're going to love this. We have a free delivery policy and just because you sound so amazing on this instrument, I can't see why you should wait two months to have something you love. I'm going to call it the Preferred Musicians deal.</p> <p>If you buy it today, I'll have it delivered within the week. Then when you are ready to move, we will move it to your new home - also for free.</p> <p>Judy and Julian smile and stand up ready to sign.</p> <p>You want to offer whatever it takes to solve the problem quickly, whenever possible. Obviously, there are some issues that are harder or impossible to solve. But most issues are easily handled.</p>
<p>Slide 44 - Give examples of great success (photo of couple)</p>	<p>Here is one last example on how to ignore the first objection. In this example, you will completely ignore the statement because you know it is not likely the real objection.</p> <p>In this example, you are talking with Daria and Albert about buying a license for your Health Express company. You are selling the formula and tools to healthcare professionals in different geographical areas who want to open their doors with a known brand which will help them secure clients quickly. You talked on the phone with Daria for a couple of weeks and now she and her husband have traveled 200 miles to visit your facility, review the training documents and sign.</p>

	<p>You know she is interested, as she has taken a lot of time to get the details and come in person to meet. You just finished going through the presentation.</p> <p>Now you are ready to ask for the sale directly, Daria looks up to her right and says, "I am not completely sure if this is for me."</p> <p>You instantly realize that there is little conviction in this objection, so you completely ignore it and begin giving examples of the great successes the other licensee's have had. By doing this, you have reestablished value for purchasing the license and the little voice in her head that had a moment of uncertainty has evaporated.</p> <p>Daria does not repeat the objection and picks up the pen and pulls out her checkbook.</p>
<p>Slide 45 - Empathize and diffuse</p>	<p>Of course, there are real objections that will come up and your job as a leader is to move the prospect from their point of resistance to a yes. That, obviously, requires more time and patience.</p> <p>You will have to regroup and circle back, again demonstrating gratitude and trust. Thank your client for their honesty and remind them how much you appreciate the opportunity. You are about to show how easily their objection can be overcome.</p> <p>While you are empathizing, you are also diffusing the situation... so you will use open-ended questions while matching and mirroring their answers, physiology and non-verbal communications.</p> <p>Once you feel the bond has been reestablished, go ahead and reconnect the value the prospect will receive when matching their need to your product or service.</p> <p>Take each step slowly and carefully. Make sure to be spontaneous and not sound overly rehearsed while you select the approach you plan to use to close the deal.</p>

	<p>So again, you are going to go back to square one and utilize each SECRET you have learned in this series until you know the objections are completely exhausted and eliminated.</p>
<p>Slide 46 - PAUSE</p>	<p>Now would be a great time to reinforce this part of the lesson – so pause the video and answer the questions on pages 15 through 23 of your notebook. Spend no more than 45 to 60 minutes.</p>
<p>Slide 47 - Remember - The Basis of Most Objections (with photo of Objections)</p>	<p>Welcome back! Now remember what I said earlier? All objections net down to just four... I don't have enough time... I don't have enough money... It won't work for me... or I don't believe you.</p>
<p>Slide 48 - "I simply don't have enough time..." (photo of wristwatch)</p>	<p>Let's take each objection one-by-one.</p> <p>If your client says, "I simply don't have enough time to deal with this."</p> <p>Your response would be something like this... I understand how important saving time is... and that's why I am recommending this. This is going to save you time. I can have it delivered and installed and it won't take more than 15 minutes of your time. All you have to do is open the door and let them in. I can take care of everything.</p>
<p>Slide 49 - Remember: 80% of Prospects... (photo of woman with shopping bags)</p>	<p>Do you remember a while back when I said that 80 percent of your prospects have already pictured themselves using your product or service - so 80 percent of the time, you should be able to make the sale.</p> <p>Always be mindful of the fact that if the prospect has bothered to set up a meeting with you or come into the store, then they are already close to buying.</p>

	<p>Understand? This is so much more possible than most salespeople realize... and why you are going to be unstoppable after you finish this program.</p>
<p>Slide 50 - "I don't have enough money"</p>	<p>Now as for objection number two - I don't have enough money. That might seem like a more daunting objection as it's your word against theirs as to what they can and can't afford.</p> <p>Let me give you an excellent example of how this can work. I have a friend who runs a debt elimination program. The cost to the client is a percentage of the amount he will save in interest charges and payments. His program cuts the length of the payback terms nearly in half - saving hundreds and thousands of dollars in fees, interest and extra payments.</p> <p>His ideal prospect is one who has been living paycheck-to-paycheck and has been experiencing all of the awful symptoms that one goes through when living day-after-day with a dreary financial situation. Sleepless nights, depression, reduced quality of life... what's the cost of all of that?</p> <p>He offers free strategy sessions to show his prospects how his program would work using their actual figures. He does a great job of prequalifying his prospects, but found that more than half were objecting to his fee - which, as I mentioned, is a small percentage of the amount they will save. PLUS, he guarantees the work or they get their money back.</p> <p>Once he recognized that this objection was going to come up again and again... he reframed it.</p> <p>He created a chart that identified the real costs of being in debt. The chart included:</p> <ul style="list-style-type: none">• How much it costs to delay and NOT ACT NOW!!

	<ul style="list-style-type: none"> • The high cost of interest charges that they are paying versus how much they would be saving. • The amount of money they are really paying for their goods and services over time, which is 2 to 3 times the original amount. • The cost of emotional happiness. • The cost of missing great financial investment opportunities. • The cost of missing out on years of their lives, that you can't be regained. • The cost of having to work until old age, due to no real retirement savings. <p>Paying for his services is actually an excellent investment and unless pointed out, the prospects viewed his fee as expensive! Now his prospects quickly understand how spending money to make money is a key principle and regain psychological health is an investment in their debt!</p>
<p>Slide 51 - Reframe: I don't have enough money (photo of girl with empty wallet)</p>	<p>You can find many ways to counter the "I can't afford it" objection...</p> <p>When you KNOW your prospect has enough interest in what you are selling, there is a way.</p> <p>This is a good time to talk about how to reframe a perceived negative.</p>
<p>Slide 52 - Replacing Negative Words chart</p>	<p>An easy way to reframe perceptions is by choosing different words. Do you remember this chart from the Secret #2 module?</p> <p>Personally, I'd recommend continuing to add to this chart and keep it handy until reframing becomes</p>

	second nature.
Slide 53 - PAUSE - Exercises on pages 24 through 29	PAUSE the video now and finish exercises on pages 24 through 29. Don't spend more than 45 minutes on this right now, but repeat and review your answers often.
Slide 54 - "This may work for others..."	<p>Welcome back!</p> <p>Now, let's move onto the third objection that comes up frequently... which boils down to "This may work for others, but it won't work for me."</p> <p>Another way of understanding this objection is "I don't really need it". Well, there are several ways to handle this objection. Surely reframing can work in some situations for this one. However, I like to use the What Would Happen If approach because the prospect who says this is usually using negative words, like "I can't... I shouldn't... I must not..."</p> <p>So you go back to using the Language Pattern of Precision method of asking questions. The object is to get the prospect out of being stuck in the thought that they are doing something they should not, could not or would not do.</p>
Slide 55 - What would happen if... (photo of man relaxing)	<p>What would happen if you did? How would you feel if you did buy that? Just suppose for a moment that you did sign on...</p> <p>As I mentioned in Module Four, always use the agreement frames when countering any objections.</p>
Slide 56 - I appreciate... I respect...	<p><u>Agreement Frames</u></p> <p>I appreciate...</p> <p>I respect your...</p> <p>I agree with...</p> <p>Listen to these examples again and see how much more warm and caring they sound.</p> <p>I appreciate how you feel, yet what would happen if you did get exactly what you want?</p>

	<p>I respect your thinking. I'm wondering how would you feel if you did buy it?</p> <p>I agree with that and understand. However, just suppose for a moment that you did sign on.</p>
<p>Slide 57 - "I don't believe you." (photo of skeptical woman)</p>	<p>Now, the fourth basic objection that you may hear is "I don't believe you." Your responses for "It won't work for me" and "I don't believe you", will often be the same.</p> <p>You can always start by suggesting they talk to a former customer... or encourage them to look at online reviews. Obviously, you can only do that when past customers have been pleased.</p> <p>If those are not options, then this is the perfect time to tell a story or bring up a few anecdotes surrounding pleased buyers. "I had a customer in last week who worried about the same thing. He called me just the other day to thank me. He said he couldn't be happier."</p> <p>Metaphors are also an excellent way to get your point across without being disagreeable, pushy or defensive. They are a strong element of the Milton Model, which you learned about during Secret #2 – How to ask the right questions.</p> <p>Metaphors communicate to your prospects' unconscious, with just a phrase or a word... therefore they are powerful and effective. They also deepen rapport while allowing the listener to easily transfer the meanings of the metaphor to the situation at hand.</p> <p>Oftentimes, Fairy Tales are story-type metaphors that children want to apply to their own lives.</p> <p>A good way to get started is to have a few metaphors and anecdotes prepared ahead of time, unless you are extremely good at ad libbing.</p>
<p>Slide 58 - Do not use Cliches (with</p>	<p>Here are a few to get you started... best to avoid</p>

<p>photo of daisy)</p>	<p>clichés such as... Fresh as a daisy Happy as a clam Light as a feather Best deal in town</p>
<p>Slide 59 – Do USE original metaphors</p>	<p><i>Do use more germane and original metaphors, like...</i> Everyone wants the affordable Ferrari Buying this is an extended warranty on life. Better hurry – this Special is a fleeting dream. You’ll be the one and only Superstar.</p>
<p>Slide 60 – “I don’t trust you” should not come up...</p>	<p>To my way of thinking, if you have already established value during the conversation, the “I don’t trust you” objection is not likely to come up. So if it does, I’m suggesting you moved along too quickly without gaining agreement along the way. Remember, it is never about selling something to someone that they don't want. Those are the No customers that you don't want to spend much time with. Right? Think of it this way - if you haven't clearly established value - then perhaps the objections are accurate. If you have, then closing the deal will not be fraught with objections that can't be easily diminished. .. and you will have to start over. Purchases are made with both heart and mind... If you create a vision that instills a positive emotion from the product or service you are promoting... then you will close the sale. And as you've learned and practiced identifying people’s preference for communicating via their feelings, visuals, sound and logic.</p>
<p>Slide 61 – Effective Phrases to Remember</p>	<ul style="list-style-type: none"> • Don't try it unless you want to buy it, because you're going to love it! • Have you found that your other associates are wanting it too? • Would it be fair to say that you see the value? That this is a cut above?

	<ul style="list-style-type: none"> • I understand and appreciate that you don't think that, but what would happen if you did? • Yes... but if you really want to, I would be willing to... • Imagine for a moment that we could overcome those obstacles... think of the pot of gold at the end of the tunnel. It would be well worth it, wouldn't it?
<p>Slide 62 - PAUSE - Pages 24 through 29</p>	<p>Before we finish up, I want you to go into your notebook and create examples of each of these as it relates to your personal sales situation. Put this on pause and spend no more than one hour for now. Later, please print out extra blank pages and practice overcoming obstacles by using every situation you have come across in real life as examples.</p>
<p>Slide 63 - Sergio</p>	<p>Welcome back. I'm sure you found that enlightening. It is so empowering to feel like you have all of the answers, isn't it?</p> <p>You should be so proud of yourself for having finished this five series program. Do you know that over 70 percent of people who purchase classes or self-help materials never come close to finishing? So pat yourself on the back... and... remember that if you ever get stuck in the future, come back and review and refresh your memory.</p> <p>I realize we have covered a great deal of information and techniques and that it can be a lot to absorb. Hopefully, you practiced all of the secrets along the way. This program may have taken you five months to finish... or five days. Either way, you know it is always here for you and I am only an email away.</p> <p>And that's the end of our program... how do you feel? Now it's time to go out into the world and make the headway you never dreamed possible!</p> <p>All I can say is practice will catapult you into super sales stardom! Be of service to your market, that will differentiate you as a leader. Back it up with a great product or service and the rest will come easy.</p>

<p>Slide 64 – Recap</p>	<p>Let's recap everything to keep everything fresh and top of mind:</p> <ul style="list-style-type: none"> • Match your prospect's point-of-view • Honor their "map of the world" • "I appreciate, I respect, I agree" • "Imagine or "Just suppose" • Ask questions to get the prospect in YES mode • Pick the best approach to move the sale forward • How to handle "I want to think about it" • What to do if a proposal is requested • Shut UP! • Ignoring the 1st Objection is often best • Identify Objections • When there is resistance – trust has been broken • Do not get defensive or pushy • Stay on the prospect's side, and Move forward with a win-win! • An objection is not a rejection; it is simply a request for more info • How to change "I don't have time to deal with this" • How to change "I don't have the money" • How to change "I don't need it" • How to change "I don't trust you"
<p>Slides 65 – 68</p>	<p>I have created a FB page so we can share our learning and experience and help build a community of aspiring people who want to change and increase their level of sales, influence and persuade. The more we share and collaborate the better growth opportunities and better results.</p> <p>Its been a great pleasure serving you through the five modules and I would love to hear about your experience simply by sending me an email to xxx</p> <p>You are ready to take on the world, all the best, I believe in you! As we close, here are a few parting</p>

words from 3 well known sales experts...

Sergio Zambrano