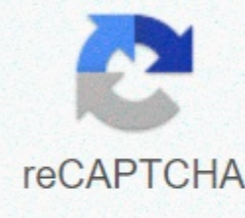




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Closers survival guide

I was listening to an audiobook... You can skip the first 50 chapters or so, the prisons are pretty solid. It's nice to try them out in most situations. I just found myself disagreeing on a few things. It's great to have if you try to get out of a rut. PRAISE FOR The Nearer Survival Guide He did it again! This book is an encyclopedia of information that will put you in a position to close any situation, resolve any objection and negotiate like a professional. Ron Palmer, DCH Group Grant focus on real-world sales. Many people who give sales advice have never sold anything in their lives. Grant's techniques are forged in the real world and work in the real world. It's the best closing reference book you'll ever see. Duncan Scarry, Moore & Scarry Advertising This is your 'Bible' for closing and negotiating. No saleswoman should be without her! John Kostokos, professional salesman Grant Cardone shows you how to turn prospects and opportunities into deals and money. Mimi Starrett, a 20-year veteran of luxury home sales in Beverly Hills The world is filled with sales people, but what's short is a professional neighbor. This book is going to make you a professional. Michelle Seward, CEO of Protégé Financial In my 20 years in business there has been no one who has come close to Grant Cardone, don't just buy a book, buy them for all your sellers like me! Mark Hoch, sales director Don't be fooled into thinking you're a salesman if you're not closer. Sales without closing are not sold at all. It's like being married without a spouse... Impossible! C.P., CEO, Elan Vital LLC Information in this book is the most powerful and effective I have ever used! Steve Zakar, retired Marine and professional sales persona Information in Closer's Survival Guide can be applied to any type of sales position. Get it, read it, learn it, and you'll thrive from it. John Hamlin, chief executive of Hamlin and Assoc. Learn from the best! This book is a manual that you can use in any situations of your life to get a YES instead of a no. You will wait for complaints of your appearance because you will know how to use them to close the deal! Frederique Carillo, Enagic Independent Distributor This is a must-have for sales people. Most sellers do a great job selling the product and then falling apart in fear of making a deal. This book is an absolute guide to eliminating all fears and building the confidence needed to blow away the competition. Rob Rodgers, General Manager I began studying Grant's proximities as an astronomer would study the stars and 'Closure' became the easiest part of the sale. Today I am in the top 1% of all sales people worldwide thanks to the information in this book. Carlos Panthera, Professional Closer This is the most powerful information ever read about negotiations and closing sales. Eric Parmater, inventor of The Wickler after I found out Grant was closing my income doubled. Ed Doyle, Senior Account Manager This book is your chance to learn the art of closure from Grandmaster Grant Cardone. Rhett Bullen, entrepreneur Grant Cardone wrote a masterpiece about the art of closing sales. This is MUST reading for anyone in any industry and any walk of life. This book has forever changed my ideas about the word 'sale' and sales! Robert Miner, Internet Development and Marketing Grant Cardone took the art of making a deal to the same levels tiger woods took the game of golf to. Grant, your finishing material, your advice and life inspiration have given me direction and purpose. Michelle Klaprat, best saleswoman, Gauthier Group This book has everything you need to know to become a true professional closer. Brad Mugg, General Manager, Norm Reeves Honda Don't try to compete without Grant Cardone's full arsenal of shutdown technology! Information in just one of Grant's Closes can be worth hundreds of thousands of dollars to you. Warren Haynes, businessman I make more money than I've ever made in my life. Derek Trammell, sales coach Grant will teach you how to close and sell so you can sleep at night. He is the master of the close and will teach you things that will last for years and years. His books are lifelong guardians, not fading into the moon. Brad Haag, CEO of Haag Investment Group I was so impressed with Grant's book that I immediately bought 45 copies and sent one to each of my clients. John W. Elliott, Founder, Power PR, Inc. How to lock up anyone, anytime, in any situation. + More than 100 ways to ink the copyright © 2009 grant Cardone Library & Cardone Enterprises. All rights reserved. Except as permitted by the U.S. Copyright Act of 1976, no part of this publication may be reproduced, distributed or transmitted in any form or in any way, or stored in a database retrieval system, without the publisher's prior written permission. 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34 Chapter 7 Near 43 Science Chapter 43 Make8 — Break point 52 Chapter 9 Ten reasons closer to succeed 59 Chapter 10 Rules 74 Chapter 11 Closes 1 7 91 Closing Index 348 Glossary 358 About author 379 vii UVOD C loss is last step in the search for any goal. This thing called closure is not just something sellers do, but something that applies to every person. Nothing really happens until you are able to challenge the support, energy and resources of others. As close as it may seem to be what separates those who have from those who don't. This critical and vital ability is what distinguishes a dreamer from an exceptional individual who realizes dreams. The world is filled with people who have big dreams of new products or ideas that will change the world, but will never become reality just because the dreamer could not close others to support their dream. The world abounds in big ideas and big dreams and is lacking for people who can lock others out on funding, supporting and getting behind them! The ability to close makes a difference more to any other skill you will learn in life! You might think this is an exaggeration, but the only reason you know the names of people like: Christopher Columbus, Ben Franklin, Abraham Lincoln, Thomas Edison, Henry Ford, John Kennedy, Martin Luther King, Walt Disney, Mother Theresa, Bill Gates, Steve Jobs, Colonel Sanders, Oprah Winfrey and Barack Obama are is INTRODUCTION because they've managed to shut others down on their ideas. They were able to instill support for others so they could get their ideas backed by money, energy and effort. The art of incarceration is not limited to sellers. This is a necessary skill for anyone who wants to move their ideas, dreams, products and services to the market. Incarceration is vital for anyone who wants a job or a raise. Closure is what is needed to ensure that you get what you want in life, both professionally and personally. There is no cost to an individual or company greater than not being able to close others on their products, services, ideas and dreams! The inability to do the job exhausts the belief and confidence of the individual. He becomes visibly demoralized and begins to give up his quest, and attention is stuck on losses and failures, not on the self-confidence and competence that comes from incarceration. Failure to close has devastating effects on both individuals and businesses because it fuels uncertainty, uncertainty, doubt, fear, loss of hope and ultimately lost opportunities. Losses, due to inability to close the cost is calculated not only financially, but also emotionally. The inability to close, to finalize agreements, to achieve support, is the downfall of individuals, companies and entire industries. Companies are failing because they are unable to finance themselves and through the inability to close new businesses, not because of a lack of money. Filled with more than 100 powerful closes, this book is x UVOD a fresh new look at closing. This information has been tried and tested over years of extensive research, and has been successfully used by hundreds of thousands of people, including; vendors, negotiators, intermediaries, deal makers, lawyers, entrepreneurs, CEO's, insurance agents, bankers, real estate agents, financial planners, MLM distributors, actors, directors, producers, husbands, wives, students, buyers, politicians and even hourly workers who want to keep their jobs or get a raise. This book will teach you how to close others about giving what you want to get your ideas, dreams, products or services on the market. It's my assurance that this will be the most effective book you've ever read on the subject of closures. This will put you in a very small, respected club of exceptional individuals who have one thing in common: the ability to close a deal and realize any dream or idea! Xi GOAL OF THIS BOOK The goal of this book is to become a master in the art of negotiating and closing transactions of any kind! Closers Survival Guide will provide you with previously missing information about this critical, untapped skill and allow you to get whatever you want in life. This skill called close separates those who do, from those who don't. Those who do not learn this skill will never have abundance in their lives. It's close when a person can reap the reward for their previous hard work. Life is a negotiation, and this guide will show you how to get your way into the conference room, negotiating table and even at home! You will learn how the logical meaning of every situation you encounter, in any kind of negotiation. There will be people who have read this book, who may have previously doubted their ability to negotiate and close, who will use this information and then proceed to close hundreds of millions of dollars of business earning millions of dollars for themselves. Some will use it to finance the company and make their dreams come true. I hope you're one of the people who's smart enough to really apply this information, and I look forward to hearing from you. Email me with your results 1 2 THE CLOSERS SURVIVAL GUIDE You will soon become familiar with an arsenal of closing techniques so powerful, so effective and so plentiful that you will be catapulted to new levels of trust and new levels of income. These are not only big claims, but mine personally, those who take this book and dedicate itself to learning information between its cover. I will introduce you to new ways to close that you have never been privy to, ways of closing that have been proven to work more often than not and have already changed the lives of thousands of people! Although many books claim to be new material, the information attached to this book is new, it is logical, ethical, it is fresh and you will get a job that you have not been able to get in the past. This information will gain the respect of your customers, and they will no longer play with you in close proximity to the way they have in the past. And believe me here, they only toyed with you because your skills weren't complete and your arsenal of techniques was too shallow. Respect, credibility and the ability to persevere are key to the end! Your perspective will no longer play with you when you know how to treat them with confidence and logic. You will be able to control and anticipate their responses, results and revenues. You will earn the respect of those with whom you do business, your company will start celebrating your praises, and you will become as famous within your industry as others will hear about your success. You will become a different person as a result of studying this book, thus becoming a new trust in your ability to take care of yourself, your family and the goal of this book 3 ultimately realize your dreams. HOW TO USE THIS BOOK The best way to use this book is to read it in full and start listening to the audio version immediately. In the audio version, you'll hear me elaborate on each of the closures in more detail and give more examples of what you'll experience as a result. It is said that repetition is the mother of all teachings, so I would strongly suggest that you listen to zippers on the way to work every day for thirty days. This repetition will be the most effective way to become natural with the delivery of information. After listening to the entire audio version at least ten times, I guarantee you will become a natural in using each of the powerful closes. Keep this book as your instructional guide or owner's manual with you so you can continue to call it throughout the day. In the first 30 days, I want you to file every complaint, stall and complain. This simple step will magically cause you to be even better prepared for every encounter that follows. Don't just read this book — keep it, refer to it, use it, and make it your own survival guide. You will see that the book is basically divided into two parts. The first half of the book is on the theory of closure, and the rest is a compilation of different closures. You'll see on the opposite page of each close, two sections in which you'll write down how you'll use the close 4 CLOSERS SURVIVAL GUIDE specific to and what complaints you may receive as a result of using this specific proximity. It is vital that you do these exercises, as this will be your first application of this close. Take the time to customize close to the product, service, concept, or idea you represent. No matter how simple you think proximity might be, take the time to complete the exercise. Even if you think that a certain proximity may not fit your style or may not fit what you're selling, take the time to write so you can use it, if you choose. Next, please write down the complaints you may receive as a result of using a close one. Write down what you might expect your perspective to say or do, and then to what proximity you would move as a counter. Until you are able to quickly predict the counter and your response, you will need to continue working with this book. My intention is to bring you closer together! As an example, there is a fantastic close name Title/Registration Close and it goes like this: Whose name we will register your new X in... Your name, your spouses' name, or both? This is one of the groups of assumptions closes, because it assumes that your perspective will take ownership of what you sell and use some of the paperwork of your transaction to create an opportunity to close and finalize the deal. Put it in your own words, then fill out the next exercise. For example, the objection that you might get the goal of this book 5 is: We need some time to think about it. Then what close are you going? I know the correct answer without thinking, and that's what I want for you! This is the point of these exercises — to be fully aware of every final possibility and your next action. If you sell watches, you may not immediately see the point of closing like this, but you can simply convert close: On whose behalf can I create an account or register your watch warranty — your name, your wife's name, or both? Or if, for example, you sold something intangible like movie ideas to rooms full of studio executives, you'd use a little more finesse on this close, but you could still use it this way: Which company are we going to use in contracts - Warner Brothers, Village Roadshow or both? The point is to use exercises to engage in learning, not just wait for the book to somehow cause change. The book won't make you change — only your involvement will change you. Start using the information as you read it and it will prepare you for real-world situations. Do not neglect this advice and do not be lazy about how you use this book. This book has already been tested on thousands of people. Those who did exercises and listened to sound received results more than twenty times than those who had just read the book actually apply it. Don't just read up close and leave out doing the exercise — it's crucial to write down how to apply it to your busi- 6 THE CLOSERS SURVIVAL GUIDE ness so you really start thinking and acting like Closers! Remember your life, your job and results depend on your ability to close the deal! THE END GAME IS CLOSE T on A closer survival guide is obviously perfect for salesmen, negotiators, deal makers and intermediaries but also critically important for dreamers, investors, inventors, buyers, brokers, entrepreneurs, bankers, CEOs, politicians and anyone who wants to lock up others the way they think and get what they want in life. This chapter speaks of the final game, this critical point of exchange, where negotiations become an agreement that can be reached, and is called close. Show me any very successful person, and I will show you someone who has big dreams and who knows how to close! The end game is near. The world is full of sales bodies of people who have learned to sell but failed miserably when it came time to actually close sales! There are even more people, billions, who had big dreams just to give them away because they couldn't convince (close) others to support them in becoming reality. Thus, sleep dies and is forgotten until someone realizes the same dream later, but is able to close others to support and accept it, and realize it. Who gets the credit, the dreamer or the closer? The only real reason a person fails in life is the inability to close others to providing resources, energy, money, 7 8 CLOSERS SURVIVAL GUIDE SUPPORT or whatever it takes to achieve what they want! It is said that 20% of people sell 80% of the product. If this comes true, then only 20% of dreamers make their dreams come true. I don't know if this is factual statistics, but it certainly seems reasonable based on observation. I know for sure that 100% of people who make their dreams come true know how to lock others out of their dream. They know how to work out the arrangements and how to convince others to support their journey to a dream come true. This thing called closure is not limited to sellers, but affects anyone involved in contract negotiations, buying, selling, raising money or raising support for any cause, and is essential for an everyday man who just wants to make his life better. It's a mass-scale misunderstanding that closing is just a seller's skill. Christopher Columbus imprisoned the Queen of Spain for funding his trips half way around the world, then got credit for discovering the New World. The inventor, Ben Franklin, shut down the world on electricity and makes us have light. John Kennedy shut down the American population on going to the moon and thus raised necessary to finance space travel. THE END GAME IS CLOSE TO 9 Martin Luther King Jr. closed humanity in a very turbulent and suppressive era to the idea that all men should be treated equally, and he has positively influenced the world. Bill Gates convinced and shut down the world about using computers as a daily practice and that made him one of the richest men on the planet. Barack Obama shut down 60% of the US population by voting for him as president. He had less than two years of political experience and no experience running anything. He managed to raise more money than any candidate in the history of the world during one of the worst economic periods in seventy years. Closure is essential to bring about change. Closure is key to delivering production. Incarceration is key to surviving and creating things. Too bad, in today's culture, this very necessary skill is socially tainted as something disgusting, and requires tricky and manipulation. Films such as Glengarry Glen Ross and The Boiler Room have not helped the perception of the closer; however, this book discusses how to reach an agreement in an ethical and professional way that everyone wins. CRITICAL EXCHANGE POINT T he critical exchange point called closure goes beyond persuasion, promotion and sale. Proximity is a critical point of exchange when there is a transfer from one person to another. This is where you stop selling, get a buyer to take action, and swap something they have for something you have. Close, unlike sales, is that specific moment when you acquire an agreement, all parties take action and things of value are exchanged. If there is no exchange and there is no action, then there is nowhere near, and if there is no close (agreement), then there is no exchange of real value. This only step is where; the seller, consultant, account executive, negotiator, intermediary, broker (or whatever your name is) finally, and for the first time in the transaction, become of any real value and benefit to the other party. This may seem harsh, but while you may have been at your service — because you didn't close and cause the exchange, you didn't actually create value. Until closure (agreement and exchange) occurs, there is no real value in what preceded it. NO CLOSE = NO EXCHANGE = NO REAL VALUE 10 CRITICAL EXCHANGE POINT 11 Exercise or exercise is a good example. Until you start actually getting in shape and receiving the benefits of training, the actual elaborate is just something you had to do to eventually see the results from the exercise (exchange). If you stop working before you get results, was there really any value? You can certainly find some value in the first exercises, but that's not why you started working. Until you start losing weight or improving muscle tone, the actual value has reached; therefore, you have never received any substitute for your training. Stop before you close to getting exchange value training and that's what most people do that causes their deaths. They were sold in training, but failed to close on improvement, change, the point at which value is gained. They quit before they got the deal, and they never get the exchange. This misunderstanding is the cause of the decline of the individual, the company and the dreamers. Not overdue the critical point of exchange explains why goals are not achieved, goals are not achieved and dreams are not fulfilled. Does any dream, idea, invention or concept have value if it never becomes reality! EXCHANGE For all people, especially sellers, this exchange point is a new way to think about closing. I would ask you to begin to consider that the exchange is actually a better way to describe this point called close. If 12 THE CLOSERS Survival Guide accepts this exchange point fully and without challenge, it will prove critical to your future and will result in you closing multiple offers and the life you want. You don't create value by selling, promoting, or presenting, you only create value when you get an exchange. Don't underestimate the point I'm making here: real value is created ONLY when there is a real physical exchange between the two sides (they give you something and you give them something). You can certainly argue that there is a benefit in displaying your product, presenting your idea and enthusiasm. Of course, there are points gained through a friendly relationship, sharing information, serving and making others feel good. The customer appreciates you for the information and your service, but there must be a resource transfer agreement and action between both parties in order for any real value to occur. If he's actually exchanging anything... then nothing really happened! This is a very important point for everyone, but especially sellers, negotiators, anyone with a dream and anyone who just doesn't get the results they want in life. You must obtain an exchange to create value. Want a raise? You're going to have to lock someone up to give it to you. It is my experience that most people are confused and have the belief that if they know their product, you present it professionally while acting enthusiastically, and you are good to the customer, then everything will be fine. This is fantasy CRITICAL EXCHANGE POINT 13 which creates mediocre lives and leaves people at risk in the market to be replaced by those who know how to actually get their products, ideas and services exchanged for things of value. Although previous characteristics are important, your perspective will rarely pay for any of them. It's not promotion, not persuasion, demonstration, not information sharing, not professionalism, or enthusiasm, but proximity to reward! Everything that preceded this thing called close, albeit necessary and vital, is not involved in the actual exchange and has limited value. Therefore, no reward is earned until this critical exchange point occurs — the end. I call this a critical point of exchange, because there is a specific and definitive point at which an exchange action is taken, and to the point where you know how to close, you will survive in this world. SELL OR CLOSE? Don't get me wrong; While all the steps that precede closure are crucial and necessary, the most valuable step is when you get an exchange agreement between both sides. They get what you have to offer in exchange for something you want from them and without that happening, everything else was just an exercise. People are freaking out about this point because they are misinformed about the value of those close to them as benefits to all sides, not just you, and because they are unadjusted about how to get an exchange. Until they get what you have to offer in exchange for something you want from them, you haven't done any of the 14 THE CLOSERS SURVIVAL GUIDE interchangeable value. Take a presentation, for example: you present every feature and benefit of your product or service and do so on an exceptional level. Can perspective take that presentation and use it in life to benefit itself in any tangible way? Probably not! If your perspective can't do anything with it, there was no exchange. Now close the odds of taking ownership of the product or service so that they can actually use what you presented, and you have created value. Did Prospect learn anything from your presentation or the time you spent with him? Hopefully. The reality is that he could stay home and read about it or explore online. The company could easily demonstrate its products and services using technology, and in theory you wouldn't be needed at all. This is happening all over the world — entire industries are pushing their product presentations online in the hope of reviewing their products. However, no matter how good the presentation is, the company will always need someone to close and get an exchange. Was he impressed by the presentation you gave? You'd better impress him; but again, there is no real valuable exchange in impressing people if you do not close that person on your product, idea or service. Until it becomes their own and use they cannot benefit from any value they have. Now, when you finally get over the presentation and actually close the customer, and he agrees to give you something - CRITICAL EXCHANGE POINT 15 thing in exchange for your product, service or idea then there is real value exchanged! The goal of your presentation is to desire and urgency for your product, so the customer wants to exchange something valuable with you. The better the presentation, the greater the desire and urgency, but again you will have to close for exchange. It's time to get more than sales, persuasion and representation, and at that critical exchange point - getting sales to the end! The world is filled with starving sellers, rarely find someone who is very skilled nearby. This special group of people is in the ranks of those who are never out of work and never without money! CREATING AN ECONOMY His ultimate goal is for your perspective to take ownership of your product, use your service or finance an activity. In other words, they get something they want, need or appreciate. In exchange, then you will get something you want, need and appreciate. For most of us, that something was received money. For others, it's support, voice, energy, resources, people, investors, service, something valuable for you or your company. With what you get, you can now go out and solve your problems, meet your own desires and needs, expand your company, get support, feel good and/or earn more money. So close, this critical point of exchange, becomes the creation of the economy! Let's say a car salesman sells a car. He then takes the money and does the following: he pays the sellers, pays the bank for the car he had in his dealership, pays taxes to the city and the state, employs more people, and then pays for newspapers/tv/radio for advertising. Then he orders more cars and repeats all this over again. To the extent that a company is able to close others on its products and get an exchange is the degree to which they can be expanded. The more they expand as a company, the more benefits the entire economy in the area has. Let's take another example: a young man creates a new 16 CREATE ECONOMY 17 software product that is able to write programs for all kinds of things, from Word documents to spreadsheet calculations and more. No one is looking for this product, but he creates it and then has to sell and close others about using this new thing. He goes to people who do computers and gets an agreement to turn on his program on each of his computers. This new product is starting to catch on, more and more companies start using this new concept, and the next thing I know it has to move out of the garage. He needs more space and more people to help him grow his business, and he even buys real estate for his manufacturing facilities. This economic cycle continues to expand. He continues to lock up more and more people around the world to use this product until his company hires over 60,000 people, has offices in almost every country, and for fifteen years in a row has been the richest man in the world. Bill Gates is known as a software developer and A man, but in truth, he's closer. He didn't just have an idea, or create a new product, he shut down the world on using Microsoft software, and because he did, he created huge economies for himself, his investors, shareholders, his employees, the community in which he lived and even the world. Bill Gates has proven that he was able to close on a very large scale and repeat it over and over again! I could give you examples like this forever, but I hope you get a point. Closeness creates an exchange, and this exchange causes an economy of sorts to exist. To the extent that you can repeat it over and over again you will determine the size of your economy! 18 THE CLOSERS SURVIVAL GUIDE It is said that money makes the world go around, but it would be better to say, closely allows money to go around the world. Without a close and necessary exchange, nothing would have actually happened and no economy would ever have been created. You'd have these things you value and I'd have these things that I value and nothing would change hands. That's why this book is important for those who want to control their future and create economies for themselves, their families and their communities, rather than just living in an economy like this. Everyone creates their own personal economy, they just don't know it... But I'll leave it for another book. People who do not take responsibility for creating economies are the effect of economies created by others. One of your own or someone else's? The economy you create is limited to how many people you can close your ideas and get to exchange with you, support you and take action and support your ideas, services, products or your dreams. Either you create your economic future by locking up others, or others will create their economic future by locking you up. There is no way to get away from the fact that if you want to do something, you will have to close others on it sooner or later. If you can face it and you are ready to take full responsibility for learning to close, you can create the economy you want. EXCHANGE OF WINNERS CREATING ECONOMY 19 Once someone is actually locked up and agrees to own your product, service or get behind your dream, at that point they carry with them something they didn't previously have. If what was received was actually worth more than what you were given in exchange, you will be able to repeat the process over and over again. This is what I call the Winner's Exchange. When it comes to exchanging winners, the person you closed will not only feel like the exchange was a win-win for them, but will do so again because the perceived value received was greater than the given value. At this point, the individual incarcerated will feel good about what he gave up, and what was received had a higher value than he gave for it. That person will tell others about you and this exchange. The fact that you made a great presentation, you were professional, enthusiastic and made your audience feel good, will use you down the road, but not until you close your audience on taking action with you can they ever become winners! There are many ways to exchange, and most people barely seem to have a chance. Socially, we accepted it until you stole, then everything was fair. That mentality just manage will create a miserable state of affairs for themselves because everyone can only get by. I was recently at a very famous, very expensive restaurant in Los Angeles where it is customary to dine with some of the most famous people in the world. When the food was delivered to me, I became aware that someone owned was taking their fame for granted and no longer had a 20 CLOSER SURVIVAL GUIDE using winner exchange. It's as if the person preparing the food didn't bother anymore and didn't make sure the food looked good on my plate. Then I looked around me and realized how many tables were empty. Is it the economy or has the exchange of winners started to fall? I don't know, but I do know that when the economy got into trouble, the exchange of winners was even more important. The economy didn't stop me from going to eat there that day, but exchanging winners (or lack thereof) will stop me from coming back. We didn't leave this familiar place upset or hate food, we just went wondering where our new place for lunch on Saturdays would be. Exchanging winners is what gives you protection in the market. That's what sets you apart from the competition. Exchanging winners is not about your price, it's about how people feel when they leave you. Exchanging winners in close proximity is key to your success because to the extent that the other side really feels like a winner and leaves you excited about being a winner with your product, is the degree to which you can repeat it in the future. Without it, you can't repeat the ending. Zappos, an online footwear company is a great example of exchanging winners. They promise me free shipping to buy and free shipping if I want to return the products. Price has nothing to do with the exchange as a win- a win with Zappova removes any risk of losing the decision. Obviously, someone in Zappo has surveyed enough people to determine that price is not the reason people don't close on buying shoes online, but rather, the fear of creating an economy of 21 errors and then the cost of return shipping. While most people believe that the way to improve winner exchange is a lower price, the reality is that price is rarely the way to get an exchange of winners. I can find an example after examples of companies that have based on this untruth that a lower price is a way to get an exchange of winners. Not. As I wrote in my first book, Sell for Survival, price is a myth. People attach too much importance to price when negotiating, and this is rarely the real reason why people don't take action with you. Go to any store that offers huge sales and you'll notice that you leave more items on the shelves than they sweep with you because price is not your deciding factor. Fit, how good it looks, how often it will be used and how much you will want to wear it are more important for the end than the price. Let's say you live in Minneapolis and want to go on a trip to Phoenix in January to see your family, but you find out you can pay 1/4 of that phoenix flight cost if you go to Philadelphia instead. Would you do that? The only way to redirect your trip to Philly is because you really don't love your family and Philadelphia would prove to be a winning exchange for you. Some of the creative readers might say: I could fly with me and my three family members to Philly for the same price for me to fly to Phoenix and we could make a vacation there. You'll soon come to your senses when you're honest with yourself that you're not going to Phoenix in January just to visit your family, you like the idea of a Arizona 22 CLOSERS Survival Guide time as part of an exchange you receive to visit family. Wal-Mart has built an entire business model around the lowest price. Do they really offer the lowest price, or did Walton himself just shut down the world on the idea that he has the lowest price? I guess it's a little of both. I know I'm going there believing they have the lowest price and my reason for going there is that — the lowest price. I don't expect a favor, I don't expect help and I know I'm going to have to comfort long lines. Is that a winner's exchange? Hmm... it really depends on what you consider exchanging winners. It wouldn't be for me, but it can be for you. I don't think that qualifies as an exchange of winners because service and time are very important to me and I despise waiting in lines. If you're willing to stand in line and don't like the service anyway and like saving a little extra money, then that's your idea of exchanging winners and you'll keep shopping there. This is not an attack on Wal-Mart, but an example of how you might consider what and more importantly who decides what the winner exchange is. Management can't decide what a real exchange of winners is if they don't survey their clients. Let's say the customer said the price is the most important, then you would like to ask: What else matters? So, what else? Okay, but now ask, if you haven't been able to get B and C to get the lowest How would you feel? This type of polling is what will tell you what it really takes to be in exchange for creating economy 23 with your clients. The reality is that the needs and values of the individual (customer) are what really determine whether the exchange is an exchange of exchanges of winners. If you are in a hurry, you need to have something right away, require help and guidance and you do not have time to drive around the city or wait in line, then you would not consider the lowest price / no service / wait forever model as a good exchange. To get it? Many, companies have tried to replicate the Wal-Mart formula just to get out of business, because they haven't been able to sell enough lowest-priced products to stay solvent. I suggest that a better alternative to ante on all the other things that are important to people when they make a decision: Is this the right product for us? Is this the right time or should we wait? Is that the person I really want to do business with? Will they support me after the sale? Will that solve our problem? Will it save the company money? Are we going to use the product? You should come up with your own list of reasons other than price that might be of concern to your customers. This list will be invaluable to you as you sharpen your finishing skills. Always go to the winner's exchange. Make sure they trust you and are sure that you will meet every point, that they know how to use your product or service effectively and believe that this will be a great investment without which they cannot afford to work - then you will get closer. Fill in those points and you'll be able to repeat that action over and over again! THE GOAL OF CLOSER T is its ultimate goal is to complete a transaction similar to when you walk through the door and close it behind it so that it is closed. Your job as a closer can be reduced to this one point: getting the opportunity to take action and providing you with something you value in exchange for something your perspective appreciates. At that point the transaction is complete and you both metaphorically walk through the door and then close it behind you. We hope that both sides will appreciate what they got more than what they gave up to consume the exchange and walk away feeling like winners! Closure is the only action that ensures that your customer gets your product/idea/dream and that you get everything they had that was valuable to you and your business. This is where most people panic, freak and become the most unpleasant. The level of discomfort is just an indication of the ignorance of what you are doing. Like anything that you don't know how to do, you'll experience some discomfort. The problem with not knowing how to close is that you will never create the economy you truly want for yourself and your family nor do you have much chance of ever locking up the rest of the world on your big one Even most professionals have no idea what they are doing at the moment of the deal and go 24 Goal closer to 25 through life making excuses why they did not close: economy, buyer, wife, internet, competition, government, communist, waiting for tax refunds, can not make a decision, first have to do something else. , board, time of day, time of month, time of year, and on and on. This is CRITICAL: To the point where you actually know what you are doing that creates situations that close and are able to repeat these actions over and over again is the degree to which you will progress. To the point where you don't know, you'll never be able to predict what's going to happen. When you know what you're doing the first thing that's going to happen is, you're going to stop making excuses about why closure didn't happen and you're going to start to realize it's always because of you. Sellers are notorious for taking credit when they close a business and lay the blame on others when they don't want to. Knowing what you're doing has nothing to do with how long you've been in the game, but it has to do with how much time you put in to become an expert eventually. KNOW OR NOT? Knowledge comes from the word KNOW — which means you know what happened, how it happened, what caused it to happen, what will happen, what you will do to solve it, etc. Anyone can trip up close, but then it can't happen again and consequently progress over time. As the song says even a blind squirrel can find a nut. In this closing game, you don't want to depend on luck or 26 CLOSERS SURVIVAL GUIDE chances as you find your career to be like a bitter winter with a few nuts to eat. You want to have your eyes wide open when it comes to this very useful step of your presentation! Most vendors treat close people like a roller train ride of death — they close their eyes and frantically pray that the ride ends. You want to know how to close. KNOW exactly what caused the closure and KNOW how to create urgency, remove time from the decision and resolve all complaints and stalls. To do this, you need to open your eyes wide while trying to close and treat each proximity as a separate experience, otherwise you will not be able to correctly determine the correct course of action. You won't know what to do, be aware of observation, inquiry or information. 2. be absolutely sure or sure of something. KNOWLEDGE - 1. facts, information and skills acquired by a person through experience or education; theoretical or practical understanding of the subject. 2. awareness or knowledge gained from experience of a fact or situation. Suppose K is in KNOW for knowledge, and then suppose W is for wisdom. Remove K and W and finish with NO. And the reason so many people get in life is because they lack knowledge and wisdom on how to close and get action that results in a goal closer to 27 in exchange. This is why most people do not create economies that want and realize their dreams. First, they do not know that the skill of incarceration applies to them at all. Second, they assume it comes because of a random chance or a game of numbers. Third, most people never devote time to becoming a master at an end! NOT in any area of life comes from missing KNOWLEDGE AND WISDOM. No girl means you don't know anything about girls. There's no money, so you don't know anything about money. Without a return on investment, it means you don't know anything about investing. There's no fun in life, so you don't know how to have fun with your life. Wherever you don't get that, you realize it's simply a lack of knowledge, misguided knowledge or misapply of knowledge. And this can only be corrected by gaining knowledge. It is said that if you think knowledge is expensive, compare it to not ingering than knowing. I believe people also think they can gain knowledge like picking up fast food or swiping on a credit card. Remember that knowledge means that safety and security comes not from reading, but from really knowing something, working with it, exercising. I read that it takes 10,000 hours to become an expert at anything. I don't know if that's true, but based on my personal experience in a close relationship I would say that if you only invested 1/10 that time you would see such an incredible change in your income that the other 9000 hours would not be a job but an investment that pays off. These two methods are: PROACTIVE LEARNING Create experience and practice, drill, and rehearse possible scenarios. As a result, you will gain certainty about how to make deals. REACTIVE LEARNING Experience something and learn as a result of that experience and eventually start making changes to adapt to what you have experienced throughout your career. Most people use a reactive learning process, also called a school of hard knocks. They go through life accumulating losses and failures just to get to the end of their professional careers with a lot of time in the business, but very little success. This represents the majority of all sellers and entrepreneurs in the world. The best choice is always the one that requires a proactive engagement, whereby you also commit to the decision to do something. Proactive learning is where you create experience so you can formally learn how to win. Navy seals, athletes and actors create experience and learn before the event. They keep their eyes wide open during the event to see how it will improve change their delivery to make it more efficient. They also take time to study how others have effective target closer to 29 in their field in the past. All great military men take the time to study military history to determine the most effective way to win battle based on the past experiences of others. All great actors take the time to study the earlier greats and choices they made when playing certain roles. Businessmen, entrepreneurs and sellers are known for trying to gain knowledge only through their own limited experiences, not from creating experiences in which they can drill, train and practice all the answers. One guy spends his whole life learning from his failures and the other exercises in advance so he can create an experience that allows him to win more often than not. He is ready to fail, but by preparing he avoids unnecessary failures. Even an idiot can learn from the experiences of life, a wise man learns so he can experience the life he wants. I suggest you take the time to learn both from the experience by paying attention to what's going on nearby, and also prepare intensely before being around by drilling, rehearsing and practicing information in this book. Also take notes after each engagement or opportunity and record the booths, complaints, obstacles and stops you experience. And be sure to listen to how I would use each of these closes to audio at least ten times. This point of actually knowing what caused the closure was largely missed point by those involved in closing the transac- 30 CLOSERS GUIDE TO SURVIVAL Tions. Most veterans -professionals miss this point really knowing what it is they're doing that creates success. Most people stray or trip over, but they don't know what really caused the agreement to happen, and therefore can't repeat it. They become elated by the results, but because of the ignorance that caused it, they cannot do it again and therefore will become uncertain again. Here lies the problem as it approaches — as it does not know, it is never safe and unable to accurately predict the results. As a result, it is getting closer with time as the outlook perceives a lack of certainty and, regardless of the offer, refuses to agree to action. A school of severe blows and accumulated omissions will overtake a person of submission. At first he will make excuses and come up with the wrong reasons for his failures, and then later he will give up his quest to be exceptional and settle for a mediocre career and someone else's economy. CLOSE OR LOSE Although thousands of times it has been written about how lucrative a sales field can be, it is not true that the person is paid for the sale. The seller is paid only when he is able to close the transaction and consume the exchange. close, therefore, can be called a vital point of sale when things of value are exchanged from side to side. At this point the deal is closed and all the individuals involved are rewarded! Remove the first letter C from the word Close and target closer to 31 finish with Lost. If you can't close others about your ideas, your dreams, your suggestions and your offers — you lose! It's a harsh, cold, harsh reality; When you don't close, you lose. When you don't close your proposal, you end up giving up something and closing someone else's proposal. The price of no close is huge for both your wallet and your morale. Close the deal, get an agreement and let all parties exchange things of value — that's the point at which trumpets blow, parades fill the streets and the heavens open. I guess I get a little carried away with my rejoicing, but that's what it feels like to finish and conclude an agreement! Everyone gets jacked, empowered about the possibilities, rehabilitated on their product and service with the feeling of being invincible, at least for a moment. Knowing exactly what has achieved close is necessary in order to repeat this action and then be able to anticipate the results going forward. That familiarity and foresight is what will catapult you into a whole new stratosphere where you'll be able to order parades, dancers and bands. When you are able to do that, you will be in a position to realize your dreams and create an entire economy, at least for yourself! True PRO CLOSER or PRO CLOSER is an individual who has taken the time to observe what is happening, record his experiences and exercise, drill and practice before entering the final situation. This individual will practice what to say to get closer, know why 32 THE CLOSERS SURVIVAL GUIDE someone closes or does not close, and will be ready for any possibility. The real PRO CLOSER will have security in their field, their profession, they will be able to anticipate their income and love their jobs! With that certainty comes confidence, and with confidence comes more close, and more closure creates momentum for more than anything. This individual begins to glow and vibrate at a frequency that others find convincing, attractive and irresistible and constantly tells him to. PRO CLOSER becomes more capable and successful in creating things because of his knowledge of his game, he is able to quickly adapt when necessary and ultimately, he can properly control outcome! Then he becomes more valuable to everyone around him. The lack of commitment to practice, drilling and rehearsing the skill of closing and treating as a learned skill is the biggest missing ingredient for people who get what they want in life. This is not a skill you were born with—it must develop. No. dreamers, just a shortage of people doing what's necessary to make their dreams come true. The lack of proactive learning creates a lack of knowledge, and the lack of KNOWLEDGE is replaced by hope, desire, begging, prayer and ultimately more disappointment. In this critical area of getting others to support you and get behind you, the lack of KNOW will result in a lifetime of NO. GOAL CLOSER 33 There is a saying: Knowledge always wants an increase, because fire requires more fuel! Life winners crave knowledge and solutions so they can better control the outcome of their lives and reduce the chance of NO by having more KNOW. ABILITY DETERMINES STABILITY T he is crucial to develop the ability to bring your perspective to a positive decision for your offer. In return, your perspective finally ends their appearance, thinking, talking, thinking about it, praying, questioning, caring, procrastinating and complaining. This is much better for your customer and gives them greater stability; and to the extent that you can close your odds is the degree to which you will have more stability and productivity in your own life. That's all that creates your value on the market. Those who can successfully and consistently close others will love life, and those who cannot close will dread it! Those who can sell their ideas, their dreams, their products and close others will get whatever they want in life, because they are able to find people to exchange with them regardless of what they stand for. Those who know how to get to the end, know what to say, know how to deal with objections, know how to stay in agreement, know enough

different strategies to withstand even the most difficult prospects, will close deals and will be able to predict their income. These people are the most valuable people to businesses and even entire economies, because they make things happen. They are never out of work or opportunities regardless of the state of the economy. 34 CAPABILITY DETERMINES STABILITY 35 In survival sales I shared a revenue forecasting rule that went like this: If you can't predict your income, there's something you're short to know! Or you: 1. I don't know what you want. 2. Know what you want, but you do not know how to get it. 3. Both! Every time I have trouble getting what I want, I look at what I don't know and I clear it up. Or am I #2, do I really want to? Most of the time, in my case, I really want it; There's something I don't know how to do. I'm so busy learning everything I can, about whatever it is. ADD KNOWLEDGE TO DESIRE, AS YOU WOULD WOOD ON FIRE, AND SOONER OR LATER YOU WILL ACHIEVE YOUR DREAMS! Most of the people I work with at my seminars have a desire, but they are short on the correct knowledge. They simply need to become more efficient in making a deal when they have

There is no shortage of opportunities, there are only plenty of opportunities that have not been used because the individual was not willing to take it all the way and close it. LEARNING FROM EXPERIENCE IS EXPENSIVE After graduating from college, I assumed the position of full-time sales. When I first heard the term, close the deal, 36 SURVIVAL GUIDE CLOSER I didn't know much about the sale and certainly nothing about negotiations and closure. Regardless of university, they just don't learn these kinds of skills in college. Even when I started selling, no one suggested that there were strategies or processes to close the deal so that I could be rewarded. It has been pointed out to me that this thing called deal-making is a real step to take in the sales process, not something that just happened as a result of the sale. So I started listening to others around me as I assumed that because they were around for a while, they knew what they were doing. Tip: do not assume that others necessarily know how to sell, much less how to close just because they are in the field! Most sales people have not developed an understanding of what it really takes to close consistently, much less how exactly to control the process and outcome. Most sellers, even very experienced sellers, have no idea about this area. This is not surprising because most have never invested time and energy in learning the exact skills required. I assumed everyone around me knew what they were doing, so I started paying attention to them, especially those with the most experience. Although I certainly got some insight into what I saw them doing, and as impressed as I was by some of what I saw, now I know that watching them and learning from them caused me to develop some very bad habits. This is why I created this guide and my own sales and ABILITY DETERMINED STABILITY 37 closing universities; www.CardoneUniversity.com for sales professionals in any industry, and for people in the automotive business I adapted a special school - www.CardoneOnDemand.com. See, most experienced people have used an expensive school of reactive learning to acquire knowledge. The methodology of acquiring knowledge of this school is a place where you learn nothing before experience, but only as a result of experience. This is the most popular, expensive and least successful way to learn. Learning from experience itself is very expensive and takes a long time to accumulate any real wisdom. My associates learned while in negotiations, suffered losses, and then made very small adjustments over a long period of time. Another, smarter way is to study, observe and create experiences by learning in advance how to deal with the situation. They learned after the fact, not before it, and made a slight over time, usually throughout your career. This reactive learning method results in extreme transactional losses, not to mention emotional losses! Before I went on sale I spent 17 years up to this point looking for knowledge, believing that the more I learned, the more valuable I would be to the market. The people I've worked with think the exact opposite! I asked them if there were schools or books or something I could listen to or watch — anything I could learn and duplicate. They believed 38 THE CLOSERS SURVIVAL GUIDE that the only way to learn to close was close and that sales were a numbers game - that your results were based on how many people you were ahead of. They believed that incarceration was not something you could actually control, but something that eventually only died down over time. I agree that all success has to do with the number of times you expose yourself, but I also know that there is science that increases your results for any job. There is science (body of knowledge) for everyone in life and I believe that everything can be improved with enough study and dedication! If it was just a numbers game, then success would just be some random lottery and there would be no control at all. As I had no other resources for information, I continued to watch and learn from other sellers. Let's face it, they knew a lot more than I did, but what I heard and noticed from these professionals were the same kinds of attempts that are repeated over and over again, and most often with poor results. In the middle of negotiations, they would say things like: What would it take? Where should we be? What is your budget? If I could do these things, would you buy? TOP GUY DOES NOT ALWAYS MEAN MUCH The most experienced and respected person in the group has been in the same location for 12 years and at best achieved only average results. Although he seemed quite confident and was more experienced than the rest of his ability DETERMINED STABILITY 39 of us (and successfully closed everything that he was king), was not able to predict his income, was never sure what his production would be like, and his earnings were flat. Although he boasted about his past production, when his future should have been predicted, he talked about it as if it were on someone else, or the economy, or management, or manufacturer decisions. Apparently his future production was on everyone but him. It confused me and didn't seem as consistent as I thought other people were creating and running a business! How could someone work in the same place for ten years without being able to predict their income? And if everyone else — the economy, the manufacturer and luck were responsible for its results, where was the security? How could I ever take make an investment or buy a house if I couldn't plan? In the end and most amazing for me, how could someone sell fewer products in their 144th month (year 12) of sales than they did their first month in the business? This appeared in an early period of confusion for me because the king had experienced what he called a devastating month. He complained that he sold 1/2 of the product that month than he sold the first month. It freaked me out because it seemed mathematically impossible to have 12 years of experience, 12 years of knowledge and 12 years of customers and sell fewer products. But it happened to him — the most respected salesman in the group, and I knew if it could happen to him then it could happen to me. 40 THE CLOSERS SURVIVAL GUIDE FEAR INDICATES THAT YOU DO NOT KNOW THAT I spoke to a friend from whom I graduated from about this situation and how upsetting it was for me. He said to me, Maybe these guys don't really know what they're doing, and you shouldn't compare yourself to them. Maybe they lack the dedication, dedication, education and dreams you have. Maybe you don't have to have swings in production and these guys are the wrong people to model your career. It all hit home for me. I knew the way they were approaching their future was inaccurate and I had to do something different. I knew that time alone at work or in your career would not ensure that you were a professional and a top marksman. Although they called themselves professional sellers, they knew very little about the subject and, in fact, did not participate in controlling their outcome. None of them had any real formula or plan, just a limited amount of strategies, and they proved to be affected or missed at best. They didn't go to schools and refresh, they didn't have learning materials, they didn't read books and there was no dedicated time to improve skills. SUCCESS SHOULD BE RELIABLE I had success in sales, it just wasn't a consistent, predictable or reliable success and I didn't feel like it was going to explode any time soon. If you can't predict and depend on your success and you have some sense that it will spread, how can you really call it a success? Up to this point, the success I've experienced has been the ABILITY DETERMINES STABILITY 41 that a terrible kind of success that is fleeting and mysterious and that has no security attached to it. It wasn't because I didn't try — it was because I didn't have a proven strategy to get people to agree with me and consistently hit that critical exchange point I was talking about earlier! I didn't know what I was doing, so all the results were left to chance. Up until this point in my career, things have been going in the same direction as those around me. There were no strategies, no control, no training and no Plan. It doesn't take a genius to know without these things... You know how the story ends. I would say to myself: All you can do is work harder, see more people, invest more time and things will improve. This was more hopeful than strategy and resulted in more effort than results. I was losing instead of closing. I was tired of hoping, I'm tired of being scared and very close to going into apathy because it's hard to work harder when you're not getting results. When I had the opportunity to close the deal, mostly the heart beat, to death it was afraid, fingers crossed, hoping and praying. I felt more fear than my prospects were, and that's not a good sign. Note: Fear is an indication that you don't know something. At the time I did not know how to look close, I did not know how to justify the end, I could not create urgency nearby, I could not see the end, I could not predict or submit 42 SURVIVAL GUIDES CLOSER to the remarks I received and could not persevere. The results I was getting weren't based on luck, they were based on the fact that I didn't know what I was doing and because I didn't know I wasn't getting results. Then the blaming phenomenon is working as a way to deal with my disappointment. I began to blame my prospects for being unreasonable, overweight, unqualified (when they were) and wasting time. When I got tired of blaming perspective, I started blaming management, economics and then product. This is what every fallen salesman and dreamer goes through to justify poor results as they prepare to give up. Bad results can never be justified or facilitated because they are someone else's fault. Even if the results you get are someone else's fault, the reality is it won't improve until you do something. You can't wait for others to make a change when you won't. SCIENCE CLOSE ABOUT NO Monday morning I was determined to turn things around when a guy who took an interest in my career gave me this guy's recorded program that taught people how to negotiate transactions professionally. In this video, the guy gave examples of closing situations with logical and intelligent answers for making deals. It even seemed that it could direct and control the whole process, to challenge and direct the customer to a certain end result! This guy was talking about making a deal like art and science. I was so excited to know that there were real techniques, strategies and real science to improve a person's ability to close a transaction. From the moment I heard that, I became convinced that there was something I could learn that would actually affect my results and my income. As I started working with new strategies, I became aware that they were not limited to selling products, but they had so much how to manage life so that others agree with you. And really, what else is life about, but getting others to agree with you so you can live better? My gaze and confidence shot through the roof. I've felt so alive in my career and excited about my future for the top 43 44 THE CLOSERS SURVIVAL GUIDE TIME! I started practicing with the material every moment I had available. When I wasn't working with a customer, I was working with information. I didn't just listen to him, I used him, I drilled with him, I practiced and I rehearsed. I listened to this one recording until she literally couldn't play anymore. I believed that if I just listened and exercised enough, I could learn how to deal with people and increase my results. I must have put in 2,000 hours of training in my first year. At 25, I became a maniac on the subject of negotiating and closing, spending every moment reading and listening to everything I could on the subject. Since then, I have personally spent hundreds of thousands of dollars on research, study, travel expenses, supplies and seminars, to gain more understanding of how to get more consistent results in my career and life. I became determined and committed because I was sick of the lack of results I was getting. When you are sick and tired of illness and fatigue, you will do almost anything to improve your condition! And you can never improve any condition in life without learning. RIDICULE IS A GOOD INDICATOR People who worked with me laughed and ridiculed me for my newfound interest and dedication. But the laughter didn't last long because my production almost immediately went up! I have since discovered, and this has been confirmed in the last thirty years of my life, that ridicule by others is often a good indicator that you are doing something right! Their income didn't change, the science of the Near 45 while mine went crazy. My results immediately showed higher closing ratios, increased sales and more revenue. I became the leading seller for the first time and was out-selling to everyone else in numbers that were never achieved by this group nor the king. One month I sold more products than the whole crew combined! I was pumped! I was in control and I knew I was just getting started. There is a direct link between the amount of effort someone is willing to put into their learning and their earnings! At first everyone, myself including me, thought my results were just coincidence, luck, some random event that couldn't be repeated and sustained. I continued to learn, and month after month I continued to sell out everything, even myself. They didn't make fun of me anymore, but there was a time when they quietly resented me — but I was so busy, I didn't have time for it. Eventually, they realized it wasn't some temporary coincidence and many of mine. The vendors started chasing me to find out what I was doing that made such a difference. The King was not overjoyed to be deposed from the throne, but even in time I earned his respect. Our management owned several locations and asked me if I was going to start training other guys on these newfound strategies, and I did. By helping others, my understanding of the material and the subject has taken on a whole new level. Receiving information is one level of understanding, but teaching others will lead you to an increased awareness beyond what words can describe. The ability not only to 46 CLOSERS SURVIVAL GUIDE to learn information, but also to duplicate it so that others can learn requires almost spiritual application of the subject, as you know your own thoughts still understand your trainee's point of view. My confidence with the material has increased exponentially. After only two years of learning everything I could about closely and passing this information on to others, I became machine-like in my ability to negotiate and close transactions. It was amazing how fast the results were, how motivated I became — and the fact that my income went up almost tenfold didn't hurt. HAVE OR ARE NOT Today, after years of dedication and studying in this field, I can sit down to negotiations and almost see what happens before it even happens. Athletes talk about this ability that develops after years of dedication and practice — the ability to anticipate the moves of others. It's a very strange, almost surreal thing to be able to see what's going on in the negotiations and know exactly what your perspective is going to do and what you need to do to deal with them. A person will write to me or call my office and ask me about the deal he's working on and I can tell them exactly where it went wrong and what it takes to rectify it. This kind of understanding of the close is available to anyone who wants to improve and is willing to devote time. In the last twenty-five years, I've always been able to improve someone's results if they're willing to listen. It's very simple actually and just requires desire, dedication and a little study on the subject. CLOSE 47 SCIENCE I recently developed a closing-on-demand tool: I went to the studio and recorded hundreds of responses that I would use to list all the possible objections a person would hear nearby. This information is found on the cloud, available on your computer, tablet, or phone — anywhere there's an Internet connection available 24/7 when you need it. You simply scroll to the end that best suits your situation and in 30 seconds you have a solution. I call this QuickFix Solutions, it's a way to quickly find out what I would do nearby and it's a great tool for immediate answers. It's like being with me on every deal. Call Office and tell them that you want QuickFix solutions, they will set you up and show you how to use it. 1-800-368-5771 or you can go to www.CardoneUniversity.com (www.CardoneOnDemand.com if you are in the automotive industry) C NEARBY Warning: You need to get this next point completely. If you can't or won't close, then you lose, your family loses, your company loses, and if you fully believe in your product, service, idea or dream, your customer loses out when they don't close what you stand for. I believe that I will continue to negotiate much longer than the average person about the products and services I offer today, and because I believe it wholeheartedly. It's also helped by the fact that I have something to say and I'm well dressed. 48 SURVIVAL GUIDE CLOSER I personally have such a belief in what I stand for, that I believe in my core that everyone loses when I don't close. This belief, combined with an arsenal of knowledge, methods and technology, fuels it takes to persevere until you get closer. There is only a small difference between closure and loss; I want to be precise, and that's more common than not, what little it would take to close most of your business. C in close proximity could stand for commitment. Commitment is defined as a state or an example of emotional tilt. Commitment is the great scarcity of our time — it is rare to find people who are committed and emotionally pushed to do whatever it takes to do something! C nearby could stand for consistency, because that's what it takes to achieve a higher incarceration rate. Consistency is defined as freedom from variation or contradiction. Consistency is critical and will give you a set of choices without variations and coincidences, which will bring more harmony, stability and logic to the negotiations. C could stand for a Can-do attitude that is absolutely vital that things go right. Can-do defined: characterised by a willingness to accept and meet challenges. If you don't bring this to the table, no one will ever support you in the final arena, no matter how good your price, your product or your proposal is. Your negotiations will be filled with resistance, emotion, guilt, falsehoods, stalls and even bitterness. You have to bring a can-do attitude to the table every time. SCIENCE CLOSE 49 The bottom line is, if you miss any of the C you won't close the deal; and all you're going to have is lose. Many believe in their products, services and ideas, but because they lack techniques, they cannot stay close. The world will never know how great your product or service is unless you learn how to close! It is also crucial that you get the belief that you have something incredible and the ability to convince people to take action on Offer. Whoever can stay around the longest will achieve the most convincing because they are the most convincing. I don't think you should spend a long time around, but you have to go nearby believing that what you have is superior and you have to be trained skillfully with enough techniques to never give up until you get an exchange. HARSH REALITY The harsh reality is that you are either close or losing; there's no middle ground. There is no cost greater than losing a job for a salesperson — NONE. This exhausts an individual's belief and confidence in himself, his product and idea. When a salesperson is unable to close, they become visibly demoralized and over time begin to give up their search with attention stuck on accumulated losses rather than the confidence and competences that come from winning. The loss of the deal has devastating results as it fuels uncertainty, uncertainty, doubt, fear, loss of hope and ultimately more lost sales. These losses become very expensive emotionally and financially for themselves and your company 50 THE CLOSERS SURVIVAL GUIDE and should not only be taken lightly or considered as something that is inevitable. People get too casual about it and wrongly convince themselves, that's just the way it is. There are no users when you do not close except, perhaps, your competitors! Certainly the outlook is in no way used when you do not close, because it is left to continue its efforts to acquire a product or service or solve some problem that he hoped you would do for him. Remember, no one wins when you don't close — nobody! Don't be reasonable in that case. It is vital for your future that you understand that everyone ultimately loses when you fail to close. Get this point drilled in your mindset. Get to know the closings in this book until you can use them in any order and effortlessly, and you will make things happen like never before. It is vital that you dissi disassemble any idea or belief that selling involves getting a customer to like, your product and your company. If that's all it takes to be successful, then 90% of all sellers would be rich; they didn't! Successful, consistent and reliable sales results require more than people to like you and your product, they require someone to finally conclude an agreement that can be reached. Regardless of your likability, if you are unable to close, you will not receive the rewards paid to you, nor will your customer receive rewards from your products, services and ideas. SCIENCE CLOSE 51 Closure is the only step in sales that separates those who have, from those who don't. Concluding a contract separates those who love their business from those who do not like their job. It is the division of camps between those who only dream of those who make dreams come true True. This is not an exaggeration. All dreams require action, and the most important action is the one that finalizes the transaction. No dream can become reality without someone locking others up to make that dream come true. Dreams do not require dreamers, dreams require closer! A dream closer will do what it takes to close others to what they need to make that dream come true! MAKE-BREAK POINT S unveils point to number one, the scariest part of the sales process is that part involving negotiations and closure. It's close to the point in any transaction when it's time to ask someone to take action. This action will always require the transfer of something valuable (or what seems valuable), or some kind of commitment to exchange for something else worthwhile. This could be giving money for the product or signing a future obligation or contract to pay some agreed installments. Closely does not always involve money, but will always include something valuable to the parties involved. This make-break point is when people shake and tremble, get tongue-tied, sweaty palms, can't think clearly, don't know what to say, act like a deer caught in headlights, and the heart starts racing. Due to these wild reactions, the seller begins to doubt himself and his mission and then the buyer will, of course, do the same. These negative responses are just symptoms of misunderstanding how to conclude an agreement and not be fully prepared about how to deliver this close-up service. Yes, a favor, Closure is a service and should be taught as a service, because you help someone make a decision. It is vital that you learn to handle this area to point 52 OF THE MAKE-BREAK POINT 53 where you no longer have these physical reactions, where you are fully trained and ready to provide a closing service. This is an incredible piece of information that is missing for entire industries, businesses and individuals that closing services. Companies talk about customer service all the time, but they never manage to close what they stand for. It's impossible to service anyone without being serviced all the way through. REASONS FOR NOT-CLOSE Why would this sales step, the one that determines a person's income the most, be the only step that is the scariest, most respected, most unpleasant and misunderstood? How can you enjoy meeting people, enjoy demonstrating products and talking about your company, and then suddenly and without explanation disgust closing? What happens when a fully confident person, who knows that their product is superior, will not even ask the client to actually buy the product (or can he just ask if he is getting resistance)? There are many reasons that can contribute to this, and I will talk about a few. First, I believe that most sellers and People are misinformed when they are brought into the sales business with incorrect information about what it takes to really be successful. Sellers have been told much about sales over the years; some true, some not, and some simply obsolete! Everything in life changes, including the way you communicate, convince, negotiate, and 54 THE CLOSERS NEAR SURVIVAL GUIDE. You wouldn't expect the same techniques used 30 years ago to have the same effectiveness today. They probably told you, like me, that selling is easy. Maybe you're telling yourself is about people like you. It may have got into you that the sale is about the product, identifying the customer's hot buttons and meeting those needs. You may also have been told that the sale relates solely to relationships and confidence building. You may have received information from others that would actually suggest that you don't go to the end. You may have been suggested not to be intrusive, offensive, or that people who are close must use pressure and no one likes it. While some of the above may be true, it doesn't quite paint a picture of what it takes to really be successful as a closing person. When I talk about a successful sale I'm not just talking about getting the job done, I'm talking about prosperity, expansion, getting around in life, selling your ideas and dreams and filling up- your pockets-up-successful. This is when closure becomes the norm, not the exception. There are many kinds of wealth, and while money is just one of them, in this book we talk about not only loving sales, or enjoying sales, but that you are extremely well paid because you possess a unique talent for closing a business! Let's be here, mediocre sellers, idle dreamers and inefficient workers are tens, and to that extent they are not extremely valuable because mediocrity is not MAKE-BREAK POINT 55 worth! There are hundreds of millions of sellers on this planet who call sales of their profession sales, and they have business cards to prove it. When we talk about successful closers we are talking about a very small, respected club of truly professional, highly trained and highly compensated individuals who have one thing in common - the ability to close, close a business and tying all parts! Even a six-year-old child understands the value of entering into a contract in relation to a sale! When you go home late at night, tired, and kiss your kid goodnight, he looks at you with those big eyes and asks, Mom, did you sell something today? What does that kid ask you? He doesn't ask you if you've made a friend, or if he's got someone thinking about buying or even got the buyer hot. The child asks you, Have you made a deal? You either did it or you didn't! This book will make you in a position to say, yes, son, I did. OR CLOSE? A person once commented to me that he thought I was putting too much value on a close and not enough relationship. Look, without trust, good feelings and relationships, it's closely impossible. However, the relationship itself will not determine closely. Most deals close only when a retailer closes a deal, not because someone likes you, your business, your ideas or even your presentation. Sure, you want a good relationship, as you will al-56 CLOSER SURVIVAL GUIDE most never close when you don't have one. But if it's just about being kind and friendly, then no one would have the need for this skill called closure because you would just be required to present your product and people would buy it. If it was just a relationship, your friends, family and loved ones would call you and give you money for no reason. That's not the case. People do not separate themselves with their money or make decisions that require future commitments without some help from closer. People are very insecure about their money and ability to make good decisions and that's where it gets closer to service and it's valuable. If the trick was just to be nice, most of the world, at least dear people, we'd all be great. The reality is that most of you put too much importance on kindness and not enough emphasis on making a deal! Most sellers spend too much time on nice and never really cross close and get that action value exchange. The nicest thing you can do for someone is make sure they make a decision and take action. Do you know where the good word comes from? Its original derivative from the Merriam-Webster Collegiate Dictionary is French, and came from the word stupid, simple, silly, ignorant and not knowing. Is that what you want to be — beautiful, stupid, silly, ignorant and simple? Rule 20/80 I'm not suggesting you not be nice, most people can already be nice. I suggest you learn MAKE-BREAK POINT 57 how to close a customer on a decision now and stop thinking it will bring you closer. Nice won't get you there. Close is defined by vocabulary as the ability to come to an end and complete an agreement. My definition of closing; service you use to help someone make a decision to share something valuable with something valuable. This skill represents only about 20% of your sales time and 100% of your money! It said it takes five attempts to close the average perspective. I have no idea if that's true, but I do know that the first reason proximity is never found is because closure has never been attempted. Number two is why people don't close the business is because the seller doesn't have a large enough arsenal of closures that allows them to persevere above the number of stalls, and objections they encountered as they moved towards the end. Like a fighter in the ring who can no longer strike a punch or defend himself and sooner or later he is knocked out; the seller leaves the opportunity without agreement because there is a short battle plan and they are beaten to the point where they can no longer service the buyer to yes! This book assumes that you succeeded through your presentation, enthusiastically presented your product, built trust, had a qualified customer and did not deny any of these vital steps necessary for proper preparation for closure. 58 THE SURVIVAL GUIDE CLOSER It is assumed that the reader understands that closeness proves successful only when all the other steps that preceded it were done correctly. In short, the buyer must be sold on you, your product and your proposal! The customer must want a product or service! In short, the buyer must: 1. Sell on what you stand for and want 2. Believe me, 3. Be a decision maker 4. To have wherewithal pay for product TEN REASONS CLOSER TO SUCCEED W hile there may be many reasons for failure to close, I will identify and discuss what I consider to be the ten main reasons most people are not successful in closing. #1 - I've never tried to close. This is the biggest reason never to close a deal. It's just basic and simple: never tried, without trying. This could come for a number of reasons that are all involved later, but because closers never asked for a deal to be reached, he will not. If you don't swing your bat you don't have a chance to hit the ball, and if you don't try close you won't close. This could come for many reasons—even out of a desire not to be rejected. A lot of people have told me that's what hurts them the most, because they hate being told no. Well, if not your problem, then you're in for a very cruel 70 or 80 years on this planet. I believe it's better to get no because I asked, but without answering because I didn't. Push to try close, be prepared to fail, be prepared to get no and you will be shocked by the number of people who will close just because they were asked. 59 60 THE CLOSERS SURVIVAL GUIDE #2 — Pressure is perceived as a bad thing. It is more closely learned that pressure and insistence are wrong, poorly behaved, rude and not appropriate. Because of his upbringing in kindness, manners and other social graces, the salesman is unwilling to be persistent. While it's important to have manners and have respect for others, it's inaccurate data to get what you want in life. As a child, you are told many times: You must learn to accept no! Good for the parent, not so good for the child receiving this lesson, and absolutely suicidal information for the child who later grows up and will have to sell others on their own It is absolutely essential and vital for your survival to push through this socialized training and learn how to close your ideas. Pushing through doesn't make me not nice or bad manners, but shows that I sell myself on my product, I know what I want and I'm ready to push through all the resistance to get it. In my 1st book Sell to Survive, I tell the story of the biggest sale of my life — the victory over my future wife! If I hadn't continued to persevere in this endeavor, I wouldn't have succeeded in the greatest joy of my life. During my thirteen months of trying to jail her for my idea of being my wife I had never been ill-bred, inappropriate or unprofessional, but was very interested and confident in my search. Thanks to my insistence, confidence, dedication and willingness to endure there, I finally won her heart. Since it's nice, without perseverance and even some pressure, 10 REASONS CLOSER TO FAIL 61 wouldn't do the job, I assure you! #3 — Unwillingness to deal with emotions. Most people are unwilling to deal with the emotional discomfort that takes place between not and that and actually seek to avoid this emotional exchange at all costs. This withdrawal and desire to avoid an emotional exit is a retreat from life itself. You have to be ready to deal with anything and with what, including the emotional output of others, to be with them and achieve anything in life. When it comes to negotiations, agreements, decisions and money (close), people are emotional and most of it is just an emotional response that has nothing to do with you or your proposal. You have to be trained not to do any of that, acknowledge your perspective, and certainly avoid being emotional yourself. Admit whatever reaction they have, or whatever they're experiencing, but don't respond with more emotion. When a child starts crying, should a parent do the same? I hope you said no. When your perspective starts emoting, they simply express some emotions, and this should give no more value than it deserves. Instead of getting emotional with them, stay calm, stay interested in them and continue negotiations until you get closer. Do not run away from discomfort, do not try to hide from it, do not pretend that this is not happening and absolutely do not react to it. Stay calm and stay focused on what you're here for! 62 SURVIVAL GUIDE CLOSER People have fun when it comes to making decisions, and especially when it comes to money. Train yourself to deal with people logically, not emotionally. Learn how to sit comfortably in one place while your client goes hysterically, and you will become a master at negotiations. There is a communication course that can teach you how to feel comfortable in stressful situations and Nothing. I recommend this course, because it will give you much-needed skill to be able to cope with anything. #4 — Lack of faith in the product. This closing failure occurs because the retailer (now closer) does not fully believe in its product, idea, service (or dream) to the point where it will do everything to close the customer. You have to believe at a very deep level to control when you get closer. Have you ever believed in something so much and insisted so passionately that you actually made someone do something they didn't really want to do? That's what I'm talking about! You don't have to be intrusive to do this, you have to be convinced that what you have is so amazing that you won't allow any decision except, let's do it now! A customer once said to me, Are you putting pressure on me? I answered, sir, please don't confuse my insistence and enthusiasm with pressure, I need your approval here and here. He looked at me, smiled, picked up a pen and closed. 10 REASONS CLOSER TO SUCCEED 63 People who sell each day tend to lose that passionate insistence to make sure the customer says yes to what they have to offer. I wrote about it in detail. Sell To Survive, where I described people giving up because of a lack of faith in their product, their service and the company they represent. You must be sold alone, or your client will sell you on no closing. This passion and belief must be rehabilitated from time to time to remain the insistence factor. In each sales exchange, sales take place. Whoever is the most convincing, passionate and generous will make the most popular sales and the most convincing. If you are not sold, you cannot get close to an agreement that can be reached. The most important sale you'll ever make is long before the client is involved. Prison or close is what we say in our office. The party that is most sold will do the most closures! #5 - Incorrect assessment of effort. People do not have an accurate estimate of the amount of effort needed to achieve results. This happens to people in all kinds of careers, including executives, entrepreneurs, CEOs, actors, athletes, managers, dreamers and anyone trying to achieve the goal. Not being able to properly estimate how much energy and effort it takes to do something is a big problem for the seeker. The result is someone who is not ready emotionally, physically or technically to generate the correct effort required for the mission reached. If you prepare to raise three pounds and then only train for 64 SURVIVAL GUIDE CLOSER to three pounds, you will fail more often than not, as life will more often than not add a variable or two. Real life always seems to change the lab test. Let's say the day you show up, one of your hands goes into spasm and now you have to raise three. But you trained with both hands. Now you won't make it to the test. If you have just trained to handle 30 pounds, and you need to pick up three pounds you will always be ready to succeed regardless of the variables entered. No matter what challenges you face in the real world, you need to be prepared beyond what you think it will take to get the job done. You wouldn't go on a 300-mile trip with only 1/2 tank of gasoline, would you? Inaccurate assessment of efforts is a major miscalculation in achieving the objective. Have you allocated the time, effort, amount of insistence, enthusiasm and strength to use your perspective from not to yes? Have you trained for the most difficult situations you'll ever face? This accurate assessment of the effort will allow you to properly evaluate, and then prepare for the situation! Train for the hardest and hope for the easiest. #6 to be reasonable. It is a human condition that seems to have been perpetuating into society by psycho-chat groups who say it is healthy: to settle in, - just to be happy and enjoy life, - slowly, to be satisfied and to do it later. As soon as we hit the serious economic turmoil you'll see this fabricated nonsense become the downfall of millions of people. People have lost the importance of completing- 10 REASONS CLOSER TO SUCCEED 65 ing tasks and getting things done. People are convinced they're enjoying life instead of creating the life they enjoy. Urgency to complete tasks and close jobs as everyday habits is lacking in our society today. The middle class is tricked into believing that once they get into a certain level of income they are entitled to a certain lifestyle and that it is important to live life rather than create the life you live. Most individuals approach things only with urgency when their survival is threatened, and most of the time it is too late. The closure is just the latest step in servicing several actions involved in the sale, similar to joking grass and taking to the trash collection street the last action in mowing the lawn. Until something's finished, it's not done! One of the things I work on in life is to complete the actions started and complete them as quickly as possible. The more I finish, the more I can finish. The less complete I am, the less complete I seem to be (which ultimately reduces my desire to start new things). Sellers with unmet jobs are penalized more than they are aware! Watch someone become less ambitious as more and more jobs don't close. Watch them quickly become lethargic, desperate, critical, negative and hopeless. Have a habit of approaching everything with a sense of completion and urgency to complete and close. Never be sensible with time! This discipline is crucial for assembly, after-sale sales and one understood by heavy hitters. How do you Time? Complete each action 66 THE CLOSERS SURVIVAL GUIDE once started, do it as quickly as possible, and then continue with the other task. It's the same with final jobs! Don't delay what you can end today. My sister had a friend who wanted to buy my first book from me, and she asked me if we were going to send a book and wait for a check. I said, of course I can do it, or I can call it, get the money, send the book and close it now. My sister said, Grant, you can't take \$30 that long—what's so urgent? It has nothing to do with \$30; has more to do with creating discipline for an emergency attack by finishing things off and going to the next thing. Don't be sensible about this issue of urgency at closing. Practice finishing everything you start as a discipline to start closing multiple offers now! An urgent desire to close a deal, any business, regardless of the amount, is what I live by. One closed deal becomes another closed deal. Be urgent and don't be reasonable ever! #7 — No financial plan. Sellers operate without valid financial plans; therefore lack adequate motivation and underestimate the importance of anyone close to this financial plan. FACT: If you're just working to make other people's dreams come true, you'll never be much closer! On the other hand, if you want to make sure that your wife can buy anything she wants, you can be very closer. If you want to make sure that you and your family can have each- THE 10 REASONS CLOSERS FAIL 67 thing they ever wanted and that you can take care of every possible situation that comes your way, you can be a lot closer. Build a financial plan for yourself that takes care of more than just an account, but also creates financial freedom for yourself in the future, and you can be much closer. People underestimate how much money is actually needed to truly ensure their financial freedom. People are reasonable, obviously unconscious and even unwilling to face this area of financial planning. Many people find it difficult to close because they don't have the right motivation for things that are uncomfortable in order to get the job done. Just paying your bills will never cause you to be much closer, because the purpose of just paying the bill is not significant enough for you or anyone else. Nobody's getting excited about paying the phone company. Some of the best closers I've ever met were those who didn't do it for profit; they did it on purpose. For example, fundraising can be extremely closer when properly aligned with the purpose of a charity that needs money to fulfill its mission. These people can become exceptional masters closer to getting money from others, because they are so committed and dedicated to the purpose and true financial needs of the charity. You must edit the relevant financial plan to have drive (need) to get the job done. Since I was 25, I've had a financial plan that made me push harder than others around me were willing to push. I go into every business knowing that this deal will contrib- 68 THE CLOSERS SURVIVAL GUIDE ute to the Grant Cardone Financial Freedom Plan. I didn't have the money to finance my own plan, so I looked to others to do it by making deals. Too many people go to work every day, for the next forty years, to later discover that they are short of money and have been for years. This would suggest that most people misjudge their financial needs or have never drawn up a financial plan at all. Get a financial plan today and make sure they do more than pay your bills, but also create financial freedom for you and your household. You will start making more deals and will stop underestimating the amount of effort, energy and enthusiasm required to close the deal. The bottom line is this: if you underestimate what it takes to create real financial freedom, then it just makes sense that you will underestimate what it takes to close a deal. #8 — Resolving complaints that are only complaints. Unfortunately, sellers have been taught to deal with complaints for years that are not complaints at all, but only complaints. Of all the sales books I've read, I've never seen this problem different. Over the years of research, I've learned that most so-called complaints from a client aren't really complaints at all, but just simple complaints that people automatically make throughout their lives. RULE: Treat all complaints as complaints until further validation. 10 REASONS CLOSER TO SUCCEED 69 Most of the time closer is handling a complaint that never required more than, I understand. When you treat a complaint as a complaint, you confirm it and turn it into something it's not. The more you validate and solve it, the more real it becomes for everyone. The first thing I do when I hear what appears to be a complaint is treat it as a complaint until it is further confirmed as a genuine objection. The first rule of sale (discussed in Survival Sales) will serve you well in determining whether an objection is valid or not! If this is a legitimate complaint, you will soon know because when you try to resolve only a complaint, your perspective will make it clear that this is more than that. But believe me, most of what you hear in the immediate vicinity are not complaints they are just comments or complaints anything different for someone to comment on the weather. #9 - Shortage of sealing materials. The lack of sealing material will stop the end. Due to the lack of successful techniques and closing materials, sellers can not persist nearby. I have personally met hundreds of thousands of sellers and only a small percentage of them have a handful of trained, trained and prepared closers. There are thousands of vendors who, after leaving my seminars and being on my final programs, have as many as 100 fully rehearsed, memorite killer closures that they are able to use and depend on in real sales situations. All these individuals watched their self-esteem,

love of work and income soar! Great neighbors are rare. No 70 THE CLOSERS SURVIVAL GUIDE is born as great neighbors —all of which are developed through study and practice. Great neighbors have deep arsenals of finishing material fully memorized, trained, naturally and delivered to them in a way that suits their personality. They fully and absolutely understand how and when to use their tools to close, and are able to handle them with ease, even in the heat of battle! For clarification only, none of the endings written in this book are used with the intention of manipulation or deception, but to handle and service your chances of making logical decisions that end in The Exchange of Winners. #10 - Incorrect barrier. Sellers mistakenly believe that their customers are an obstacle or reason to close no, not an understanding that they, (the seller, as close as possible) are in reality the ultimate and only obstacle to anyone close to them. This is hard for most to swallow. They once said to me, No matter where you go, you're here. This hit me like a ton of bricks, I immediately agreed with that, knowing that things that were happening to me were happening because of me and my beliefs. I was actually raised, it raised my level of responsibility and put me at the point where I took control of my life. At least I can do something about things if I create them. That brings me to one of my favorite sayings: Nothing happens to you, it happens because of you. I assure you, everything that happens to you nearby is because of you, your actions in life and your beliefs. Regardless of objections or recurring situations- 10 REASONS CLOSER TO FAIL 71 ring events are due to you, due to some agreement or belief you have in this area, or some mental creations continue to be confirmed. What you're focusing on, you're attracted to. Think car wreckage long enough and you'll have one. Think about the flu long enough and you'll get the flu. If you think prices are too high, you have to think about it, you have to shop around, never make a hasty decision, etc., then these things will become barriers for you when you try to close others. I know it sounds a long way out there, but just look at your life. Look at the remarks you continue to receive nearby, and I can assure you that you have some agreement with these objections somewhere in your life. This is happening to you because of you. If you trust me long enough to look for how it might be true, then you'll find out how it's true. For the following write down any complaint you get from your looks and see how many you use in your own life. If you are honest with this exercise, you will be amazed at how you are stopped by those negative ideas with which you agree. Let me explain to you what I mean by this I want to tell you the story of one of my most trusted associates who once came to me and said, I can't get any of my leads to close myself down. It's weird. They have money, they can do it, they want it, they can afford it and they know it's only a matter of time before they do it, but they just can't find them to close. I can't figure it out. What do you think it is? I said, Well, that's simple. Do the same thing in 72 THE CLOSERS SURVIVAL GUIDE your life. You won't spend money on those things you know you need so when it happens to you in close proximity, you can't close your odds because you agree with what they're saying! You have to open the door and start saying, 'Yes!' in your own life. Your customers somehow reflect that exact belief (barrier) you have and won't release money (just as you won't). I don't know why or exactly how this phenomenon works, but it happens to everyone. Stop asking customers to do what you won't do. It's not a sale, it's hypocrisy. Start doing what you're looking for from others, and like magic, they'll start doing what you're looking for because that's what you're doing! It will align the actions of your life with what you're trying to get others to do. People kind of know when you're asking them to do one thing, but they're doing something else entirely in their lives! Match the two, take responsibility for what you create, and start closing multiple deals! Remember, it happens because you're not. By the way, my associate took my advice and went out and bought those things he wanted, but he said no. The following week, he closed more deals than the previous two months. We all have a very strong ability to create, attract, those who have our attention. That's why I've been suggesting for years that sellers keep a notebook with objections (a complete log) of everything that happens in an exchange with a customer so you can raise awareness of what's going on 10 REASONS CLOSER TO FAIL 73. how you can handle it, and more importantly how you might be creating it. Remember that you are an obstacle, not your perspective! Take the time to check which of the ten may be keeping you from the end. Even keep them at your desk or look at them after you miss the deal and see which one you might be guilty of. You'll be surprised. Obstacles to closing a deal: 1. Never attempted to close 2. The pressure is considered a bad 3. Unwillingness to deal with emotions 4. Lack of belief in product or service 5. Inaccurate assessment of efforts 6. Reasonable 7. There is no financial plan in place 8. Process complaints that are only complaints on 9 October 2015. Lack of material to close 10. Incorrect L like rules barriers any game there are rules, and especially in closing you need to adhere to these rules to ensure your success. Below are 20 main rules, including my comments about each of them. From time to time I review these rules and treat them as a robust policy that I will not violate under any condition. 1. Always sit down when negotiating and closing. It is a policy that is often violated and missed, even by experienced professionals. You're hardly ever going to lock someone up if you get up. The saying goes, present a product, service or idea on your feet, but always negotiate terms from your seat. In addition to being sure that you are sitting when trying to make a deal and close, you also want to have a chance seat. Even if your perspective stands, stay seated suggesting you're not done, unresponsive and confident in the deal. Going from seating to getting up suggests that something has changed and allows your perspective to go out and finish negotiations. 2. Always make your proposal in writing. People don't believe what they hear, they believe what they see. What is written is more credible and 74 RULES 75 more valuable than what is simply talked about. The old saying, talk is a cheap game here. Always have at your disposal a contract and a writing pad where you will earn your points. Anything offered or value points that are included or expected should be written down for all to see. Example: If your product or service has a warranty that is standard in your offer, write it down as something a customer gets when they make a decision with you. This is overlooked by 99% of almost all negotiators in the immediate vicinity, as they assume that since it is involved, it should not be published or used as a finishing point. Everything worth emphasizing, should be written down and used to build your case logic on the many reasons why someone would do business with you and close with you. 3. Always communicate your proposal clearly. It is important that you practice and communicate clearly what your offer is. Don't murmur or cover your mouth. Speak clearly and confidently so that your offer is communicated in a way that suggests optimism, pride and credibility. No one will trust a person who can't communicate clearly and confidently. Practice your delivery and don't just assume you're coming clear. I practiced for years using recorders and videos, then played them again to make sure my communication came along the way I intended. 4. Always make eye contact. It is very important that you learn to maintain eye contact with your prospects, avoid wandering eyes, looking around them or over their directly into 76 THE CLOSERS SURVIVAL GUIDE their eyes. This is a discipline instilled only through practice, and you can perfect it by shooting. Most of the population on this planet today doesn't make eye contact. All you have to do to prove that is to walk into a café and say hello. Walk down the street and ask someone a question, and watch them look away. If you want to be trusted, it is vital that you make eye contact with your chances. This suggests interest in them and confidence in themselves, their products, their services and what you propose. 5. Always have a pen available for signing. Always closing is great except for the closer one who finds himself without a pen and a contract. I remember that once I made a deal that my prospects had just agreed on, I reached for a pencil in my jacket, but it was gone. The odds took it as a sign that you shouldn't sign and close — and it didn't! I was devastated, and now I refuse to go anywhere without a sword in my hand. All agreements require signatures and this requires ink. Keep the pen available on you at all times. In fact, you should always have a back-up pen. Also consider holding a beautiful pencil that portrays you as a professional. Invest in nice things and you'll have nice things! 6. Know how to use humor to relieve pressure. This is absolute art used by the greats! Life is sometimes revealed through stories, and everyone loves a good story. If the story contains humor, it will cause people to relax. Make sure your humor can't offend or be out of color by Rules 77. This should tell the story and relieve the pressure in the immediate vicinity. Avoid using humor that makes fun of others. Use humor that causes your customer to feel good, to feel positive and it reminds him that life should be enjoyed, not endured. Any humor that can make people feel good, inspired or hope is always appropriate! People are more likely to make decisions when they are less serious than when they become very serious. People pay more for entertainment in this country than for education. The reason why: they want to feel good. Make sure your humor makes your perspective feel good. Do your close more about the game than you do about the critical decision. Let it be more about how good it will look, feel good and how they do the right thing than about it being some serious thing to do. You as a closer will close more deals when you are able to get your client to cheer up, laugh, have fun, and be less serious. I've used humor to take advantage of my entire sales career. Humor combined with the right techniques on how to close, is unstoppable. 7. Always ask again! This is what separates closer from the seller, and big money from the average manufacturer. Continue to ask, persevere, figure out another way to circle back after saying no, reposition and ask again is ultimately what will make you very effective. This requires you to have a deep arsenal of techniques and a full understanding of all closures to continue persevering. The only way to wear out resistance 78 SURVIVAL GUIDE CLOSER is through perseverance and it requires you to know the information in this book so well that you are able to weave all the fasteners until the customer is finally yes! This area of perseverance is also a social issue since as a child you were told that perseverance is a bad thing because it is rude and antipathetic. Can't you listen, don't ask me again and you're so stubborn are the usual negative responses to perseverance; however, being stubborn is a good thing. Asking again, and again and again is a sign of someone who knows how to get what they want in life. It is not rude to continue persevering; it is a sign of success and prosperity. Because I'm still looking in another way that being told doesn't mean I didn't listen. It just means I sold more on my view than I did the second look. Vince Lombardi said: Winners never give up, and quitters never die. Who wants to agree to quit and how can I, if you give up? Persevering and asking in another way means you have to be fully sold, you need to have complete confidence in yourself and your product and you have to be absolutely clear about what you want and how important it is for your survival. You should treat every opportunity to close as if your life depended on it, and it does! Quitting is encouraged in society today and perseverance is actually discouraged. There is an oversupply of quitting ones and a lack of perseverance. Which one is valuable? If giving up can be learned and drilled, then one cannot learn and give up. Practice not giving up! Role play using closes and try again even after they have said rules 79 they have done and you have tried ten different ways. Look how strong you can get this muscle perseverance, and like any muscle, it will become stronger! Drill it until you are obstetric, rude or ill-bred, but professionally persistent, smooth and confident. 8. You always have at your disposal arsenal closes, so they do not repeat themselves. Most sellers give up because they lack closing variations, and that's what the rest of this book will file for you. You need a huge variety to deal with all different types of customers and complaints. Remember: an accurate assessment of the effort! Most layouts are said to close after five attempts, but the average sales person has only four closings available. I don't want four or five, I want hundreds - for a case. Also, you need a full understanding of your arsenal, not just familiarity. One of the best ways to fully understand is to listen. Except this book will be with you by referring to this daily, you would benefit from ordering the program on audio and online www. CardoneUniversity.com or www.CardoneOnDemand.com for the automotive industry. These programs have helped thousands of deal makers and dreamers. Listen to them until you duplicate my every word and I don't sick of hearing me. I know sellers who have 10X'd of their income on these programs. Become a MASTER through repetition. Know them so well that you can use them in any order and with complete confidence. 80 THE CLOSERS SURVIVAL GUIDE 9. Always stay with the customer and reduce the number of times you leave the customer alone. It is important that you continue to create and exploit credibility and persuasiveness with your client. Every time you leave a customer to check something or leave it with someone else, it creates doubt and uncertainty in the customer's mind. Car sellers are known for leaving their customers behind and going back and forth to their managers to check one thing or the other. This is the biggest pet of car buyers. This back and forth creates the undoing of antagony in negotiations, reduces perceived value, reduces user experience and extends closing times. KEEP IN THE END: This does not mean that there is no appropriate time to leave the customer and use the authority to close, as this can be very powerful as long as it is not used too much. 10. Always treat the odds as a customer. One of the biggest mistakes in negotiations, especially by experienced sellers, is the misguided ability to determine who is the buyer and who is not. Any person who reads this book can remember multiple times when they made this mistake and it cost them their job. I was in hundreds of transactions when I was told there was no way a person was going to close and because I treated them like they wanted to, they did! Regardless of the circumstances: no money, no budget, no taxes, no de- RULES 81 cision maker, I can't make a decision - no matter what you hear, always treat the customer like they're a customer. I have this little trick I play on me when I'm around. — I'm exploring the prospect of any signs showing that they've bought in the past. Watch, shirt, suit, necklace, car they were driving, the house they live in, the credit card they use, etc. All the evidence is that this perspective actually demonstrated the ability and history of incarceration. No matter what they say, I always say to myself: Every customer is a customer. Treat them as a customer and they will turn into a customer. 11. You always know you can make a deal. It's a mental attitude that has to develop further in all of us and that attitude needs to be protected like all gold at Fort Knox. I still say we can reach an agreement, no matter what the buyer or those around me tell me. The saying goes; Where Is will, there's a way. This way of knowing that you can and will reach an agreement requires you to eliminate all the negativity that comes from your environment as if it were a disease that kills, and rest assured, it does. People spend billions of dollars trying to protect their bodies from disease and spend almost nothing to protect their minds from endless viral infections: we can't do it - it's not possible - there's no way it's still going on and on. Newspapers, television and radio are carriers of the diseases and cancers of our time, spreading misinformation 82 SURVIVAL GUIDE CLOSER AND MENTAL CONTAMINATION THAT DESTROYS MARRIAGES, CAREERS, FINANCES AND PEOPLE'S DREAMS. The Rules of Success program (available on DVD/CD and on demand) is an excellent tool for maintaining a positive mental attitude throughout the vicinity. 12. Always maintain positive behavior regardless of the customer's response or in that case, from your own management. It is critical, that while maintaining the attitude that you are positive no matter how the customer reacts, no matter how ridiculous the customer or their offer can be. Keep it easy, stay positive and maintain a positive, professional attitude during the negotiations. In my marriage, my wife and I do everything we can on a daily basis to keep life light and simple, fun and breezy so that we can excel in our marriage and life. We strive to do the same thing in our offices, regardless of the results to continue to keep things positive, outsmading, even like the game. It's said you can't always control what's going on around you, but you can control how you react to it. When closing, it's crucial that you control your posture regardless of your client's. When you go negative because the customer is negative, there is only one outcome and this is not good. When they're negative and you stay positive, it just makes you look much better and more attractive. Negativity always succumbs to positivity, always. It must be practiced by both new and seasonal sales - RULES 83 people. And a word of caution to the most successful and common professionals — you, of all groups, must practice it more than any other. Because of your years of experience and hardening, you can declare yourselves as insatiable and arrogant in your answers. Be careful, an old professional, not to rest on past successes because it can cost you future sales. One great book says: The Meek will inherit the earth, and I say: Those who can remain positive no matter what happens around you will inherit the treasures of the earth! 13. Always smile regardless of outcome, response, complaint or communication. This is not only about your inner positive attitude, but also about your physical manifestation. You have to practice it until you're able to smile regardless of the situation. A six-month-old child does it and melts everything in his path. Take a walk and see how the children smile, and you will see the financial value that awaits you by rehabilitating that ability. For the next week, practice smiling with everyone in every situation you encounter including arguments, disagreements, when you don't get your way and every time you get a bad service. SMILE BIG AND SMILE ALWAYS! Do this until you can argue with a smile, disagree with a smile, negotiate, overcome objections and close with a smile. Have you ever noticed that very successful people smile all the time? It's not because they're successful to smile, it's how they've become successful. This is a million-dollar tip — SMILE! 84 CLOSER SURVIVAL GUIDE 14. Always treat the customer the way they can't! I always said if you treated someone like they had money, they'd act like they had money! Treat me like I'm not going to buy it, and I assure you I won't buy it! All your words, answers, actions, facial expressions, your handling of complaints must communicate that you are treating your perspective as someone who will buy, who will say yes, who will ultimately agree to your proposal. Treat them like they're going to play and they're going to play. In Sell to Survive, I told the story of how I locked up my wife. I used this very premise that I always treated her as if she was going to be my girlfriend and I never stopped acting like that no matter how she treated me, even when it wasn't that positive (which was the case for more than thirteen months). Even today when she gets mad at me, I treat her like she loves me, admires me and like I can't go wrong in her eyes. Before, sometimes later, I shut her up for this. You will create the customer you believe it is — every time! Treat them like a customer no matter what! 15. Always acknowledge to the customer any offer or communication they make. Regardless of what the customer offers in the negotiations, even if it is absolutely not acceptable, take the time to confirm them for this offer. Wannabe closer does not take the time to acknowledge the offer of perspective because it is so intent on selling its proposal and does not acknowledge what is offered. When you don't take the time to confess, you're just making things worse - Rule 85 causes your perspective to become firmer and more rigid. Take the time to thank, appreciate it and I want to congratulate you for submitting this proposal before entering into your own proposal. 16. You always get along with the customer and never agree. It's one of those absolute truths when you negotiate that if you break it you will break you. I always agree with your perspective no matter what. This is different from the old saying: The buyer is always right. I don't think that's true, who got confused with always agreeing. Whether the customer is right or wrong is not a problem! To resolve conflicts and disagreements, one person is required only to agree to the other person's position. For dissent to exist, two sides are needed. Once one side agrees with the other's position, the disagreement is over! Disagreement only results in no deal-making! Lose the battle, win the war! 17. Always look for a solution. The world is filled I can't do people, and there's a few can do people. Those who can do it, they do. Those who can't do nothing but tell others they can. Nobody cares what you can't do; all they care about is what you can do and how it can be done. This is again about attitude and mental fitness so you can always move on and not hold negotiations. Find a way, understand it, and look for solutions. We're not trying to travel through space. We're trying to close the deal! Come up with a terrestrial 86 THE CLOSERS SURVIVAL GUIDE solution to make it work and ask them to participate in finding a solution. There's got to be a way, let's figure this out together. Some great sentences you can rely on are always: How can we make this work? What can you do to get this right? Help me to do everything I can here to make it work for both of us. People appreciate those who never give up, those who are always looking for a solution. Keep in the beginning: If the people you're closing don't offer you a job, it's because you don't use that information.) 18. Care so much that you refuse not to close. It's out of sale now and more on the purpose line. An individual will reach incredible heights in their life if what they do aligns with purpose. That's why you see missions and charity workers working tirelessly around the night to make a difference. This is lacking in sales because most people do not properly and fully align product sales and close sales with some higher purpose. At the end of the day your true purpose will get you through. My employee watched me handle a customer over the phone from my office in LA, and when the call ended he stated: The difference between your call and mine is the amount of care you communicate in helping people. It's not how much you want their money or close, it's how much you care and how much you want to help another who will ultimately bring you what you want. Care more and you will close more! RULES 87 19. Use the entire arsenal closes. Never depend or get comfortable with one or two, but be instructed enough to use them all. I've stated that before, and it's crucial that you not only familiarize yourself with a few of these, but prepare yourself to use them all. You will surely find your favorites and those that somehow make the most sense you, but take the time to get to know each other and you can use them all. One day soon you'll need them all! 20. Always know that you do not provide a service until you close! Sales, presentation, demonstration, promotion, marketing, confidence building, etc. Breathing and eating are important, but ultimately you want to live. It's the same with sales and closures. Closing allows you and your business to expand, all the things that happened before closing were necessary to get closer to the end, but they will not allow expansion and survival. Close the deal, be prepared to do whatever it takes to close the deal and know that just until you actually reach that critical survival exchange point, you provide any real value. This book is possible because of the thousands and thousands of hours of research I've done in this area. It is also possible because of the many sales greats that I took the time to learn who came before me. These guys have greatly helped in my sales education, my sales career 88 THE CLOSERS SURVIVAL GUIDE and the development of this book. While most of these closures are original, many of them are the result of contributions during my years of learning from greats such as Zig Ziglar, Tom Hopkins, Jackie Cooper, Brian Tracy and many others. This arsenal of techniques in Closer's Survival Guide, is presented in no particular order, so don't assume that the first proximity has more value than the ones that follow. They all have value when used at the appropriate time and in concert with others. I was in situations where it would appear that my first five attempts had failed, but later they found that they had only prepared the client to be locked up from the sixth attempt. I would never suggest to anyone that someone close to him would do the job, but I also wouldn't suggest that you can't close on the first try. Based on my experience, the first attempt at closure is the exception, not the norm. You'll also notice that each of the many closures includes a list of other closings that could be used together or that may be similar. Again, none of these techniques are more valuable than the other, but will be used in harmony with each other to create the effect you want. You will become most effective when you get acquainted with all of them, and you will become unstoppable when each of them and everyone becomes something you no longer think with but just use. Beware that it does not become comfortable with just a few, because it would defeat the purpose of having an arsenal. Teach them all, then learn how to tell a story with them, one after the other, and RULES 89 you will be rewarded with Master Closer status! The more the seller understands the more they will reach for the sale of others, the more they will look, more professional and persuasive will appear to his client, and the more he will be rewarded. It's close to defeating more sellers than anything else, but you don't need to be defeated. Making a deal is vital for the survival of a sales person and without a wide and different range of techniques you cannot achieve your financial goals. 90 THE CLOSERS SURVIVAL GUIDE THE CLOSER'S SURVIVAL GUIDE OF CLOSURES Don't just read them, punch them, exercise them, rehearse them. Use them, enjoy them and most importantly... Prosper of them! — Grant 91 92 THE CLOSERS DELIVERY CLOSE When would you like to download the delivery or have a new _____ installed immediately or tomorrow morning around 11:00 a.m.? GRANT'S TIP: Delivery Close takes ownership and offers options to say yes. This is one of the most powerful and overlooked closures. Never ask: What do you think? or open questions. Always assign ownership using your word. See: All Assumptions Close, Check Close, Scale From One-To-Ten Close THE CLOSERS SURVIVAL GUIDE 93 PROACTIVE LEARNING: Write exactly how you'll customize this close to present your product, service, suggestion, or idea: Write down what complaints you might receive using this close and what new closure you could use: 94 THE CLOSERS CHECK CLOSE Would you like to make any other changes or add-ons you'd like to make to your new _____ before we come to a numbers deal? GRANT TIP: Check Close takes ownership, avoids rejection, and creates an opportunity to close, based on changes and add-ons that might interest your customer. See: Delivery Close and All Assumption Closes CLOSER SURVIVAL GUIDE 95 PROACTIVE LEARNING: Write exactly how you'll customize this close to present your product, service, suggestion or idea: Write down what complaints you can receive using this proximity and what new proximity could you use: 96 CLOSING SCALES FROM 1 TO 10 CLOSE On a scale of one to ten, how do you rate your new _____? (wait for an answer) What would be 10? (wait for a response) Great, let me work it out. Sign here and here. Grant's advice: This is a killer close and gives you some sense of how much the buyer has been sold and what it would take to be perfect. Just because a customer says seven doesn't mean they won't buy a product like that. Maybe he's happy with seven. You can also use this when learning about the products it uses now. This is great for any consumer or service sale, and especially for a real estate agent trying to get an ad. Watch: Better live richly close, you can't take it with you close, compare investments close CLOSER SURVIVAL GUIDE 97 PROACTIVE LEARNING: Write exactly how you'll customize this close to present your product, service, suggestion or idea: Write down what objections you can get using this proximity and what Close you can use: 98 CLOSING PAYMENTS If payments are not pleasant, we wouldn't expect you to buy a product. I am confident that our local lender can provide you with alternatives that will make your monthly investments enjoyable and affordable. GRANT'S TIP: Most products today are purchased on payment and should be sold for payment. This fact is missed by many industries, including insurance, investment, furniture, retail and real estate. Why sell the price when you know it's going on a credit card or will the customer get a loan? This is a great proximity when a customer becomes concerned about paying and hangs up on their monthly payment option and avoids resting their work on payments. See: All payments close, all rates close, all budget closes SURVIVAL GUIDE CLOSER TO 99 PROACTIVE LEARNING: Write exactly how you will customize this close to present your product, service, suggestion or idea: Write down what complaints you can receive using this proximity and what new proximity could you use: 100 THE CLOSERS PAYMENTS TO CLOSURE FIGURES?) Until you and I agree on a price, product and terms, you won't have to worry about paying because there won't be any. I need you to initial here, here and here. GRANT'S TYPE: This is the opposite of the previous closure (Payment Close) where the customer wants to move on to payment and still has a disagreement over the price. This avoids closing payments, focuses on numbers. Beware of a customer who continues to move the target at you, giving you too many things to handle, so you can never close! See: Scale From One-To-Ten Close as a way to emanate a real, hidden auditory SURVIVAL GUIDE CLOSER TO 101 PROACTIVE LEARNING: Write exactly how you will customize this proximity to present your product, service, suggestion or idea: Write down what objections you can get using this proximity and what new proximity you could use: 102 THE CLOSERS RATE CLOSE We use every lender in the country, including every credit union. Who are you currently using? (Answer) We have access to them, too! Only a few people in town are cheaper than your lender. Sign here and I'll look at our options. Worse, we use your current lender. GRANT'S TYPE: Do not quote prices, because the moment you do, they will change and this will adversely affect your credibility and give the buyer a reason to bail. You need to be positive about your ability to get lending in every deal. It is your responsibility to resolve this so that you can get closer! Car dealers are exceptional at it, but most other industries are falling their responsibility and think the business is stopping selling and someone else will get the money. See: All Budget Closes, No Cosigner Close Closer Survival Guide to 103 Write exactly how you will customize this close to present your product, service, suggestion or idea: Write down what complaints you can get using this proximity and what new proximity you could use: 104 THE CLOSERS EQUIPMENT CLOSE Assuming we can get all the items you told me you wanted and have the product delivered to you as you requested, I need your OK here, here and here where I noted the changes. GRANT TIP: Take the focus off requests or changes and get back to the end. Request an agreement on the figures, assuming you can resolve other changes. This does not mean that you need to turn on or make changes. Watch: All Assumptions Close, Change Close, and Scale From One to Ten Close SURVIVAL GUIDE CLOSER TO 105 PROACTIVE LEARNING: Write exactly how you will customize this proximity to present your product, service, suggestion or idea: Write down what complaints you might receive using this proximity and what new proximity could you use: 106 THE CLOSERS TITLE / REGISTRATION CLOSE Whose name will we register your new _____ in? Your name, your wife's name, or both? GRANT'S ADVICE: This is probably the most powerful assumption close of all. Look the customer dead in the eye and ask for the end. I know I'm going to use this on almost any deal. See: All assumptions close, paperwork Close CLOSER SURVIVAL GUIDE 107 PROACTIVE LEARNING: Write exactly how you will customize this close to present your product, service, suggestion or idea: Write down what complaints you can get using this proximity and what new proximity could you use: 108 THE CLOSERS PAPERWORK CLOSE Whose name will we do paperwork, your name, company name or both? GRANT TIP: This is very similar to the previous closure (title/registration closure). There's paperwork on every deal, no matter what you sell. You can even ask this earlier to find out who the decision maker really is. See: Assumption Closes, Register Close CLOSER SURVIVAL GUIDE 109 PROACTIVE LEARNING: Write exactly how you'll customize this close to present your product, service, suggestion or idea: Write down what complaints you can get using this proximity and what new proximity you could use: 110 THE CLOSERS SPOUSE STALL CLOSE I (you need to talk to your spouse.) What if your spouse says no? Answer: He won't. Then I need your good here and here. Answer: We will not buy —Would you say no to the product or to money? If the product is What do you propose? If money —What about money, advance payment, monthly payment or price? GRANT'S TYPE: While people consult with their spouses for decisions, many spouses decide today without signing up. This is used as a stand more often than as a valid remark by the customer. More women will buy without a husband than vice versa. Verify that this is a valid complaint with Stall close. Also, you are able to wash away what the actual complaint is in. Never use it subject to your spouse's approval without trying it first. See: All Budget Closes, No Cosigner Close THE CLOSERS SURVIVAL GUIDE 111 PROACTIVE LEARNING: Write exactly how you'll customize this close to present your product, service, suggestion, or idea: Write down what complaints you might receive using this proximity and what new proximity you might use: 112 THE CLOSERS MARRIAGE BOOTH CLOSE II (You need to talk to my spouse.) I agree and you should, but if your wife is anything like mine, she never tells me no when I love something, and I never say no to her. I need your approval here, here and here. GRANT'S ADVICE: This must be used with confidence, speed and power. You confirm and acknowledge, you look up, you smile and you tell your story! The more it applies to you, by the way, the more often you can close with it. While my wife can tell people she has to check with me, she can and bought it without doing it! See: Assumption closes, All spouses booth closes, inaccessible party closes, second baseman closes, all budget closes, No cosigner close closer TO SURVIVAL GUIDE 113 PROACTIVE LEARNING: Write exactly how you will customize this close to present your product, service, suggestion or idea: Write down what complaints you can get using this close, and what new close you can use: 114 THE CLOSERS SPOUSE BOOTH CLOSE III (I need to talk to my spouse.) It is better to ask for forgiveness than to ask permission, and to let you go immediately — sign here and here. GRANT'S TYPE: Try it out and you'll start relying on it. This is only for Master Closers - don't be weak - go ahead. You have nothing to lose. Smile before you say the first word and deliver. See: The assumption closes, spouse stand closes, inaccessible party closes, second base closes, all budget closes, no cosigner Close SURVIVAL GUIDE CLOSER TO 115 PROACTIVE LEARNING: Write exactly how you will adjust this proximity to present your product, service, suggestion or idea: Write down what objections you can get using this proximity and what new proximity you could use: 116 THE CLOSERS SPOUSE STALL CLOSE IV (I need to talk to my spouse.) I also understand if you and your spouse talk like me and mine, then he/she knows you're here and she knows what you're doing. Let's do it and get it done if you don't have any other reservations. I need your ok here and here. GRANT'S ADVICE: This close one basically uses the objection and acknowledges the fact that people who talk about everything together would already be talking about what that person is doing now. Close this deal, stop selling yourself on this complaint because this booth is more common than not. See: All spouses both closes, unavailable party close, second baseman Closer Survival Guide 117 PROACTIVE LEARNING: Write exactly how you will adjust this close to presenting your product, service, suggestion or idea: Write down what complaints you can get with this proximity and what new proximity you could use: 118 THE CLOSERS UNAVAILABLE PARTY CLOSE Customer agrees to ownership on the specified figures and terms. Delivery is subject to so-and-so approval. Is that fair? GRANT'S TYPE: It should be used as a last resort for unavailable entertainment, and after the spouse/boss has stalled. Short cutter abuses this and loses deals. See: All assumptions close, all spouses both closes, unavailable party closes, Second baseman closes closer survival guide 119 PROACTIVE LEARNING: Write exactly how you will customize this close to present your product, service, suggestion or idea: Write down what objections you can get using this proximity and what new proximity could you use: 120 THE CLOSERS UNAVAILABLE PARTY CLOSE II Does your spouse approve your present situation and the costs of doing so? If nothing changes except the fact that your situation is improved, it would certainly support you in improving your situation. GRANT'S ADVICE: This is an alternative to the previous (Unavailable Party Close). This tests the validity of the complaint. Too many jobs are lost trying to get a spouse, and time is wasted when it's not even valid. See: Assuming prisons, all spouses stall closes, inaccessible party closes and second baseman closes closer TO SURVIVAL GUIDE 121 PROACTIVE LEARNING: Write exactly how you will customize this close to present your product, service, suggestion or idea: Write down what objections you can get using this proximity and what new proximity could you use: 122 THE CLOSERS INSURANCE CLOSE With whom will you provide your new _____? What's his number? (wait) I'll call and transfer the cover so you're insured today when you're gone. GRANT TIP: This is done before you join the numbers. This is a very aggressive proximity and should only be used by a very confident closer (like you). You won't know how well it works until you use it. See: Assuming ownership closes and momentum closes CLOSER SURVIVAL GUIDE 123 PROACTIVE LEARNING: Write exactly how you'll adjust this proximity to showcase your product, service, suggestion or idea: Write down what complaints you can get using this proximity and what new proximity could you use: 124 THE CLOSERS SECOND PARTY ASSIST CLOSE John, on this number, given what you know about the product and knowing your brother as you work, what advice would you give him about buying products and fairness figures? GRANT'S TYPE: Never neglect other people who may seem to be involved in an actual purchase, but if they're not involved in the conversation they're sure to waste your business behind your back. Turn them on. The customer values his opinion more than yours, so use it. Use to help you close the product, or at least find out its considerations, as it will be shared with the customer and influence its decisions. See: Rapture Close, All Spouse Booth Closes, Unavailable Party Closes and Second Baseman Closes Closer SURVIVAL GUIDE 125 PROACTIVE LEARNING: Write exactly how you'll customize this close to present your product, service, suggestion or idea: Write down what objections you can get using this close, and what new close you can use: 126 THE CLOSERS SECOND BASEMAN CLOSE AND Will you help with the price, advance payment, monthly payment, paperwork or all of the above? GRANT'S GUY: This is similar to another Assist Close party, but asks for another base to be financially involved. You'll never have a problem with oral counselors again, and they may even step up and offer help. See: All assumptions close, All spouses both closes, inaccessible party closes and second baseman closes closer TO SURVIVAL GUIDE 127 PROACTIVE LEARNING: Write exactly how you will customize this close to present your product, service, proposal or idea: Write down what complaints you can get using this proximity and what new proximity you could use: 128 THE CLOSERS SECOND BASEMAN CLOSE II Did you want me to do this so that it is affordable using money that has itself or you planned and financially GRANT'S TIP: Do it with kindness and respect and only after the other party's involvement in the sale and showing that you welcome their involvement. It's only done in the immediate vicinity. See: Assuming prisons, all spouses both closes, unavailable party closes and second baseman closes closer TO SURVIVAL GUIDE 129 PROACTIVE LEARNING: Write exactly how you will customize this close to present your product, service, suggestion or idea: Write down what complaints you can receive using this proximity and what new proximity you could use: 130 THE CLOSERS DELIVERY CLOSE If there is no objection or reason not to move forward immediately with your new _____ I will need your OK here and here GRANT'S TYPE: Look them in the eye, pass the pencil, then point to where you want them to sign and close. See: The assumption closes, Scale one to ten close, Do it close anyway, all agreement closes CLOSER SURVIVAL GUIDE 131 PROACTIVE LEARNING: Write exactly how you will customize this close to present your product, service, suggestion or idea: Write down what objections you might get using this proximity and what new proximity you could use: 132 CLOSE AGREEMENT I CLOSE It's a lot of money! I need your good here and here. GRANT'S TYPE: First docking is one of the rules of sale and must be used nearby. This is selling power at its best. What you're doing here is acknowledging the objection, but you're not giving it any value and through it as if it were a comment, not an objection. This is one of my favorites — simple and powerful. See: Agreement Close II and III, Grateful prisons and congratulations close, Feel, Feel close, Make it close anyway, better live rich close CLOSER SURVIVAL GUIDE 133 PROACTIVE LEARNING: Write exactly how you'll customize this close to present your product, service, suggestion or idea: Write down what objections you can get using this proximity and what new proximity you could use: 134 CLOSE AGREEMENT II I agree it's a lot of money and I expect you knew that before you know it before you know it for coming here. I need your good here and here. GRANT'S ADVICE: Most people know the amount or part of it before they call or walk in. Nobody says, I like the price. Everybody complains before closing. So agree and close! See: Agreement Close III, and greeting cards close, feel, feel close, do it in any case close, better live rich Close SURVIVAL GUIDE CLOSER TO 135 PROACTIVE LEARNING: Write exactly how you will adjust this proximity to present your product, service, proposal or idea: Write down what objections you can receive using this proximity and what new proximity you could use: 136 CLOSURE AGREEMENT III I agree, and everyone who has ever bought this product says exactly the same thing. I need your approval here and here. GRANT'S TYPE: Use the contract and then tell them that everyone else has come to the same conclusion, had a similar reaction and closed! This is discounting the response as a complaint and assumes that this is a mere complaint. Most complaints are not objections at all, but only complaints and should be dealt with as such. See: Agreement Close I, II and all other discount type closes, I feel, felt found close, do it anyway close, better live rich close closer TO SURVIVAL GUIDE 137 PROACTIVE LEARNING: Write exactly how you will customize this close to present your product, service, suggestion or idea: Write down what objections you can get using this close, and what new close you can use: 138 CLOSINGS WILL NOT BE LAST TIME CLOSE I agree and this isn't the first time and it won't be the last time you spend more money than you expected. I need your good here and here. GRANT'S ADVICE: This closes on objections by treating it as a complaint, not an objection. Every customer will relate to that. Smile, present and close. See: All agreements close, congratulations close, be grateful close, won't be close last time, better live richly close and discount closes CLOSER SURVIVAL GUIDE 139 PROACTIVE LEARNING: Write exactly how you will customize this proximity to present your product, service, suggestion or idea: Write down what objections you can get using this proximity and what new proximity you could use: 140 CLOSURES BE GRATEFUL CLOSE With you, be thankful that you can invest this so much money. Not everyone can do that. People are starving on this planet, and you're investing in your company. I need your agreement here and here. GRANT'S ADVICE: This is very strong proximity and requires self-esteem and self-confidence. Truth goes through resistance in humans and too few sellers use cold, hard facts. This especially affects well-heeled people. Be strong and powerful forces will help you. This is Master's Close! Use it! See: Agreement closes, congratulations close, and discount closes, work hard to earn close, better live rich Close SURVIVAL GUIDE CLOSER TO 141 PROACTIVE LEARNING: Write exactly how you will customize this proximity to present your product, service, suggestion or idea: Write down what remarks you might get using this proximity and what

new proximity you could use: 142 THE CLOSES CONGRATULATIONS CLOSE I know it's a big investment , and you should congratulate yourself for being able to make an investment of this magnitude. Not everyone can even think about living here. I need your good here and here. GRANT'S ADVICE: This close, like many you're familiar with, uses the severity of a complaint or complaint as a swing or force needed to close. Use it instead of overcoming it! See: Agreement closes, congratulations close, grateful close, won't be last time close, better live rich near and discount closes closer TO SURVIVAL GUIDE 143 PROACTIVE LEARNING: Write exactly how you'll customize this proximity to present your product, service, suggestion or idea: Write down what objections you can get using this proximity and what new proximity you could use : 144 THE CLOSES DO IT ANYWAY CLOSE I understand it's more money than you had in your budget , do it anyway. While I know that if you've never used some of these closures, I can seem too brave, almost offensive. You'll have a different experience when you use them. The buyer is starting to respect you because you haven't asked for every grudge he has. How do you think people get over the budget? They do it even when they know they shouldn't. See: The agreement closes, congratulations close, gratefully close, will not be close last time, better live richly close and discount closes closer survival guide 145 PROACTIVE LEARNING: Write exactly how you will customize this close to present your product, service, suggestion or idea: Write down what complaints you can get using this proximity and what new proximity you could use : 146 DISEASE CLOSES I know it's more than you need and more than you wanted to spend but it's not a disease. It's not like you're going to die from it; Let's do it, OK? Sign here, please. (Add Pen) Grant's ADVICE: You may be wondering, where did you get the courage to possibly say these things? That's the fact: make more complaints than they did! Admit it to them, don't do any of them and lock them up. You will find such close proximity so successful that you will wonder how you ever sold without them. See: The agreement closes, congratulations close, gratefully close, will not be last time close, better to live richly close, do it for me close, do it anyway close and discount close. SURVIVAL GUIDE CLOSER TO 147 PROACTIVE LEARNING: Write exactly how you'll customize this close to present your product, service, suggestion or idea: Write down what objections you might get using this close and what new proximity you could use: 148 THE CLOSES DO IT FOR ME CLOSE Sir, if you can't do it for you, and you can't do it for your wife, do it for me. I need your good here and here. No way, you say, how could I use this close?! GRANT'S ADVICE: Most people want to help others. Ask for help, ask for help, and ask them to do so in their own time. This isn't as crazy as you think. Dare to do it, and you'll call me to thank me. See: Agreement closes, congratulations close, grateful close, won't be last time close, better live rich near and discount closes closer TO Survival Guide 149 PROACTIVE LEARNING: Write exactly how you'll customize this close to present your product, service, suggestion or idea: Write down what objections you can get using this close and what new proximity you could use: 150 CLOSES INVENTORY CLOSE SHIFT DOWN Model Would you consider the product just below this? You'd save \$500, \$1,000, \$1,500 and reduce payments by \$12 to \$30 a month. Or would you rather get exactly what you want and pay a little more each month? GRANT'S ADVICE: Done on writing as a way of testing an obligation or done in negotiations when another money objection is closed has not done the job. You should always use inventory as a way of negotiating, as this is a solution with higher added value than price reductions. It also gives the customer a choice and allows him to save face if he/she is unable to afford the product. It also builds value in the product on which it decides. See: Other inventory closes, package alternative close and choice of alternatives close closer TO SURVIVAL GUIDE 151 PROACTIVE LEARNING: Write exactly how you will customize this close to present your product, service, suggestion or idea: Write down what complaints you might get using this proximity and what new proximity you could use: 152 THE CLOSES CLOSE MOVE UP Model Before I write this, I want to share with you that if we go from 4 Gig to 8 Gig, it would only be an additional cost of X. And with payment programs, that would only slightly change your payments. Would you consider it? GRANT'S TYPE: This is best used to test product commitment, can also be used when you have difficulties or even price complaints. While it wouldn't seem obvious to move the customer to a more expensive product when it's already screaming money, it's a valuable and working solution. When many customers say it's too much, they say it's too much for that product. Others will think you are crazy, but the buyer sees that the choice is to spend more money no less; and scrolling up can confirm the value. See: Inventory closes and alternative closes, Better live richly close, work hard to earn this close CLOSER TO SURVIVAL GUIDE 153 PROACTIVE LEARNING: Write exactly how you'll adjust this proximity to present your product, service, suggestion or idea: Write down what objections you can get using this proximity and what new proximity you could use: 154 THE CLOSES SELECTION CLOSE Alternative If payments are too high, I suggest we go back and consider the model just below that. GRANT'S TYPE: These inventory and alternative prisons offer solutions to the customer and show that you are trying to help. All seller buyers should move up and down the inventory line as they will anyway when they leave you. That's how people make decisions by buying, comparing and evaluating. It's using logic in the immediate vicinity and will help you close many more deals. See: Inventory closes and all alternatives close, Better to Live Rich Close, Work Hard to Earn Close, You Deserve it Close the CLOSERS SURVIVAL GUIDE 155 PROACTIVE LEARNING: Write exactly how you'll customize this close to presenting your product, service, suggestion or idea: Write down what objections you might get using this close and what new proximity you could use: 156 THE CLOSES PACKAGE ALTERNATIVE CLOSE If you don't want to go down the model or think about something older, why not consider moving the package? You'd give up these two options, but that would save you x and reduce your monthly payments. GRANT TIP: Always show the customer a way to get what they want. You may be on the right product, but too much of it. This is very similar to previous closures where we use models and inventory. Give the customer a way to buy something! See: Inventory closes and all alternative closes SURVIVAL GUIDE CLOSER TO 157 PROACTIVE LEARNING: Write exactly how you'll adjust this proximity to present your product, service, suggestion or idea: Write down what objections you can get using this proximity and what new proximity you could use: 158 CLOSES CLOSING PAYMENTS (Payments are too high, I need to be under \$500) We're already less than the \$500 you want to pay. The car before any option is \$20,000 and that's a \$400 payout. The car is \$20,000 = \$400/mo. GPS \$3,000 = \$60/mo. Sunroof \$1,000 = \$20/mo. Leather \$1,800 = \$36/mo. Taxes \$3,000 = \$60/mo. Total \$576/mo. Remove add-ons, payments are \$400/mo. Pay cash for are \$460. Get extras, keep cash and pay an extra \$3 a day and get exactly what you want. Personally I would go with option number three, what do you want to do? GRANT'S TYPE: This proximity is based on pure logic and can be used daily on all products that have features that come as add-ons or add-ons. See: Inventory closes, summary closes, reduced to ridiculously close and Ben Franklin Close SURVIVAL GUIDE CLOSER TO 159 PROACTIVE LEARNING: Write exactly how you'll customize this close to present your product, service, suggestion or idea: Write down what objections you can get using this proximity and what new proximity you could use: 160 THE CLOSES BUDGET CLOSE I Anyone who buys from here is over budget, but we all still do. We have a support group that meets here every Monday night!... I need your approval here and here. GRANT'S ADVICE: It's just a budget! Don't make a big deal about it. Also, remember that no one gets over the budget because they don't buy things. They get over the budget because they have. Close the deal! They're in over budget and they're going to leave the budget behind. This is America. See: Budget closes, discount closes, gratitude closes, better live richly close, do it anyway closes CLOSER SURVIVAL GUIDE 161 PROACTIVE LEARNING: Write exactly how you'll customize this close to present your product, service, suggestion or idea: Write down what objections you can get using this proximity and what new proximity you could use: 162 THE CLOSES BUDGET CLOSE II and Mr. , you can probably say that about your credit cards, car payment, insurance, taxes, groceries, restaurants, heating bill and electricity bill. They're getting more than you want them to be, but you're still doing it. I need your good here and here. GRANT'S ADVICE: Dismiss the complaint and treat it as a comment or complaint. Close! See: Price closes, discount closes, gratitude closes, better lives richly close and all budget closes SURVIVAL GUIDE CLOSER TO 163 PROACTIVE LEARNING: Write exactly how you will customize this close to present your product, service, suggestion or idea: Write down what remarks you might get using this proximity and what new proximity you could use: 164 THE CLOSES BUDGET CLOSE III I understand and expect this decision will have plenty of company at home and will not be. Itself. (Answer: What do you mean?) This won't be the first purchase you make, and that's too much beyond your budget. I need your good here and here. GRANT'S GUY: You'll have customers who will snap up because of it. The truth is so powerful. All people expand on things they really want. See: Price closes, discount closes, gratitude closes, better live richly close and all budget closes SURVIVAL GUIDE CLOSER PROACTIVE LEARNING: Write exactly how you'll customize this close to showcase your proximity Service, suggestion or idea: Write down which complaints you may receive using this close, and what new closure you could use: 166 CLOSES BUDGET CLOSE IV So, assuming you can afford a home note, current car note, car insurance, utilities, groceries, medical, clothing, nannies, school, fun, Visa, MasterCard, alimony, alimony, alimony, pension contributions, health clubs, you still save monthly and you'd have room in your monthly budget to enjoy ownership of your new car. Assuming you could afford all that, then you certainly wouldn't have any other reservations, right? nice one. What's your home payment? Your current car payment? GRANT TIP: List everything for them and use logic to show them they can succeed. Watch: Price closes, discount closes, gratitude closes, better lives richly close and all budget closes SURVIVAL GUIDE CLOSER TO 167 PROACTIVE LEARNING: Write exactly how you'll customize this close to showcase your product, service, suggestion or idea: Write down what remarks you might get using this proximity and what new proximity you could use: 168 THE CLOSES BUDGET CLOSE V 90% of the people I work with are over budget when they arrive here. Just because maybe in the past you've made some decisions that didn't make sense or buy things you really didn't need shouldn't mean you'd be punished today for getting those things that make sense and that you need. Let's do it... GRANT'S GUY: The U.S. government is trillions of dollars in debt, but that doesn't mean it's giving up business. It's close is a way to acknowledge that being above budget is no big deal. Don't be an obstacle here and don't let their budget be your excuse not to close. They were over budget before they met you and they'll be over budget no matter what they do today. See: Budget closes and agreement closes closer TO SURVIVAL GUIDE 169 PROACTIVE LEARNING: Write exactly how you will customize this close to present your product, service, suggestion or idea: Write down what objections you can get using this proximity and what new proximity you could use: 170 THE CLOSES ASSUME ZERO BALANCE CLOSE Your payout has nothing to do with the value of your house , (car, boat or whatever). If you owed zero, would you want zero? Of course not. It's worth what it's worth and it's not going to get any better by waiting. Pay off the difference and let's put you in the house you want. Sign here and here... GRANT'S ADVICE: This is used when your customer is in a situation where they owe more on their current purchase than the value of the asset they are trying to sell or get rid of. This stops many sellers because of their focus on the problem rather than the solution. Do not solve their problem; close the sale. This is great for bankers, car dealers, furniture, equipment rental, mortgage brokers and real estate people. See: Payout Close, Grace Payment Close CLOSER SURVIVAL GUIDE 171 PROACTIVE LEARNING: Write exactly how you'll customize this close to present your product, service, suggestion or idea: Write down what objections you can get using this proximity and what new proximity you could use: 172 THE CLOSES PAYOFF CLOSE John agrees to buy now, assuming we pay off the balance owed on its current lease (mortgage) , using company rebates and discounts or by making the lender carry the difference. John's funds will be used to reduce the amount financed by the new purchase. GRANT'S TYPE: This is great for products where equipment is traded for a new purchase and/or sales are held due to the balance on an earlier purchase. It can also be used when a customer has a contract or lease on another product or service. Trillions of dollars in sales are lost annually due to a lack of liability that companies assume in earlier purchases. See: Withdrawal Closes and Assumes Zero Balance CLOSER TO SURVIVAL GUIDE 173 PROACTIVE LEARNING: Write exactly how you'll customize this close to present your product, service, suggestion or idea: Write down what complaints you can receive using this proximity and what new proximity you could use: 174 THE CLOSES DELAY PAYMENT CLOSE John will now own __, assuming we pay off his credit card , save him from the current payment , and place it where there are no payments this month, next month, not until next month. How does that work for you? GRANT'S TYPE: This is for those of you involved in financing product sales and can be creative not with how it's sold, but how an individual or company pays. Let's say a man's moving in now, saving a month's rent, no payments this month and none next month. Instead of a house price discount, you include one payment. Builds savings for the customer without giving up gross. Most sellers don't get creative enough by becoming responsible for all parts of sales, including financing. Most customers are more concerned about monthly payments; companies that are more concerned about cash flow than prices. See: Payout Closes and Assumes Zero Balance CLOSER SURVIVAL GUIDE 175 PROACTIVE LEARNING: Write exactly how you'll customize this close to present your product, service, suggestion or idea: Write down what objections you can get with this close and what new proximity you could use: 176 THE CLOSES NO COSIGNER CLOSE Assuming funding can be provided on your behalf without other signatures required , the buyer now agrees to the property and agrees to the delivery according to the published figures, agreed? GRANT'S ADVICE: Take one thing at a time, by agreement on the figures, and then settle the funding. This works particularly well on customers who don't think they can get them Take the emphasis off the price and the possibility of buying on your own behalf. I made many sales where the great benefit was the reestablishment of the customer, and the product was secondary. See: Funding closes, all other bases close, all rates close and all budget closes CLOSER SURVIVAL GUIDE 177 PROACTIVE LEARNING: Write exactly how you will customize this close to present your product, service, suggestion or idea: Write down what objections you can get using this proximity and what new proximity you could use: 178 THE CLOSES MOMENTUM CLOSE I've compiled all the numbers for you and that's what we can do for you (reveals figures). I need your approval here and here. GRANT'S TYPE: Present the figures, go over them, ask for approval, hand the pen over to the customer and keep it down. Great for customers, heavy customers and people who may be comparing your prices to something else they've received before. Be sure, under control, professional and look the customer in the eye. See: Assumption Closes, Discount Closes, Make It Still Closes, It's the Best Reason to Buy Close CLOSER SURVIVAL Guide 179 PROACTIVE LEARNING: Write exactly how you'll customize this close to present your product, service, suggestion or idea: Write down what objections you can get using this close, and what new close you can use: 180 THE CLOSES YOU NEED TO PRAY ABOUT IT CLOSE AND SIR I appreciate it. I pray for every decision I make. How is it most comfortable for you to pray? Let us pray together, I believe that God will not deceive either of us. I am ready to accept God's will for both of us. GRANT'S ADVICE: Respect the customer's conviction and be with him as he gets in touch with his God. While some may think this is a taboo area you shouldn't break, I disagree. The buyer mentioned God, and you should pay him respect for being willing to respect his beliefs and pray with him until you get a yes or no! This is done with respect and sincerity for the customer's faith in greater power. This has never let me down in my career. See: All Think About It Closes, Time closes, All spouses close, Do it for me Close, and Now and later Close CLOSERS SURVIVAL GUIDE 181 PROACTIVE LEARNING: Write exactly how you will adjust this proximity to present your product, service, suggestion or idea: Write down what objections you can get using this proximity and what new proximity you could use : 182 CLOSE THINK ABOUT IT CLOSE TO the thought is instantaneous. Think of the elephant. Did you get it? You see, the thought is immediate. What you need to do now is make a decision. yes or no. Do or do not do. I'm fine with any of them. what's that? GRANT'S ADVICE: This is a very strong proximity. I never believe people should think, because this is a booth for some other consideration. They are more likely to need information than time to think. Thinking, close-up sets up finding what's really wrong. See: Discount Close, Reason To Buy Close, All Think About It Closes, All Time Related Closes THE CLOSERS SURVIVAL GUIDE 183 PROACTIVE LEARNING: Write exactly how you will customize this proximity to present your product, service, suggestion or idea: Write down what remarks you might get using this proximity and what new proximity you could use: 184 THE CLOSES ABOUT THINK IT CLOSE II Understand. However, thinking about it will not change the fact that this product saves money, your company needs it, and you will do it sooner or later. Let's get it done, so we can think about other things that need attention. I need your approval here and here. GRANT TIP: Show understanding, and then close for this invalid objection. If you think it's reasonable for people to add time to decisions, then you have to deal with yourself, because when people sell, they don't think, they buy. See: Discount closes, all think about it closes, all the time connected closes CLOSER SURVIVAL GUIDE 185 PROACTIVE LEARNING: Write exactly how you will customize this proximity to present your product, service, suggestion or idea: Write down what complaints you can get using this proximity and what new proximity you could use: 186 THE CLOSES THINK IT CLOSE III Great! Do you think 2-3 days would be long enough, or is 2-3 weeks better? (The buyer will probably say 2-3 days is enough.) The truth is, no matter how long you last, you will be faced with the same three questions. Can I share them with you? 1) Does this product get you what you wanted? 2) Can you afford this product? 3) Am I the person you would like to do business with? If he gives everyone the signature line, let's roll! GRANT'S GUY: This is one of my favorites of all time. While it alleviates the feeling that you have to do something right now with an offer of up to 3 weeks to think, it allows you to present the only reasons people won't buy it. It also establishes the determination of the actual objection. See: All Think About It Closes, All Time Connected Closes SURVIVAL GUIDE CLOSER TO 187 PROACTIVE LEARNING: Write exactly how you will customize this proximity to present your product, service, suggestion or idea: Write down what complaints you can receive using this proximity and what new proximity you could use: 188 THE CLOSES THINK ABOUT IT (1-10) CLOSE IV Great, most people want to take time to think about their decision before making it Let me ask you, on a scale of one to ten, ten you are absolutely sure and ready to go, and 1 would not take it no matter what, where would you stand at the moment? Get an answer. Then ask: What would that make a 10? GRANT'S ADVICE: This will allow you to determine what the real objection is, and believe There's one. Agreeing with their need to think, and then asking where they stand now, you, a sense of where the customer is and a real complaint. While it currently tempers the customer's sense of having to do something right now, it positions you to find out what it takes for the customer to do something now. See: All Think About It Closes CLOSER SURVIVAL GUIDE 189 PROACTIVE LEARNING: Write exactly how you will customize this close to present your product, service, suggestion or idea: Write down what complaints you can get using this proximity and what new proximity you could use: 190 THE CLOSES THINK ABOUT IT CLOSE V I understand and as a consumer I said the same thing at what time I... a) I did not want to confront the sales person, b) he did not want to disappoint him or c) there were concerns that had not yet been resolved. What's that for you? GRANT'S TYPE: Take the time to show understanding, then use the agreement to determine what the real objection is because all you get now is a booth and you need to clarify what the real situation is to resolve it. This proximity will allow you to determine what the real objection is. To successfully use these types of closures, you need to be convinced that there is an agreement here and not give up. Sell them; Don't let them sell you. See: All Think About It Closes CLOSER SURVIVAL GUIDE 191 PROACTIVE LEARNING: Write exactly how you'll customize this close to showcase your product, service, suggestion or idea: Write down what complaints you might receive using this close and which new close you could use: 192 THE CLOSES RE-PRESENT/RE-DEMO CLOSE Come see – I want to show you how close we are to making the wisest and most enjoyable investment of your life. (show the benefits of your product again) GRANT'S ADVICE: This is the most effective and least used close in business. People buy a product, not a price or conditions. Return to the product and sell it. Sell the features and benefits of the product, and then come back for last. Be delighted with the product. Let them touch it and feel it again if it is a consumer product. If it's something that's going to be used, let them experience how it's going to help them. If it is intangible, then you need to return to sale them the value of owning this product by writing down what they will get from this product. See: Comparison Closes, Better Live Rich Close, Ben Franklin Close, Quality Close, Work Hard to Earn Close closer TO SURVIVAL GUIDE 193 PROACTIVE LEARNING: Write exactly how you'll customize this close to present your product, service, suggestion or idea: Write down what objections you can get using this proximity and what new proximity you could use: 194 THE CLOSES EXCUSES CLOSE I really need to apologize to you for not being able to face you. May I ask - was it something I did? Is that something I haven't been able to do? Then let me save the product for in relation to going home, or you have to go through this process of looking for another solution. Follow me. GRANT'S GUY: You should always apologize first for not closing the business because it's your fault, and because of that, you haven't been able to cope with the customer's desire to do something. Also, always escort the customer to where they came from, do not let him go alone, because it gives you the opportunity to sell it again. Each customer regrets their decision and is questioned. Apology Close puts you in a position to close what you haven't closed. See: Re-Demo Close, Can't Quit Close, Refuse To Believe Close and Assumption Closes, Beg Close THE CLOSERS SURVIVAL GUIDE 195 PROACTIVE LEARNING: Write exactly how you will customize this close to present your product, service, proposal or idea: Write what objections you might receive from using this close, and what new close you could use: 196 THE CLOSES REFUSE TO BELIEVE CLOSE I refuse to believe you won't do it. It's a real product, the price is exactly what I know you want it. Let's do it. (Turn the contract and give the pen) GRANT'S ADVICE: You have to deliver it in a very optimistic, positive way and complete conviction and conviction, knowing it's the right thing to do. This is a hard sell! You have to sell yourself because this is the right decision and press for that right decision. People don't make decisions easily; they need help. See: Re-Demo Close, Apology Close, Can't Quit Close and Assumption Close THE CLOSERS SURVIVAL GUIDE 197 PROACTIVE LEARNING: Write exactly how you'll customize this close to present your product, service, suggestion, or idea: Write down what objections you might get using this proximity and what new proximity you could use: 198 THE CLOSES CAN'T QUIT CLOSE I won't give up on you. Either you buy from me now or I'll call you every day until you do. It's the real deal. This is a big deal for you, and I'm not giving up. Let's do it! GRANT'S TYPE: Again, you have to deliver it in a very optimistic, positive way and with complete conviction. You communicate to know it's the right thing to do. This is a hard sell close and one that requires to be sold, not by them! You have to sell yourself because this is the right decision and press for that right decision. Communicate your belief and they will become convinced! See: Re-Demo Close, Apology Close, Can't Quit Close, Refuse To Believe Close and Close Assumptions, All Pressure Closes THE CLOSERS SURVIVAL GUIDE 199 PROACTIVE LEARNING: Write exactly how you will customs this close to present your product, service, proposal or idea: Write What objections you might receive from using this close, and what new close you could use: 200 THE CLOSES THREE YES'S AND THEN CLOSE Did I respond to all your remarks Was we easy to reach? Am I the kind of person you'd feel comfortable serving? Then I need your good here and here. GRANT'S TYPE: That is the most powerful word in the English language. Get the buyer to say it. Ask only the questions you get to, and then request an order. You can ask the purchase question as a fourth yes, but I wouldn't. Don't ask a question about buying like yes or no. Let's assume the end and ask for a signature. That he set up the signature. It gets you momentum to the end. See: Assumption closes, momentum closes, ponders it closes, three agreements and then closes CLOSER SURVIVAL GUIDE 201 PROACTIVE LEARNING: Write exactly how you'll adjust this close to present your product, service, suggestion or idea: Write down what remarks you might get using this proximity and what new proximity you could use: 202 THE CLOSES REFERRAL CLOSE Before we join the figures who know that it could be on the market for a new or used car or truck? GRANT'S TYPE: Provides the customer with an advantage to negotiate, because the more people they send in your way, the more they are entitled to a better deal. Also, people want to help others, and they believe they need help in the process. See: Important Person Close THE CLOSERS SURVIVAL GUIDE 203 PROACTIVE LEARNING: Write exactly how you'll customize this close to present your product, service, suggestion or idea: Write down what complaints you might receive using this close and what new proximity you might use: 204 THE CLOSES DOWN TO THE PENNY CLOSE We're within \$48.50 of getting exactly what you want. Compared to the price and length of time you'll own, \$48 is a minuscule amount. Let's do it. GRANT TIP: Used when you're on a small price difference. It would be great to keep a jar of money on the table to show them how small the amount really is. Works great on monthly payment remarks and price complaints. Let's say the objection is over \$3,000 and the length of ownership is ten years. Then it's \$300 a year or \$25 a month. This convinces the customer up close that the business is good. Watch: Reduce to ridiculously close, payment failure close and Ben Franklin Close SURVIVAL GUIDE CLOSER TO 205 PROACTIVE LEARNING: Write exactly how you will customize this proximity to present your product, service, suggestion or idea: Write down what complaints you can get using this proximity and what new proximity you could use: 206 THE CLOSES REDUCE TO RIDICULOUS CLOSE \$1000 per month is only \$30 per day. You will live in your home, wake up in your home and go to sleep here every day and night. You're going to build a life here and your family will only be safe here for \$30 a day. GRANT'S ADVICE: Always reduce complaints to a smaller number. The customer always focuses on the big numbers, and you shouldn't what the customer makes a decision, a decision, almost always makes it go right. And when customers are done buying something from you, they always spend more money with someone else. Your job is to justify and figure out the figures so the customer can say yes. See: Down To The Penny Close, Payment Breakdown Close and Ben Franklin Close THE CLOSERS SURVIVAL GUIDE 207 PROACTIVE LEARNING: Write exactly how you'll customize this close to present your product, service, suggestion or idea: Write down what objections you might get using this close and what new closure you could use: 208 THE CLOSES BETTER TO LIVE RICH CLOSE Better pay a little more and get what you want than to pay a little less and make a mistake. It's better to live rich than die rich. I need your OK here, and I'm going to prepare your new product so you can start enjoying it right now. GRANT'S GUY: This is a great proximity and one of my favorites. A Mexican jewelry saleswoman in Acapulco taught me this. Reminds the buyer that he can't take it with him. I agree and close! See: I can't take it with you close, congratulations close, all Agreement Closes, Do It Anyway Close, No Money Manj Close & Be Grateful Close THE CLOSERS SURVIVAL GUIDE 209 PROACTIVE LEARNING: Write exactly how you'll customize this close to present your product, service, suggestion or idea: Write down what remarks you might get by using this close, and what new proximity you could use : 210 THE CLOSES CAN'T TAKE IT WITH YOU CLOSE I agree it's a lot of money, but you can't take it with you. Let's do it. GRANT'S GUY: This proximity all comes down to the truth that you can't take money with you when you go. It's obviously great for closing discretionary consumer products. Money is a very strange thing for most people. They place more importance on it than their enjoyment. That is why you want to confront this phenomenon with one that is even more mysterious – death! See: Better live richly close, congratulations close, all Agreement Closes, Do It Anyway Close, No Money Manj Close and Be Grateful Close THE CLOSERS SURVIVAL GUIDE 211 PROACTIVE LEARNING: Write exactly how you'll customize this close to present your product, service, suggestion or idea: Write down what remarks you might get using this proximity, and what new proximity you could use : 212 THE CLOSES THERE IS NO SHORTAGE OF MONEY CLOSE I agree that this is a lot of money, but there is no shortage of money on this planet. There's a shortage of people who are happy and love their lives. Let's do it. GRANT'S TIP: This proximity reminds the customer of what really matters and that while money can be reproduced and not lacked, being happy is what really matters. Like Can't Take It With You Close, this is great for discretionary consumer products. It can also be used for business purchases, as more important is the hope of more money in the future current budget. Focus on the positive, not the consumption. See: Better To Live Rich Close, Congratulations Close, All Agreement Closes, Do It Anyway Close, Can't Take It With You Close and Be Grateful Close THE CLOSERS SURVIVAL GUIDE 213 PROACTIVE LEARNING: Write exactly how you will customize this proximity to present your product, service, suggestion or idea: Write down what complaints you might receive using this proximity and what new proximity you could use : 214 THE CLOSES REASON TO BUY CLOSE Excuse me, but may I ask, are you looking for reasons to make a decision to do so or looking for reasons not to? What are some reasons for this? GRANT'S TYPE: This proximity will be used when you have a difficult customer who continues to throw complaints endlessly with effort apparently just to be right. Be careful with this. Once you get a customer to agree to look for reasons to do so, then ask them for those reasons and pay attention to the positives, not the negative ones. Use this late in the negotiations. See: Eleventh Inning Closes, What Would It Take Close, Justify Close and If I Could, Would Close CLOSER SURVIVAL GUIDE 215 PROACTIVE LEARNING: Write exactly how you'll customize this close to present your product, service, suggestion or idea: Write down what objections you can get using this proximity, and what new close you can use: 216 CLOSES IF I COULD, WOULD YOU CLOSE If I could file every grudge you have , would you make a decision to buy this product? GRANT'S TIP: Always save this for late in the game, never before. Your attempt is to see if you can get a buyer to see a way to make a positive decision. Once you get that, get a list of objections and see if you can handle each. The most important step in each end is the decision-maker being able to see themselves saying yes. Until that happens, it's not possible to be close. Make sure you don't overuse this. See: Justify Close, Looking For Reasons To Buy Close, What Would It Take Close, and Eleventh Inning Close THE CLOSERS SURVIVAL GUIDE 217 PROACTIVE LEARNING: Write exactly how you'll adjust this proximity to present your product, service, suggestion, or idea: Write down what remarks you might get using this proximity and what new proximity you could use: 218 THE CLOSETH INNING CLOSE What figures and terms would you need to say 'yes' to this purchase GRANT TIP: Used when an appointment seems elusive. Always use late, never early and make sure you are not overused. This proximity is most often overused by short cutter and under-trained fellow man. See: Justify Close, Looking For Reasons To Buy Close, What Would It Take Close and If I Could, Would You Close THE CLOSERS SURVIVAL GUIDE 219 PROACTIVE LEARNING: Write exactly how you'll customize this close to showcase your service, suggestion or idea: Write down which complaints complaints can get from using this close, and what new close can you use: 220 CLOSES JUSTIFY CLOSE How to justify investing this size? GRANT'S ADVICE: This can be used as a trial closure or locking close to closing the customer by telling you how it makes sense for this purchase. This is used by very professional neighbors who welcome knowing the truth about it, do not want jobs closed, but who actually close them. This proximity also eliminates buyer's remorse. It also allows the customer to rationalize the decision, which is important because the customer has to make logic from even the most emotional purchase in order to keep the business closed. See: Locking close, Payment breakdown closes, Reduce to ridiculously close, Ben Franklin Close, Re-demo close and investment comparison closes CLOSER SURVIVAL GUIDE 221 PROACTIVE LEARNING: Write exactly how you will customize this close to present your product, service, suggestion or idea: Write down what objections you can get using this proximity and what new proximity you could use: 222 THE CLOSES LOCK CLOSE Would you be a reason why you would change your mind about this decision? or Is there any reason why you couldn't come tonight (for meetings/deliveries)? GRANT'S TIP: Checks for unspoken complaints and ensures that the transaction is actually agreed upon. Even the big sellers complain about the buyer unwinding later. It's better to find considerations now. This close, usually, was not risked by young sellers because they want bids to close instead of locking them up. Protects against unwinding. Great for situations where you can't spot a delivery. Watch: Justify prisons, payment failure closes, reduce to ridiculous closures, re-demo closures and comparison investment closes CLOSER SURVIVAL GUIDE 223 PROACTIVE LEARNING: Write exactly how you'll customize this close to present your product, service, suggestion or idea: Write down what remarks you might get using this proximity and what new proximity you could use: 224 THE CLOSES EVERYTHING UP That everything is the same, what product, and from whom you'd rather buy Why? Why else would you? Why differently? (until answered) GRANT'S TYPE: This is used when a customer says they have found the same or similar product for less money. Get the money out of the complaint by asking if everything is the same, who you'd rather buy from. At the moment, half of them will tell you that they would prefer to buy their product, because they are not the same. Others will tell you who you'd rather buy from and then determine why. Don't take the first why, keep looking for other reasons. Sometimes they'll support you, and sometimes they won't. At least you'll know what the thing is and whether there's one to do or not! See: What would it take to close, when the price exceeds the value close, the money equals TO buy Close THE CLOSERS SURVIVAL GUIDE 225 PROACTIVE LEARNING: Write exactly how you'll customize this close to present your product, service, suggestion, or idea: Write down what objections you might get using this proximity and what new proximity could you use: 226 THE CLOSES MONEY EQUAL CLOSE That money is the same, which product would you rather have, or which one would you rather do business with? Why? Why else would you? Why differently? (until there is a new answer) GRANT'S TIP: This is the same as the previous closure (Everything The Same Close). This forces a decision on who the customer would prefer to do business with. Find out why and deal with it. This close, like the earlier one (Everything The Same Close), you'll get remarks you didn't even know existed. WARNING: When suggesting that the price is the same, never ask the question which customer might be forced to misrepresent, i.e. what they offered, how it is equipped or what their price is! If a customer misrepresents it, they will never be able to buy from you. Watch: What it would take to close, when the price exceeds the value close, who would rather do business with a close and reason to buy close closer TO SURVIVAL GUIDE 227 PROACTIVE LEARNING: Write exactly how you will adjust this proximity to present your product, service, suggestion or idea: Write down what complaints you can receive using this proximity and what new proximity you could use : 228 THE CLOSES COPY CLOSE I'll be more than happy to make you a copy, give me one minute and I'll be back. (Make a copy and come back) Mr. Customer, I realized when I was making a copy for you, that this product is exactly what you wanted and the figures are right, I wouldn't be making a copy, I'd be getting you a delivery and installation date instead. what's wrong? GRANT'S GUY: This is masterfully close because it uses a complaint, and it seems to give the customer a moment to be left out. When you come back with a copy, you begin to close again. People don't want to look at things anymore, they use it usually as a reason to avoid making a decision. This is also a good time to get another person involved to disburse the actual remarks. See: Time To Think Closes, Leave Me Some Paperwork Close, Flush Objections Close, Refuse To Believe Close, and Won't Quit Close THE CLOSERS SURVIVAL GUIDE 229 PROACTIVE LEARNING: Write exactly how you will adjust this proximity to present your product, service, suggestion or idea: Write down what complaints you might receive using this proximity and what new proximity you could use : 230 CLOSES ME LEAVE SOME PAPERWORK CLOSE (Leave me some papers and I'll think about it.) I'd be happy to do it if I thought it would help you, but I expect a guy like you to have six inches of paperwork on him right now. Let's make a decision and move on. Continue, so you can carry the rest of your desk. Sign here and here. GRANT'S ADVICE: You really only help a customer by closing so they can keep working on other things instead of having one more thing to think about. Agree and come back reminding the customer that he already has a bunch of things he's thinking about. The best thing you can do for the customer is get him to decide. See: Copy Close, Discount Close, All Price Closes, Think About It Closes and Going To Wait Close THE CLOSERS SURVIVAL GUIDE 231 PROACTIVE LEARNING: Write exactly how you will customize this proximity to present your product, service, suggestion or idea: Write down what remarks you might get using this proximity and what new proximity you could use: 232 THE CLOSES IMPORTANT PERSON CLOSE Because of your stature and influence in the city We're going to do something we're not doing for anybody else. (current offer) I need your good here and here. GRANT'S ADVICE: Always take the time to truly acknowledge each customer, but every time you have someone with influence, use it. People want to feel important, and that's a good reason to do something special or at least a reason to justify or glamorize and build even more value around what you offer. See: Momentum Close, Do It Anyway Close, Congratulations Close, and Be Grateful Close THE CLOSERS SURVIVAL GUIDE 233 PROACTIVE LEARNING: Write exactly how you will customize this proximity to present your product, service, suggestion or idea: Write down what objections you might get with this proximity and what new close parts you could use : 240 THE CLOSES YOU DESERVE IT CLOSE I know it's a lot of money and you deserve it. And if you don't deserve it, I don't know anyone who deserves it. I need your approval here and here. GRANT'S TYPE: Similar to the two above (Treat Yourself Close and Work Hard To Earn This Close), this plays on people's need to believe they deserve to reward themselves. That's what people use every day to give in to things they don't need. It's middle class America's great justifier for overspending, and you have to tap into it or the guy down the street will. See: Better live richly close, can't take it with you close, there's no shortage of money close, treat yourself close, do it close anyway, work hard to earn this close and be grateful Close CLOSER SURVIVAL GUIDE 241 PROACTIVE LEARNING: Write exactly how you'll customize this proximity to present your product, service, suggestion or idea: Write down what objections you can get using this close , and what new close you can use: 242 THE CLOSES DISCOUNT CLOSE (Price is too high.) This is exactly why you should do it now and get it yourself so you can start enjoying yourself now. I need your approval here, here and here. GRANT'S ADVICE: This close, although it doesn't make sense to most when they first see it, it's very powerful and almost backward in its use. Like a wrestler using his opponent's weight to pin him down, use the objection to close. The reason for the complaint is the reason for this! When you learn how to use this one successfully, you hit a new status on sale. See: Do it anyway close and all agreement closes, Do it for me close, additional service and all pressure closes closes SURVIVAL GUIDE 243 PROACTIVE LEARNING: Write exactly how you will adjust this proximity to present your product, service, suggestion

or idea: Write down what complaints you can get with this proximity and what new proximity you could use: 244 THE CLOSES SUMMARY CLOSE Henry, let me remind you of what you get here: 1) you will get a full library of training materials 2) complete audio version 3) complete video version 4) all workbooks 5) 800 support number. Now, I need your approval here and here. GRANT TIP: Take the time to write and compress everything a customer gets, point by point, before closing. Increases your attempts to use the customer and the complete range of values. Write the summary points down as you go through each one. It builds value, makes it real and creates urgency. See: Discount Close and All Agreement Closes, Ben Franklin Close, Quality Close, Any way close SURVIVAL GUIDE CLOSER TO 245 PROACTIVE LEARNING: Write exactly how you will customize this close to present your product, service, suggestion or idea: Write down what complaints you may receive using this proximity and what new proximity you could use: 246 THE CLOSES NO EQUITY CLOSE (I have no money at this time.) Would you agree to own your new product, assuming we can arrange financing without money? If so, I need your OK here so all the numbers are pleasant. GRANT TIP: A proposal could be made to encourage this complaint so that you can throw it out at close range as a reason not to buy it. Get rid of the money complaint and get this customer some funding. It amazes me how many sellers still don't take responsibility for getting money from the buyer. Sales are only half the deal today. Give me the money and I'm the buyer! See: No Cosigner Close, Everything Agreeable Close, If I Could, Would You Close, and What Would It Take Close THE CLOSERS SURVIVAL GUIDE 247 PROACTIVE LEARNING: Write exactly how you will customize this close to present your product, service, proposal or idea: Write what objections you might receive from using this close, and what new close you could use: 248 THE CLOSES BEN FRANKLIN CLOSE I understand how difficult it is to make this decision. It is said that Ben Franklin, one of our founding fathers, when faced with a big decision, would write down the pluses and minuses of the decision on a piece of paper, so he could get a proper assessment of the right thing to do. If the benefits outmad the negatives, do it. If not, don't go into it! Benefits 1) Saves Us Money 2) Expands Business 3) We Need It Flaws Costing \$10,000 GRANT'S TYPE: Write that's supposedly what Franklin did every time he was faced with a difficult decision. Use pure logic for the customer to assess in writing why they should do this. is very close, allowing the customer to physically see reality. See: Justify Close and Comparison Investment Closes CLOSER SURVIVAL GUIDE 249 PROACTIVE LEARNING: Write exactly how you'll customize this close to present your product, service, suggestion, or idea: Write down what complaints you might receive using this close and what new proximity you could use: 250 THE CLOSES COMPARISON INVESTMENT CLOSE Let's compare what you have to do now with what you're moving on. The reality is you now pay \$2,600 a month, and your new payment will be \$5,000 a month. Let's look logically at what you're going to get... Better Neighborhood Safer New Home All New Devices Better Resale Value Difference of just \$80 a day GRANT'S TIP: Physically write this for the customer to see their answers as it allows the customer to see what they're getting for the increase. Always show positive and negative things. See: Ben Franklin Close, Justify Close, You Deserve It Close, Comparison Close, Better To Live Rich Close, Be Grateful Close THE CLOSERS SURVIVAL GUIDE 251 PROACTIVE LEARNING: Write exactly how you'll customize this close to present your product, service, suggestion or idea: Write down what remarks you might get using this close and what new proximity you could use: 252 THE CLOSES COMPARISON CLOSE I'd rather see you pay an extra \$1,000 a month for something you love , but paying \$4,000 a month for something you've outgrown and no longer fits your needs, when you know it's only a matter of time before you make a change. Let's do it. GRANT'S ADVICE: Strongly close to where we use the comparison between what they have now and what they want to have, but price or budget are a problem. Everyone pays more than they want for almost everything they buy. Close the improvement on what they are doing and also sell the idea that it is inevitable. See: Ben Franklin Close, Justify Close, You Deserve It Close, Comparison Close, Better To Live Rich Close, Be Grateful Close THE CLOSERS SURVIVAL GUIDE 253 PROACTIVE LEARNING: Write exactly how you will customize this proximity to present your product, service, suggestion or idea: Write down what objections you might get using this proximity and what new proximity you could use: 254 THE CLOSES SAME PRODUCT CLOSE : YOUR (Better price than competitor) OK, which you would rather own if the money was the same? Why? (Yours) (Because I like it better) Why? (The feeling is bigger and plush) Why else would you? (Because it has a built-in heater) Why else would you? (Because you have a lifetime warranty) Well, then you understand why we're more money. I need your approval here and here. GRANT'S ADVICE: Let the buyer sell here. Don't argue and don't ask him questions that make him look like a liar. Just ask him which product he'd rather buy. Then he'll tell you all the reasons why he would. Buy yours. See: Got You Beat Close, and Same Product Close (Theirs) THE CLOSERS SURVIVAL GUIDE 255 PROACTIVE LEARNING: Write exactly how you'll customize this proximity to present your product, service, suggestion, or idea: Write down what complaints you might get using this proximity and what new proximity could you use: 256 THE CLOSES SAME PRODUCT CLOSE: THEIRS Why? (theirs) (Because I like it better) Why? (The feeling is bigger and plush) Why else would you? (Because it has a built-in heater.) Why else would you? (Because they have a lifetime warranty.) Follow me, I want to show you something. GRANT'S TIP: Get out of close range; you're on the wrong product. When a customer says that the reason is a better price, it does not always mean a lower price, but many times it says better value. Your customer is not sold on your product. It is not uncommon to have a customer on too few products and miss it because of it. See: Got You Beat Close, Same Product Close (Yours), all Price Closes and Inventory Closes THE CLOSERS SURVIVAL GUIDE 257 PROACTIVE LEARNING: Write exactly how you'll customize this close to present your product, service, suggestion, or idea: Write down what objections you might get using this close and what new proximity you could use: 258 THE CLOSES NOW AND LATER Let me suggest I show you the costs of it now and the costs. Later... The price is now \$300,000. The cost later is about 6% higher with new year-on-year price growth. That cost is another \$18,000 and a monthly cost of nearly \$400 that you don't need to spend. Not to mention that with this new product, you, the company and your customers will benefit without paying additional costs. Let's do the smart thing. Sign here, please. GRANT TIP: Use emotions for sale and logic to close. Watch: Justify prisons, all prices close, inventory closes, sooner or later close, perform and close, never the best time close SURVIVAL GUIDE CLOSER TO 259 PROACTIVE LEARNING: Write exactly how you will adjust this proximity to present your product, service, suggestion or idea: Write down what complaints you might receive using this proximity and what new proximity you could use : 260 CLOSES FLUSH COMPLAINT CLOSE If everything is OK Would you make a decision to buy the product right now? (yes) So what is it: price, financing, product, conditions, me, company? GRANT'S ADVICE: To wash away a complaint, use late in agreement, never early. This close one tests the validity of the desire not to buy and reveals actual objections. That means something's missing. Start over. See: Justify prisons, reason to buy close, what it would take to close A CLOSER SURVIVAL GUIDE 261 PROACTIVE LEARNING: Write exactly how you're going to this close Your product, service, suggestion or idea: Write down what complaints you can get using this proximity and what new proximity you could use: 262 CLOSES YOU KNEW THAT BEFORE CLOSING I agree that's a lot of money, and you knew that before you got here. I need your approval here and here. GRANT'S ADVICE: Stop turning complaints into complaints. You have rich people complaining it's a lot of money. You have people and businesses going over budget and then complaining that their next purchase is too expensive, just to buy all the things they claim are too expensive. Make a deal, recede and close the deal. If this is indeed valid, then you will use another inventory to move towards. See: Price Close, Stocks Close, Discount Closes, Momentum Closes and Gratitude Close CLOSER SURVIVAL GUIDE 263 PROACTIVE LEARNING: Write exactly how you'll adjust this proximity to present your product, service, suggestion or idea: Write down what objections you can get using this proximity and what new proximity you could use: 264 THE CLOSES GRATITUDE CLOSE Mr. Customer, I agree that's a lot of money. Be grateful that you and your company are in a position to consider the product. There are companies that close their doors, and people don't even know where they're going to get their next meal. We'd like to be in your shoes. You are able to own and enjoy your new one. You've earned it, you've worked hard for it and you're in a position to do it. Be thankful you can do this. I need your approval here, here and here. GRANT'S ADVICE: This is for difficult fellow human beings like you. Stop buying, stop selling, not selling. Agree and acknowledge the customer's ability to make big decisions. See: Price closes, discount closes, agreement closes CLOSER SURVIVAL GUIDE 265 PROACTIVE LEARNING: Write exactly how you will customize this close to present your product, service, suggestion or idea: Write down which complaints you can receive using this close and what new closure you could use: 266 THE CLOSES THE UNWIND CLOSE (We changed our minds, we think we're going too fast.) no problem. I'll tell you what we can do. Let's delay making a decision for a while. How does that feel? It feels good, doesn't it? I always go through the same thing. I know what I want, and when it's time to make that final decision, I get scared that I'm doing the wrong thing. Tell me this... 1) Do you really believe it meets all your needs? 2) Is this car affordable for you? 3) The big question is whether you deserve to reward yourself or is it time for the company to expand? GRANT'S TYPE: This unwinding from customer suspicion often happens, demoralizing sales people who for a moment thought they had an agreement. This requires a very professional handshake, and this is close. I agree, then go back and close! See: All spouses stalls, wait closes, closes, Way Close THE CLOSERS SURVIVAL GUIDE 267 PROACTIVE LEARNING: Write exactly how you'll customize this close to present your product, service, suggestion or idea: Write down what objections you might get using this close and what new proximity you could use: 268 THE CLOSES WILL WAIT CLOSE You can certainly do it, let me just share with you what's going on while you wait. 1) You and your company still need the product. 2) It's a cost to not have a product. 3) Nothing changes when you leave here, except that prices go up! Let's do it and get it done because you have a lot of other things to look out for. I need your good here and here. GRANT'S ADVICE: Make a deal, then present what happens when someone waits which is actually nothing positive. You want to find out the real objection. See: Think About It Closes, Discount Close, Ben Franklin Close, and Now And Later Close THE CLOSERS SURVIVAL GUIDE 269 PROACTIVE LEARNING: Write exactly how you'll customize this close to present your product, service, suggestion or idea: Write down what remarks you might get using this close and what new closure you could use: 270 THE CLOSES WHEN VALUE EXCEEDS PRICE CLOSE we could use: 270 THE CLOSES WHEN VALUE EXCEEDS PRICE CLOSE I understand what kind of remarks you might get using this proximity and what new closure you could use: 270 THE CLOSES WHEN VALUE EXCEEDS PRICE CLOSE , and I can assure you that there is a big difference between what my competitor delivers and what we deliver. And once you see exactly what it is, you will see that I actually offer a much higher value than what they presented, and when the value exceeds the price, the price is no longer a problem. GRANT'S ADVICE: Here you need to know your product and your service and how much you will offer the customer in the form of service, dedication and anything else you do. You better figure out what it is, and sell it, or you'll always be at a price. I saw customers say they could buy the same product from someone else, and it wasn't nearly like that. Don't fight. Build a value, show a difference in value, and you won't have to close the price. See: Price closes, all the same close and you go to win close closer to survival guide 271 PROACTIVE LEARNING: Write exactly how you will customize this close to present your product, service, suggestion or idea: Write down what complaints you can get using this proximity and what new proximity you could use: 272 THE THREE AGREEMENTS AND CLOSE Do you agree that this is the right product for you? Do you agree that sooner or later your company will have to make this purchase? Do you agree that we've always serviced you? Well, then do this while you agree it's the right thing to do. Sign here and here. GRANT TIP: Here you link numerous agreements to get a big contract. This examination gains momentum moving in the right direction and aligns the customer's thinking with the positive. See: Minor Point closes and three that's SURVIVAL GUIDE CLOSER TO 273 PROACTIVE LEARNING: Write exactly how you'll customize this close to present your product, service, suggestion or idea: Write down what objections you might get using this close and what new proximity could you use: 274 THE CLOSES MINOR POINT CLOSE Do you like the color? Do you like the size? Can you see how you use it every day? Okay, then let's wrap it up and get it ready for you. Sign here and here please. GRANT'S TYPE: Look for fewer and fewer points that you know you can get a yes. Once you get that on smaller issues and then go for last. See: Three Yes's Close and All Assumptive Closes CLOSER SURVIVAL GUIDE 275 PROACTIVE LEARNING: Write exactly how you'll customize this proximity to present your product, service, suggestion, or idea: Write down what complaints you might get with this proximity and what new proximity you could use: 276 THE CLOSES THAT TAUGHT YOU TO CLOSE (We can't afford it.) Who taught you to think like that? You can do anything you want to do, and afford anything you want to afford. You're not saying that, it's got to be somebody else. Let's do it.... Grant's advice: You have to absolutely act shocked when you hear this like it's impossible for that person to say that. While this may seem to contravene the rule of agreement, the reality is that you acknowledge that that person can do anything they want. To pull this off, you need to be leveled at money for yourself and stop telling others that you can't afford something. Think big; close to the big one. See: The agreement closes and quality closes, you knew that before closing, better to live rich close SURVIVAL GUIDE CLOSER TO 277 PROACTIVE LEARNING: Write exactly how you will customize this close to present your product, service, suggestion or idea: Write down what objections you might get using this close and what new proximity you could use: 278 THE CLOSES CLOSE Lord , forgive me, but when you say you can't do it today I have to tell you it shocks me. You're one of the most powerful, complex and intelligent people who's ever sat in front of me. I have people who don't have anywhere near your wheres who buy this product every day. Now let's do it... sign here and here please. GRANT'S ADVICE: This is again the one to empower the client by not believing what they are telling you and therefore rejecting the validity of the answer. Many of the things heard nearby are mere reactions, not actual responses to the situation. Give them up and shut them down. See: Quality Close, WhoEd You That Close, Intelligence Close and Better to Live Rich Close THE CLOSERS SURVIVAL GUIDE 279 PROACTIVE LEARNING: Write exactly how you will customize this proximity to present your product, service, suggestion or idea: Write down what complaints you can using this proximity and what new proximity you could use: USE: CLOSE INTELLIGENCE CLOSE LORD, you are one of the most intelligent people who has ever sat across from me and you know that you have a lifetime made up of intelligent and well-thought-out decisions. This is going to be another intelligent decision. Let's do it. Sign here and here please. GRANT'S ADVICE: Again, you acknowledge customer intelligence and the ability to make good decisions and you're not ready to buy into reactions. Many people do not have the ability to believe in themselves when making decisions, and making a deal requires that you are able to inspire someone to make a decision. See: Quality Close, WhoEd You That Close, Intelligence Close and Better to Live Rich Close THE CLOSERS SURVIVAL GUIDE 281 PROACTIVE LEARNING: Write exactly how you'll customize this close to present your product, service, suggestion or idea: Write down what objections you might get using this proximity and what new proximity you could use: 282 THE CLOSES DO THE RIGHT CLOSE I want you to do the right thing because I believe you're a person who prides yourself on always doing the right thing. You've built a life of real actions and decisions. If this purchase does not fit into the right things, then do not do it, but I do not believe that it is the case. Let's do it if you think it's the right thing to do. (If not, then what's wrong?) GRANT'S ADVICE: This proximity shows understanding and acknowledges the person who wants to make a good decision. This helps to erude hidden objections about why this may not be the best decision for them. It's very close to being used with someone who's very tenacious to be right, who's even argued with you. See: Able Close, Ben Franklin Close, Scale from 1 to 10 Close THE CLOSERS SURVIVAL GUIDE 283 PROACTIVE LEARNING: Write exactly how you'll customize this close to present your product, service, suggestion or idea: Write down what complaints you might receive using this proximity and what new proximity you could use: 284 THE CLOSES TO THE RIGHT THING CLOSE II I want you to do the right thing because I believe you're a person who prides yourself on always doing the right thing. You've built a life of real actions and decisions and avoiding the wrong ones. If this purchase does not fit into the right thing to do then do not do it, Let's look logically at this so that you can make the right decision. What makes it right? What makes him wrong? (Create a list and specify which one to do.) GRANT'S ADVICE: We show understanding again and acknowledge an individual's ability to make good decisions. Then make a list similar to Ben Franklin Close. See: Do The Right Thing Close I, Able Close, Intelligence Close, Ben Franklin Close THE CLOSERS SURVIVAL GUIDE 285 PROACTIVE LEARNING: Write exactly how you will customize this proximity to present your product, service, suggestion idea: Write down what remarks you might get using this proximity and what new proximity you could use: 286 THE CLOSES SCARCITY CLOSE As you know, there is limited availability of this specific product, huge demand and I want to make sure I'm able to get what you want, so let's take the paperwork and do it! GRANT'S TYPE: This proximity uses scarcity and hope of being the first and even fear of losing as his swing. Be wary of these types of closures, however, as today's consumers quickly wear out. Watch: The premise closes, you want to be first or last close, the alternative to choosing closes SURVIVAL GUIDE CLOSER TO 287 PROACTIVE LEARNING: Write exactly how you'll customize this close to present your product, service, suggestion or idea: Write down what objections you can get using this proximity and what new proximity you could use: 288 THE CLOSES TAKE CLOSE AWAY Let me not do it now. If you come back tomorrow, and it's been said before, take it as a sign that it was never meant for you. (sit off the table) GRANT'S ADVICE: Similar to deprivation close, but the opposite. This is riskier close whereby you offer to subtract the product and the decision to close and suggest that they leave at this time. You better know that the customer is sold on the product before you start trying this one. Only for the Brave! See: Scarcity Close, Sooner or Later Close, First or Last Close, Do the Right Thing Closes and Alternative Closes CLOSER SURVIVAL GUIDE 289 PROACTIVE LEARNING: Write exactly how you'll customize this close to present your product, service, suggestion or idea: Write down what objections you might get using this proximity and what new proximity you could use: 290 THE CLOSES WANT TO BE FIRST OR LAST NEAR Reality is you'll either buy this now or buy it later but you know that you need it and that you will do it sooner or later. The question is, do you want to be the first to do it or the last? Let's do it and get it done and make you first. GRANT TIP: Like all prisons, the customer must be on the product to which it is sold. When you get to this point you have a customer who just doesn't want to make a decision, but you know they want the product. It is especially good to use when you are confident that it will do sooner or later. Also especially suitable for products that are just coming out or where the company's competitors could later take over your services. See: Scarcity Close, Think About Closing, Get It Done and Over Close, Sooner or Later Close, Subtract Close CLOSER SURVIVAL GUIDE 291 PROACTIVE LEARNING: Write exactly how you'll customize this proximity to present your product, service, suggestion or idea: Write down what objections you can receive using this proximity and what new proximity you could use: 292 THE CLOSES OR LATER CLOSE The reality is that you will do it sooner or later and you know it. You need a product, you love the product and you can afford the product. Let's do it sooner rather than later and get it done now. GRANT'S ADVICE: You need to know the difference between valid objections and only reaction to decisions. Most of what hits you is just reactions. So stay confident, stay focused on what you're sure of, and close the deal. See: Scarcity Close, Think About Closing, Get It Done and Over Close and Want to Be First or Last Close, Done Everything Possible Close CLOSER SURVIVAL GUIDE 293 PROACTIVE LEARNING: Write exactly how you will customize this proximity to present your product, service, suggestion or idea: Write down what objections you can get using this proximity and what new proximity you could use : 294 THE CLOSES GET IT DONE AND OVER CLOSE OF course you could wait and not make a decision now, but I want it done so you can put your attention to the things that are more important to you. Sign here and here please. GRANT'S ADVICE: Do you think I'm too persistent and never take no as the right customer decision? You're right. I believe the buyer has been sold. I will close the deal and I will not give up until that happens. I know enough about people to know they're not confident until they're home. After you close them, they will stop creating reactions as if they can't buy. Watch: Sooner or later Close, Never Good Time Near and All Assumption Closes CLOSER SURVIVAL GUIDE 295 PROACTIVE LEARNING: Write exactly how you'll customize this close to present your product, service, suggestion, or idea: Write down what objections you might receive using this close and what new closure you could use: 296 THE CLOSE NEVERS THE BEST TIME CLOSE There's never the best time to make this decision because you'll always have things going on. Let's do it now and work it out with you so you can start benefiting now. Sign here and here please. GRANT'S ADVICE: People usually want to add time to their actions to avoid making a decision today, thinking tomorrow or later will be a better time. Also, to the extent that you are stalling in your life, you will buy this complaint. To the extent that you are not fully sold on the product, you will make sure that the customer should wait. People who come to power in their lives make decisions and get to the next thing. Face the fact that there is never a perfect time. Now it's time. Let's do it and get it done. Be confident and close the deal. Watch: First or last close, sooner or later closing, think about it closing, and get it done and more close CLOSER SURVIVAL GUIDE 297 PROACTIVE LEARNING: Write exactly how you'll customize this close to present your product, service, suggestion or Write down what complaints you might receive using this proximity and what new proximity you could use: 298 THE CLOSES WILL NOT ALLOW CLOSURE I understand your position, however I cannot allow you not to own this product. It's the right thing for you and your company. I would never fool you and you know it's the right thing to do. I need your approval here and here. GRANT'S ADVICE: This proximity requires tremendous trust on your part and you have to use it with speed and power. You also need to have a strong relationship with the customer, as well as be completely convinced that this product is right for the customer. See: Assumption Closes, Ownership Close, Sooner or Later Close THE CLOSERS SURVIVAL GUIDE 299 PROACTIVE LEARNING: Write exactly how you'll customize this close to present your product, service, suggestion or idea: Write down what remarks you might get using this proximity and what new proximity you could use: 300 THE CLOSES OWNERSHIP CLOSE I'm putting your name on it and I'm not going to let someone else get it as I know it's the right thing for you and You. How do you want to pay for that? GRANT'S ADVICE: This is an assumption close to which you insist on their owner. It requires a lot of confidence and a great relationship with the customer and you have to be completely sold on the concept that it's the right product. Move at speed when you're using this close. Watch: Assumption closes, won't allow closure, sooner or later close, and subtract close SURVIVAL GUIDE CLOSER TO 301 PROACTIVE LEARNING: Write exactly how you'll adjust this proximity to present your product, service, suggestion, or idea: Write down what objections you can receive using this proximity and what new proximity you might use: 302 THE CLOSES CONTRIBUTION CLOSE While you make your own decision, I want to share with you that your decision not only affects you, but also benefits others when you now say to do so. Your purchase goes a long way to helping others (list them) and I know you like the idea of contributing to others. I need your approval here and here. GRANT'S ADVICE: This proximity involves others, not just decision makers. Use the fact that this person will create a good effect on others in the hope that it will affect the decision maker to take action now. See: Personal Favor Close, Important Person Close, and Do it For Me Close THE CLOSERS SURVIVAL GUIDE 303 PROACTIVE LEARNING: Write exactly how you'll customize this close to present your product, service, suggestion, or idea: Write down what complaints you might receive using this proximity and what new proximity you might use: 304 THE CLOSES PERSONAL FAVOR CLOSE While ultimately it's your decision , I'd like to ask you to think about one more thing. The fact that he would do that now would be my personal favor as I certainly use. I need help right now That would be highly appreciated by me and my family. Would you please do me a personal favor and agree to this now? GRANT'S TIP: Some people will do more for others than they will do for themselves. Personally, I hate to say no to a salesman when he asks me for help. You have to take the time to build a relationship and really work for the customer before it's close will benefit you. Once you're in a relationship, then it's very effective close. See: Do it for me Close, Attach Close, Beg Close CLOSER SURVIVAL GUIDE 305 PROACTIVE LEARNING: Write exactly how you will customize this close to present your product, service, suggestion or idea: Write down what complaints you can receive using this proximity and what new proximity you could use: 306 THE CLOSES BEG CLOSE Now I ask you to do so. It'll make a difference to me, my moon and my family. GRANT'S ADVICE: While America frowns on beggars and because we are all properly socialized (suppressed), most of those who read this will resist using this proximity. But I have to tell you that I don't think anything of using this as a way to get my products and services into the hands of my customer. I will do whatever it takes to get the job done, including eavesdropping on that part of every human being who wants to help another human being! I'm willing to beg to make a deal and I know that just because I'm begging, it doesn't make me a beggar! This would not be used as a first resort, but late in the game when you can't understand why the customer doesn't say yes and you've run out of anything useful to do the job! Watch: Do it For Me Close, Contribution Close, Personal Favor Close, All Pressure Closes THE CLOSERS SURVIVAL GUIDE 307 PROACTIVE LEARNING: Write exactly how you'll customize this close to present your product, service, suggestion, or idea: Write down what remarks you might get using this close and what new closure you could use: 308 THE CLOSES THE GAME I'm asking you to do it now and you don't want because we play the game here and your decision today will go a long way to my team (who you're on) winning the game where we all benefit in a big way and beat our opponents. I reckon you're on our team as a key player to make sure we win this match. Be on our team and help us win... sign here and here. GRANT'S TYPE: This proximity uses everyone's desire to play games and be on the winning side. We keep a lot of games in my office for this purpose and in many cases we call our customers to include them in the games. It also keeps things very positive and very high in tone. Similar to how the beg and the Commission are closing. Don't be shy about using everything you need within ethical limits to get the job done! Get creative! See: Beg Close, Commission Close, and Do It For Me Close THE CLOSERS SURVIVAL GUIDE 309 PROACTIVE Write exactly exactly You'll customize this close to present your product, service, suggestion or idea: Write down what complaints you might get using this proximity and what new proximity you could use: 310 THE CLOSES COMMISSION CLOSE More discounts will result in me not getting paid for this transaction, and I know you don't want that. What remains as a profit is my commission and that's the only way I get compensation and how I take care of my family. Come on boss, help me here. I work around the night to take care of my family with only a little hope if I work hard enough to one day get where you are. GRANT'S TYPE: People are more likely to help another man and reduce the need for more discounts because of the human element than the product itself. See: Game Close, Beg Close, All Pressure Closes, Do It for Me Close, How Close, Sooner or Later Close CLOSER SURVIVAL GUIDE 311 PROACTIVE LEARNING: Write exactly how you'll customize this close to present your product, service, suggestion or idea: Write down what remarks you might get using this close and what new close film you could use: 312 LEAVE CLOSES TO THE BANK UP CLOSE It's obvious you're worried about money. Let me suggest, since money is a problem, we leave it to the bank. If the lender/bank (or card) approves that deal, (and I know they won't approve you if they think you can't do it), then we'll get the job done. If not, then there's no harm done. Sign here and here and we'll leave it to the lenders. GRANT'S TYPE: This proximity is used when the customer says everything about money and does not think that they or the company can afford to buy at the moment. Use the lender as your approval point. Watch: Payment closes, closes in instalments, all rates close BY SURVIVAL GUIDE CLOSER TO 313 PROACTIVE LEARNING: Write exactly how you'll customize this close to present your product, service, suggestion or idea: Write down what remarks you might get using this proximity and what new proximity you could use: 314 THE CLOSES DOG CLOSE Let me take it home tonight and when you wake up tomorrow decide if it's the right thing for you or not. If you decide it's not, then give it back and no problem! GRANT'S GUY: This proximity can be used more as a way not to close the deal, so be sure to make it the last ditch effort. The power of this proximity is especially with those objects for which people really have an affinity. It wouldn't work well with products that don't have a heart connection. And again a weak sales person will tend to overuse this as a way not to close. See: Re-demo Close, Think About It Close, Everything Do the Right Thing Close, Future Date Close CLOSER SURVIVAL GUIDE 315 PROACTIVE LEARNING: Write exactly how you'll customize this close to present your product, suggestion or idea: Write what you may get from using this proximity, and what new close you can use: 316 THE CLOSES FEEL-FELT-FOUND CLOSE I appreciate how you feel. I felt the same way until I found out I didn't have another one coming, the price wouldn't be lower and the point is you need it now! Let's do it. GRANT'S ADVICE: This proximity is all about empathy and understanding. Feelfelt-and-found, then move back to why you should do it anyway. Big close and easy to remember. I don't know who created this, but it was the first I heard from a great sales coach named Jackie Cooper. See: All Agreement Closes CLOSER SURVIVAL GUIDE 317 PROACTIVE LEARNING: Write exactly how you'll customize this close to present your product, service, suggestion or idea: Write down what objections you might get using this close and what new proximity you could use: 318 THE CLOSES QUALITY CLOSE I know it's more money than you thought, and I'd expect it to be the same thing that happens to you when you buy other products. It is obvious that you are a person who is an example of quality, buys quality goods, lives in quality, carries quality and knows that quality products cost more than other products. Let's do it now so you can start enjoying yourself. GRANT'S TYPE: This is when you continue to sell your product and the reason why the price is a complaint. Use the complaint as a reason to close! Watch: All prices close, intelligence close, You knew that before closing, better to live rich close CLOSER SURVIVAL GUIDE 319 PROACTIVE LEARNING: Write exactly how you will customize this close to present your product, service, suggestion or idea: Write down what remarks you might get using this proximity and what new proximity you could use: 320 THE CLOSES FUTURE DATE CLOSE Since you can't be listed to do so today Can I at least get an obligation and an agreement from you that you will do this with me at some point in the future? GRANT TIP: This is used when you can't close the deal now and you want to find a buyer to give you some future obligation to do so. If they won't give it to you, the timing of the deal isn't a problem and you're more likely not to have discovered the real objection. See: Puppy Dog Close, Speed is Power Close, Get More Done Close, The Handshake Close, All Pressure Closes, Rash Decision Close THE CLOSERS SURVIVAL GUIDE 321 PROACTIVE LEARNING: Write exactly how you will customize this proximity to present your product, service, suggestion or idea: Write down what complaints you might receive using this proximity and what new proximity you could use : 322 CLOSES PRICE GUARANTEE CLOSE Since price is your only concern I would like to offer you our promise the price, which is that if you leave here with our product and find a better price, we will match that price or surpass it. This is our way of giving it to you. guarantee that you will get the best price. Since I've now addressed your only concerns, I need your approval here and here. GRANT'S TYPE: This proximity obviously has to be coordinated with management whereby the company will be behind the lowest price promise/guarantee. This has become a very popular way of legitimizing retail prices today and should be seen as a way to encourage decisions. Almost everyone will answer to the job later if that's what it takes to save one so initiate this as a way to close it. Watch: All prices close closer to survival guide 323 PROACTIVE LEARNING: Write exactly how you'll customize this close to present your product, service, suggestion or idea: Write down what objections you might get using this proximity and what new proximity you could use: 324 THE CLOSES NOW OR NEVER CLOSE This is the offer I give you for the right this moment in time, and that's now or never an offer because I won't be able to make it available tonight, tomorrow, or even later today. Since we have an incentive available for us right now, I'm able to offer you that now, but it expires when you leave here. Let's do it so you can take advantage of the incentive. GRANT'S TYPE: This can be a very powerful proximity that must be used selectively and carefully because if a customer refuses, you will lose face to offer the same thing later. It will usually be offered at the same time to bring special attention to your negotiations and for that you will ask for a decision right now. Also, you need to be very positive when offering it (avoid this confrontation) and be careful not to overuse it. See: Price Guarantee Close CLOSER SURVIVAL GUIDE 325 PROACTIVE LEARNING: Write exactly how you'll customize this close to present your product, service, suggestion or idea: Write down what complaints you might get using this close and what new proximity you could use: 326 CLOSES DID EVERYTHING CLOSE I did everything I could for you. I found the exact product you wanted, we met your exact specifications, I did everything possible to get the conditions you wanted and I will continue to do everything for you in the service path. Now I need you to do something for me... sign here and let's get on with it See: Handshake close, Price guarantee Close, and additional service Close CLOSER SURVIVAL GUIDE 327 PROACTIVE LEARNING: Write exactly how you'll customize this close to present your product, service, suggestion, or idea: Write down what remarks you might get with this proximity and what new proximity you could use: 328 THE CLOSES GET MORE CLOSE The sooner we finish this, the more you'll be free to do other things, and the more time you can focus on those things that haven't been done yet. Let's do it so you can go on with everything. other things that require your attention! GRANT'S ADVICE: This is very successful on highly empowered individuals who know the more they work, the more they can do! This is just one of the basic truths of the universe, and every saleswoman who uses this on me is going to shut me down. Watch: All Time Closes, Done Everything Possible Close, Additional Service Close THE CLOSERS SURVIVAL GUIDE 329 PROACTIVE LEARNING: Write exactly how you'll customize this close to present your product, service, suggestion, or idea: Write down what complaints you might receive using this close and what new proximity you could use: 330 THE CLOSES HANDSHAKE CLOSE You know it serves your needs and you know you can afford it. It's only a matter of time before you do it, so let's do it now... (Reach with an open hand assuming a handshake for agreement and a backslap) GRANT'S ADVICE: There's a point in any deal when it comes to it basically: moving towards an agreement with a presumption of closure. Look the customer in the eye, reach out with your hands open, stop talking and get the customer to shake your hand. Keep him out as long as you have to and don't say a word! See: Assumption closes, speed is power closes, refuse to close CLOSER SURVIVAL GUIDE 331 PROACTIVE LEARNING: Write exactly how you will adjust this proximity to present your product, service, suggestion or idea: Write down what complaints you can receive using this proximity and what new proximity you could use: 332 CLOSES ADDITIONAL SERVICE CLOSE While I've done everything I can for you on the money, I'm willing to offer you an extra service beyond what we usually commit to that we'll like annual free service checks, personal staff taught visits, and a call to you weekly to make sure you get what you need from your new investment. Let's do it! GRANT'S TYPE: The service, for most people, is worth more than a discount. Discounts have no long-term value and should be avoided except in rare cases where the customer is sensitive only to prices. What you want is a value exchange, not a price reduction, so use additional services to give the customer what will make them feel like a winner and add value to your offer. See: All Pressure Closes, Decision Close, Quality Close, Game Close, Beg Close THE CLOSERS SURVIVAL GUIDE 333 PROACTIVE LEARNING: Write exactly how you will customize this close to present your product, service, suggestion or idea: Write down what complaints you can get using this proximity and what new proximity could you use: 334 THE CLOSES PRESSURE CLOSE I (Do you put pressure on me?) Not yet. But I'm willing to resort to it to get it done tonight. I need your approval here and here. GRANT'S TYPE: This confirms and confirms your willingness to go there if necessary. There's nothing wrong with pressure in the right quantities when when is unable or unable to make a decision. More transactions are lost due to unwillingness to apply pressure than are lost because it is used. Willingness to handle pressure resistance will allow you to continue using pressure. See: All Pressure Closes, Either Way Close, Decision Closes, Won't Allow It Close THE CLOSERS SURVIVAL GUIDE 335 PROACTIVE LEARNING: Write exactly how you will customize this proximity to present your product, service, suggestion or idea: Write down what complaints you can get with this proximity and what new proximity could you use: 336 THE CLOSES PRESSURE CLOSE II Please don't confuse my enthusiasm, my insistence and confidence in my proposal with pressure. I'm sure it's the right thing to do for you. Let's do it now. GRANT'S GUY: Quickly answer this question with a smile on your face telling your perspective that he confuses pressure with enthusiasm. No one resents someone who is confident and excited. You would never blame a child for pressuring a parent for enthusiastically insisting that. See: All Pressure Closes, Either Way Close, Decision Closes, Won't Allow It Close THE CLOSERS SURVIVAL GUIDE 337 PROACTIVE LEARNING: Write exactly how you will customize this proximity to present your product, service, suggestion or idea: Write down what complaints you may receive using this proximity and what new proximity you could use: 338 THE CLOSES PRESSURE CLOSE III Not yet, but don't think I won't resort to it if you prove incapable of doing the right thing. Now let's do it (Pass the pen) GRANT'S TIP: Strong proximity that acknowledges pressure and your willingness to resort to it if necessary. Sometimes confession and the threat of pressure can only conclude a deal. Remember, in this situation your customer/perspective reviews what is happening, but does not object to it. See: Pressure closes, whether it closes, decision closes, won't allow CLOSE TO SURVIVAL GUIDE CLOSER TO 339 PROACTIVE LEARNING: Write exactly how you'll adjust this proximity to present your product, service, suggestion or idea: Write down what objections you can get using this proximity and what new proximity you could use: 340 THE CLOSES RASH DECISION CLOSE I understand, and the reality is that at this point it would be impossible to consider any decision you made at this time to be a hasty decision. You and I have met on three occasions about this proposal. You, your staff and my men have spent hours considering options. Let's do it. GRANT'S ADVICE: This is your last attempt at a perspective to convince you not to make a decision and your response to that is based on how reasonable you are with the facts. Most of the time this happens more than adequate time has been on the presentation and the proposal and the agreement to do so would not be hasty anyway. Smile and smile when you deliver this close and watch the magic. See: Pressure closes, Do it now closes, Time to think closes, Or close, and Osip Close closer TO SURVIVAL GUIDE 341 PROACTIVE LEARNING: Write exactly how you will customize this close to present your product, service, suggestion or idea: Write down what objections you can get using this proximity and what new proximity you could use: 342 THE CLOSES RASH DECISION CLOSE II I also agree to say that now it could never be considered a hasty/premature decision. You have needed this product for years. At this point, it's not only not a hasty decision, but absolutely the most sensible, logical and frankly the only thing you can do. I need your approval here and here. GRANT TIP: Show that you will not be taken out of the game. Take advantage of the customer's attempt to 'understand' and close by stating the facts. Most people don't make rash decisions and, in fact, do anything too long. He's not afraid to tell the truth around here. Watch: Pressure closes, Do it now closes, all the time for thought closes, any way closes, and Osip closes closer TO SURVIVAL GUIDE 343 PROACTIVE LEARNING: Write exactly how you will adjust this proximity to present your product. Service, suggestion or idea: Write down what complaints you can get with this proximity and what new closure you could use: 344 THE CLOSES NOTHING TO DO WITH DECISION CLOSE (Never make a hasty decision...) I hear you and agree, but the reality is that there are only a few reasons why you won't do it tonight, none of which has anything to do with your decision-making ability. Can I share them with you? 1) Lack of confidence in product 2) Price or conditions are wrong 3) You do not trust me / company What is it? GRANT'S ADVICE: Stop allowing them to delay closure over time and find out what the complaint/complaint or impasse is? It's a great proximity and you'll get customer respect when you use it. People avoid making decisions because they don't have confidence in their own ability to make good decisions and/or because something is still wrong with them. See: Pressure closes, Do it now closes, Time to think closes, Any way closes, decision closes, and Osip closes closer To

Survival Guide 345 PROACTIVE LEARNING: Write exactly how you will customize this close to present your product, service, suggestion or idea: Write down what objections you can get using this proximity and what new proximity you could use: 346 THE CLOSES ANY WAY CLOSE (Making no decision now...) I understand, but either way, you make a decision. Either you make the decision to continue with what you have or you will the decision to get what you deserve. Anyway, you're wasting your money, anyway obligation and in any case you make a decision. The question is whether you will reward yourself with something you need/want and deserve or continue with something old. GRANT'S TYPE: Your perspective is already paying before they engage with you, the question is really what they will pay. All decisions cost something. Doing nothing costs something and something new costs something. Use this close to correct the customer's thinking by explaining that all decisions have a cost. See: Time closes, rash closes, decisions close, ability to make decisions close, Stalemate Close, Do the Right Thing Close CLOSER SURVIVAL GUIDE 347 PROACTIVE LEARNING: Write exactly how you will customize this proximity to present your product, service, suggestion or idea: Write down what complaints you can receive using this proximity and what new proximity you would like could use: 348 BASIC CLOSES CLOSING INDEX BASIC CLOSES: Delivery close payment to figures Close rate close equipment Close title / Register Close spouse stand close and Spouse stand close and Second base close and Immediate delivery Close I Agreement Close II Congratulations close It anyway close inventory Close - Move down the inventory model up close - move up the budget model I budget close II No cosigner close I think about it close II reintroduce close three da's , and then close 92 94 98 100 102 104 106 108 110 112 118 126 130 132 134 142 144 144150 152 160 1602 176 182 184 192 200 CLOSERS SURVIVAL GUIDE Referral close to penny cut to ridiculously close to better live rich close can't take it with you close to no shortage of money close if I could, Would you close the eleventh inning to close all the same close money equal to a third party close to treat yourself close to a close deal hard to earn this close you deserve to close the summary close no equity close no equity close to Ben Franklin close comparing investments close to the same product close - their same product closes the objection to close the gratitude to close three agreements and close smaller points close to the scarps and close closer points close to the scarpans close you never the best time to close ownership close commission close to leave it up to the bank close 349 2 204 206 208 210 212 216 218 224 226 234 236 238 240 244 246 248 250 254 256 260 264 272 274 286 288 296 300 310 312 350 BASIC and ADVANCED CLOSES Puppy dog close to feel-felt-found close price guarantee close to Get more done close rash decision close to I Rash decision close to II ADVANCED CLOSES: Scale of One-on-Ten spouse stand to close III spouse stand to close IV Unavailable Party II insurance to close other party to help second baseman close II deal to close III won't be last time close to be grateful close close it up for me close to the choice of alternative close amount to close budget close III budget close IV budget budget V Suppose zero balance closure payouts Closing delays Payment close 314 316 322 328 340 342 96 114 116 120 122 124 128 136 138 140 146 148 15 4 158 164 166 168 170 172 174 178 CLOSERS SURVIVAL GUIDE Should pray about it up close Think about it close TO III Think about it close IV Think about it close to V Apology close to refuse to believe close can't stop close reason to buy close to justify close lock Close copy close we leave some papers close important person Close discount Close comparison close now and close later You knew that before closing unwind close will wait close when the value exceeds the price close to who taught you to close close-up leaves it to the bank A close-price guarantee closes an additional service closing payments closes: Payment close to payment Closing payments Closing delays Payment close to better live rich close commission close to close commission close 236 238 240 242 246 252 254 256 258 262 264 270 276 278 280 282 284 290 292 294 298 302 352 ADVANCED, CLASSIC and MONEY CLOSES PERSONAL SERVICE CLOSE BEG close the game close to quality close to the future date close now or never close did all possible handling close the extra pressure close and pressure close II pressure close III has nothing to do with the decision to close any way close CLASSIC CLOSES : Three yes and then close the referral close if I could, Would you close the eleventh inning to close lock ben franklin to close three agreements and close the scarcity to close puppy dog close feeling-felt found close handling close to 304 306 308 318 320 324 326 320 332 332 334 336 338 344 346 200 202 216 218 222 248 272 286 314 316 320 CLOSER GUIDE TO SURVIVING MONEY CLOSES : Paying close to paying on figures to close the rate close and agreement Close II agreement close III will not be the last time close to close congratulations close It anyway close the disease close the disease close inventory close - move down the inventory model up close - move up the model close alternative close package alternative close package close budget close and Budget closes II Budget closes III budget close to IV budget close to assuming zero balance near Penny close ridiculously close to better live rich no shortage of money close to justify close money equal to 353 98 100 102 132 134 136 138 140 142 144 146 150 150152 154 156 158 160 162 164 166 168 170 204 206 208 210 212 220 226 354 MONEY, PAYMENT, TIME AND DELAY CLOSES to treat yourself close to a deal hard to earn this close you deserved to close the discount close no capital near comparison near the same product close - your same product close - theirs now and later close you knew that before closing gratitude close when the value exceeds the price close to who taught you to close close-up leaves it to the bank A close-price guarantee closes an additional service closing payments closes: Payment close to payment Closing payments Closing delays Payment close to better live rich close commission close to close commission close 236 238 240 242 246 252 254 256 258 262 264 270 276 278 310 312 318 322 332 98 100 158 174 208 310 355 CLOSER SURVIVAL GUIDE TIME CLOSES: Important person close Rinse complaint close you want to be first or last sooner or later close Do it and over close never best time to close future date close now or never close to get more done close to STALL CLOSES AND spouse stand near II spouse stand near III spouse stand near IV unavailable party II I have to pray about it close think about it close to thinking about it close to II Think about it close TO III Think about it close IV Think about it close to V Apology close to refuse to believe a close reason to buy a close copy close to me leave me some paperwork close to 232 260 290 292 294 296 320 324 328 110 112 114 116 118 120 180 182 184 186 188 190 194 196 214 228 230 356 DOWNTIME and PRODUCT CLOSES will wait to close intelligence to do the right thing close I'm doing the right thing close to II take close will not allow closing games close to rash decision to close I rash decision close II No connection to decision close to any way close to product closes: Delivery close check close to scale of one-to-ten equipment close title / Register close paperwork close insurance close immediate delivery momentum close again present close all the same close summary investment comparisons close on 268 280 282 284 288 298 308 340 342 344 346 92 9294 96 104 106 108 122 120 178 192 224 244 250 274 300 GLOSSARY Listed below are many of the words I use in this book along with the best definition of how the word was used. I deliberately didn't include every definition possible. I also usually include what is called origin (where the word came from) to give the reader even more understanding of the history of the word. Here is an example of the origin of the word beautiful:Origin of Middle English, from the Latin nescius 'uninformed', from the unscathed 'I don't know'. No wonder when someone says you're a good salesman, you know they don't buy from you! That explains the saying, The good guys finish last! The point is to use the glossary because it will give you an even greater understanding of the written material and my intentions. ABILITY – a talent that allows someone to achieve a lot: a man of exceptional ability. (in the context of education) the level of mental power of ORIGIN late Middle English: from old French capable, from Latin habilitas, from habilis capable. ACCELERATE – cause it to go faster. ORIGIN early 16th (in terms of [accelerate occurrence]): from Latin accel357 358 CLOSERS SURVIVAL GUIDE erat- 'rushed', from verb accelerare, from ad - 'towards' + celery 'swift.' ADMIT IT - Show that someone has or recognized (someone) by making a gesture or greeting. CENTURY: from outdated Middle English verb knowledge, influenced by outdated acknow [admit it, admit it] AFE - has an impact on; make a difference, touch the feelings (of someone); Move the emotional origin of late Middle English (in terms of [attack as a disease]): from the French affect or Latin affect - 'influenced, affected', from the verb afficere. AGREEMENT - harmony or in accordance with opinion or sentiment; position or the result of the agreement. ORIGINS of late Middle English: from old French, from agreeer 'make pleasant yes'. ARSENAL – figurative: a range of resources available for a specific purpose [arsenal of computers at our disposal]. ORIGIN early 16th century (denoting dock for ship construction and repair) ALTERNATIVE - (from one or more things) available as another ORIGIN option in the mid-16th (in terms of [alternating, alternatively]): from the French alternative, -ive or medieval Latin alternative, from latin alternar interchange (see alternative). APOLOGY – a regrettable admission of a misdemeanor or fail-ure. ORIGINS in the mid-16th (denoting a formal defense against the charge): from a French apology or via late Latin from a Greek apology speech in its own defense, from apo GLOSSARY 359 away + -logia (see -logy). ASSUMPTION – a thing that is accepted as true or certain to happen. ASSIST – assistance by providing money or information. ORI-GIN is a late Middle English : from an old French assistor, from the Latin assistor 'take your stand', from the ad - 'to, at' + sister 'take your stand'. BEG – ask (someone) honestly or humbly for something. ORI- GIN Middle English: probably from the old English bedetian, of Germanic origin. USER – a person who takes advantage of a thing, claims trust, will or life insurance. ORIGIN early 17th cent:from Latin beneficiarius, from beneficium BEN FRANKLIN — American diplomat, printer, author and scientist. BUDGET - estimate of revenues and expenditures for a certain period of time. ORIGINS of late Middle English: from the old French bougette, reduced by the bouga 'leather bag', from the Latin bulga 'leather bag, inflated,' gaulish origin. The word originally meant a bag or wallet, and later its contents. CALM — (persons, actions or means) by not showing or sensing-ing nervousness, anger or other. (places) peacefully, unlike recent violent activity. ORIGINS of late Middle English: via one of the Romance languages from greek kauma 'heat (from 360 CLOSER GUIDE TO SURVIVAL DAY)'. CATAPULT - a device in which accumulated tension is released to throw an object at a certain distance [intrans.] moves suddenly or at high speed as if thrown by a catapult. ORIGIN late 16th cent:from a French catapult or Latin catapult, from a Greek from the floor- 'down' + pallein 'hurl'. CAUSE – a person or thing that provokes action, phe-nomenon or condition. reasonable reasons for doing so, thinking or feeling something. principle, objective or movement which, due to deep commitment, is ready to defend or advocate. ORIGIN Middle English: from old French, from Latin cause (noun), causare (verb). CHECK – inspect to correct any error or detected prob-lem. ORIGIN Middle English (originally as used in the chess game): noun and exclamation point from the old French eschec, from medieval Latin scaccus, through Arabic from Persian sheath 'king'; verb from the old French CLOSE - successfully complete the transaction. ORIGIN Middle English : from old French clogs (as a noun and adjective), from the Latin clausum 'enclosure' and clausus 'closed', next to the participle claudere. CLOSER - someone who completes success-ful-ly transactions, someone who can close deals consistently. COMPARISON - quality of similarity or equivalent. ORIGIN Middle English : from old French is compared, from glossary 361 Latin comparatio(n-), from comparare 'to pair, match' (see comparison). COMPETENCE – the ability to do something successful or effective. COMPLAINT - expression of dissatisfaction. ORIGIN late Middle English : from Old French complainte, feminine past participle of complaindre 'to lament' CONCERT — together, together, combined, in collabora-tion, in collaboration, in the league, side by side; Unanimously. CONCLUSION – end or end of the event or the process of ORI- GIN late Middle English language : from the Latin conclusio(n-), from the verb conclude CONFIDENT - feeling or showing certainty in something. Origin at the end of the 16th century: from the French self-confident(s), from the Italian convinced, from the Latin self-confident- 'has full confidence', from the verb confederare, from con- (expression of intense force) + fidera 'trust'. CONSULTANT — a person who provides expert advice professes - symduly. ORIGIN late 17th (in terms of [person consulting]): probably from French, from Latin consultare CONTRIBUTION - a role played by a person or a matter of bringing results or helping something to thrive. ORIGIN late Middle English (denoting tax or pest): from late Latin contributio(n-), from Latin contribuere 362 SURVIVAL GUIDE CLOSER TO 'gather, add' CONTROL - the power to influence or direct people's behavior or flow. the power to contain something, your own emotions or actions. ORIGINATING from an Anglo-Norman French controller, keep a copy of a roll of CO-SIGNER accounts - someone signing a loan, lease or other contract - mint along with someone else to ensure that the terms of the contract will be met by that person. DECISION - conclusion or resolution adopted after consid-eration. Late Middle English: from Latin decisio(n-), of deciders determine. DEDICATION – an act of desecration (time, effort, or self) to a specific task or purpose. ORIGIN of late Middle English (in the sense [dedicate yourself to holy use of solemn rites]): from the Latin dedicat- 'consecrated, consecrated', from the verb dedicara. DEMO – short for demonstrate-clear show existence or truth (something) by giving evidence or evidence. • give a practical exhibition and explanation (how the machine, skill or craft works or is performed) ORIGIN in the middle of the 16th (in terms of [popping]): from the Latin demonstrat - 'pointed', from the verb demonstrator. RELIABLE – reliable and reliable. EARN - do something or have or show qualities worthy (prizes or punishments) OF ORIGIN Middle English: from the Old Glossary 363 French deservir, from the Latin meritorius 'serve good or zealously.' DISCOMFORT – let (someone) feel uneasy, anxious or em-barrassed. ORIGIN Middle English (as a verb in the sense of [discouraged, reluctant]): from the old French desconforter (verb), desconfort (directory), from des- (expression of reversal) + conforter 'to comfort' DISCOUNT - considered (possibility, fact or person) unworthy of consideration because it has no credibility. ORIGIN early 17. (indicating a decrease in the amount or value of something DISEASE - disruption of structure or function in a human, animal or plant, esp. one that produces specific signs or symptoms or that affects a particular location and is not only a direct result of a physical injury ORIGIN Middle English (in terms of [lack of lightness; inconvenience]): from the old French desaise 'lack of simplicity' , 'of des- (expressing reversal) + ais 'ease.' DREADED – predict with great fear or fear. OR-IGIN Old English áðrædan, ondrædan; in connection with the old tall German intrātan. DRILL — refer (someone) to something using re-peated exercises or practice. ORIGIN early 17th cent:from Middle Dutch drillen 'wrinkles, turn in a circle.' EARNED - gain or arise deservedly in exchange for your behavior - ior or achievements. ORIGIN The old English earner, from base 364 THE CLOSERS SURVIVAL GUIDE shared by old English esne [worker.] ELEVENTH INNING -- the latest possible moment, a reference to baseball where it has nine innings and that would be after all other attempts have been exhausted. EMOTIONAL – based on emotion, not reason. ORIGIN mid-16th (denoting physical disorder or turmoil); from french émotion, from émouvoir 'excite', based on Latin emovere, from e- (ex-) variant 'out' + movere 'move.' EXCEEDS – to be better than; Surpass. Origin of late Middle English (in the sense [go over (borders or a certain point)]): from the old French exceder, from the Latin excedere, from ex- 'out' + cedere 'go.' EXCHANGE — the act of giving and receiving- others (esp. of the same type or value) in the return of origin of late Middle English : from the old French eschange. PRONUNCIATION – reason or explanation pleading to defend or justify guilt or misdemeanour. ORIGIN Middle English : from the old French escuser (verb), from the Latin excusare 'to the ex-'out' + causa 'charge, cause'. EXPECTANT - have or show an excited feeling that something is going to happen, esp. something pleasant and interesting. ORIGIN late Middle English : from latin expectant'expecting', from the verb expectare. FIELD — a specific branch of study or activity sphere or glossary 365 interest. ORIGIN Old English feld (also denotes a large tract of open land; compare with velda), of West German origin. FINANCIAL PLAN - a detailed proposal to achieve or achieve financial goals. FLUKE – an unlikely accidental occurrence, esp. a surprising piece of luck. FLUSH – drive from the cover: the figurative cause is said again; force it into the open. ORIGIN Middle English (in terms of [move fast, spring up,] esp. birds [suddenly flying]): symbolic, fl- often start words associated with sudden movement; Maybe under the influence of flash and blush. GRAND MASTER – chess player of the highest class, esp. the one who won the international tournament. GRATEFUL — feeling or showing a appreciation of be-ing thankful: ORIGIN mid 16th century: via late Latin from late Greek maniakos, from mania (see mania). OBJECTION – action to challenge or disagree with something. Origin of late Middle English: from medieval Latin obiectum 'thing represented to mind.' PERSISTENT – continuing firmly or stubbornly in the course of action despite difficulties or opposition. ORIGIN mid 16th cent.: from Latin persistens, from per- 'to, steady' + sistere 'stand.' PLAYBOOK — a book that contains plays or strategies that will be used during a game or competition that will help you succeed on the challenge. PRAY – please contact the solemn request or expression of thanks 370 THE CLOSERS SURVIVAL GUIDE deity or other object of worship ORIGIN Middle English (in terms of [ask sincerely]): from the old French preier, from the late Latin precari, to the modification of the Latin precari 'entreat.' PRECEDE — come before (something) on time. Origin of late Middle English : from the old French previous, from the Latin praecedere, from prae 'before' + cedere 'go.' PRESENTATION - Demonstration or presentation of a product or idea: sales presentation. ORIGINS of late Middle English: via old French from late Latin praesentatio(n-), from latin praesentare 'place before'. PRESSURE – using persuasion, influence or intimid- tion to make someone do something. Origin of late Middle English: from old French, from Latin pressura, from the press', from verbs before. PRIVY – sharing in knowledge about something secret or pri-watte. ORIGIN Middle English (originally in terms of [belonging to your own private circle] PUSHY - overly or uncomfortably self-assertive or ambiguous. QUALITY – the standard of something measured against other similar things; degree of excellence of something. ORIGIN Middle English (in senses [character, disposition] and [certain assets or features]): from old French qualitas, from Latin qualitas (translating Greek poiotes), of qualis 'of what kind, of its kind.' GLOSSARY 371 QUIT — informal stop or stop (action or activ-ity). ORIGIN Middle English (in a sense, free) RANGE – the extent of a person's knowledge or abilities. ORI- GIN Middle English (in terms of people or animals): from the old French range order, rank, of rangier brought to order, from rank. RATE — the amount of compensation or payment expressed as a percentage of another amount, or as the basis for the calculation. RATIO - A relationship between two amounts that shows a number-ber times one value contains or is within another. ORIGIN mid 17th cent: from Latin, literally 'reckoning', from rat- 'reckoned', from the verb reri. REALITY – the thing that is actually experienced or seen. ORI- GIN late 15th ORIGIN Middle English: from the old French reison (noun), raisoner (verb), from the latin ratio variant (n-), from the verb reri 'consider.' RE-DEMO — (re= once again; over and over again) Fresh again (2nd, 3rd, or even 4th time) and show the existence or truth of something by giving proof or evidence through practical exhibition and explanation. The purpose is to build value. 372 SURVIVAL GUIDE CLOSER DECREASES - bring someone or something into a lower or weaker state, condition or role. In this case, the objection will be less or less important. ORIGIN late Middle English: from Latin reducers, from re- 'back, again' + ducere 'bring, lead.' RECOMMENDATION – the act of referring someone or someone else for their products or services. Origin of late Middle English: from an old French clerk or Latin referere 'carry back', from re'back' + ferre 'bring.' REFUSE - indicate that you are unwilling to accept or approve (something offered or requested). ORIGIN Middle English: from the old French repellent, probably a change of Latin recusare 'refuse', influenced to refute 'refute.' REHEARSE – practice. ORIGIN Middle English (in terms of [repeat out loud] REPETITION - a recurring exercise. ORI- GIN late Middle English: from the old French repetition or Latin repetitio(n-), from the repetereter TO DEMAND - the need for a specific purpose; depends on suc-cess or survival ORIGIN late Middle English: from the old French require, from Latin demand, from re-expression of intense force) + quaerere'seek. RESULT – the consequence, effect or outcome of something. Origin of late Middle English (as a verb): from medieval Latin score 'to results', earlier in terms of [spring back.] from re-GLOSSARY 373 (expression of intense force) + saltare (frequent salire 'to jump'). REVERED — feel deep respect or admiration for ORIGIN in the mid-17th FUNNY – meritorious or tempting mockery; Absurd. ORI- GIN mid-16th cent: from Latin ridiculosus, from ridiculus 'funny'. — a system of measuring something - a graduated range of values that forms a standard system for measuring or evaluating something. ORIGINS of late Middle English: from latin scala 'ladder' (verb via old French escaler or medieval Latin scalara 'ascent'), from the base of latin scandere 'to climb'. SCRUTINY — critical observation or review. Origin of late Middle English : from Latin surveillance, from scrutari to search (original sorting of garbage from scruta garbage). Early use concerned the taking of individual votes in the electoral process. SECOND BASEMAN - this is a baseball reference, but it is used in this context it is the other side that helps the customer in the decision or that will provide information. SIGNIFICANCE – has great meaning or importance. ORIGIN late 16th (feeling 2): from Latin significant'pointing', from significare 374 THE CLOSERS SURVIVAL GUIDE STABILITY – a state of stability (unlikely to change or fail); Tightly established STALL - speak or act in a deliberately vague way to get more time to solve questions or problems. ORIGIN Old English steal [stable or livestock joke,] of Germanic origin. STUDY – commitment of time and attention to acquiring knowledge of an academic subject, esp. through books. ORIGIN Middle English: shortening the old French estuary (noun), estudier (verb), both based on latin studium's zeal, painstaking application.' SUICIDAL – is likely to have a catastrophically detrimental effect on themselves or their interests. ORIGINS mid-17th cent: from modern Latin suicide 'act of suicide', suicidium 'person who commits suicide', from Latin sui 'by themselves' + caedere 'kill'. SUMMARY – a brief statement or a representation of the main points of something. Origin of late Middle English (as an adjective): from the Latin summary, from the sum total. SYMPTOMS – a sign of the existence of something, esp. undesirable situations. THE ORIGIN of the late Middle English synthoma, from medieval Latin , based on the Greek sumptom 'chance, symptom,' of sumptiein 'happen'; later under the influence of french symptoms. TEHNIKA – a skillful or effective way of performing or achieving. Something. ORIGIN early 19th cent:from French, from GLOSSARY 375 Latin technicus. THINK ABOUT – consider or consider when deciding on a possible action. TONE – mood, air, spirit, feeling, sound, taste, note, attitude, character, nature, manner, temperament. Also, the general character of a group of people or a place or event. Origin of Middle English: from the old French ton, from Latin tone, from Greek tonos 'tension, tone', from theinein 'to stretching'. THIRD PARTY – relating to or relating to a person or group other than two persons who are primarily involved in the situation. Transaction - an example of buying or selling something; business agreement. ORIGINS of late Middle English Term in Roman law): from late Latin transaktio(n-), from transigere drive through. TREK – long painstaking journey, esp. one made on foot. ORI- GIN mid-19th cent: from South African Dutch trek (noun), trekken (verb) 'pull, travel.' TRUST – a firm belief in the trustworthiness, truth, ability, or strength of someone or something. ORIGIN Middle English: from the old Nordic traust, from traustr 'strong'; a verb from the old Nordic trawst, assisled on a noun. UNAVAILABLE – cannot be obtained or be present. UPBRINGING – treatment and instruction received by 376 THE CLOSERS SURVIVAL GUIDE children from their parents throughout their childhood. ORIGIN late 15th cent.: from outdated upbring [to rear] (see up-, bring). UNWIND — Undo or Undo. UP-TONE — (a made-up word) to lead to or improve mood, air, spirit, attitude, etc. UNREASONABLY — not guided or based on good sense. Being unreasonable in the way I mention it means achieving something no matter what, even beyond saying things are based on good sense. VALUE – material or monetary value of something ORI- GIN Of Middle English : from the old French, feminine past participle valoira 'to be worthy', from the Latin valere. ADDED VALUE – Features added to the baseline or model for which the customer is willing to pay extra. DIFFERENT - Change from one state, shape, or state to another. ORIGIN Middle English: from the old French varier or Latin variare, from varius 'diverse'. VITAL — absolutely necessary or important; essentially, ORI-GIN is a late Middle English (describing the animated principle of living beings, also in the sense of 2). Old French from Latin vitals, from the vita 'life'. VALUABLE – worth a lot of money extremely useful or important ORIGIN Middle English : from the old French, feminine glossary 377 past particip valoira 'be worthy', from the Latin valera. WAIT — Stay where it is or postpone the action until a certain time or until something else happens. Origin of Middle English : from the old northern French waitar, of Germanic origin; related to awakening1. The early senses involved [lie in waiting (for)] [watch carefully] and [be careful.] WIDELY – including a large selection of people or things. ORI- GIN Old English wid [spacious, extensive,] wide [in a large area,] of Germanic origin. ZERO BALANCE – where there is no remaining balance owed on the asset. 378 THE CLOSERS SURVIVAL GUIDE ABOUT THE AUTHOR Grant Cardone is an international sales expert, sales coach, motivational speaker and best-selling author of The New York Times. It is known for customizing sales programs for organizations of all sizes and has positively influenced hundreds of thousands of people and organizations around the world. Fortune 500 companies, entrepreneurs, nonprofits and individuals use its techniques and efficiency and market value. Market. He is a star of the National Geographic Channel show, Turnaround King and is a regular contributor on Fox News, CNBC, MSNBC and CNN. For more than twenty years, he has been talking to audiences around the world about sales, success, finances, real estate and motivation. His dynamic energy and his witty and fast delivery entertain the audience, intrigue and include. Cardone is ceo of two training and consulting firms and owns a real estate investment and development company worth more than \$100 million in real estate. He has written three previous books to inspire those who want to achieve success: The Closers Survival Guide (2009), If You're Not First, You're Last (2010) and The 10X Rule, (2011). 379 380 ABOUT THE AUTHOR Continuing the tradition of reviving innovative sales tools, technologies and solutions, he has launched a landlord, interactive virtual training center, www. CardoneUniversity.com and automotive industry-specific www.CardoneOnDemand.com Author is also heavily involved in civil affairs and has received awards for his efforts from the U.S., U.S. Congress, Los Angeles County, U.S. Army and others. Cardone addressed the Organization of Young Entrepreneurs at MIT, and representatives of over 15 countries were present, the speech was broadcast live around the world. McNeese University paid tribute to Cardone as a respected alumni. He is currently in Los Angeles with his wife, actress Elena Lyons and their daughters. Daughter.

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