

Be Connected for Success

Success Closing for the Business Presentation

The most successful closings are the ones the prospects close themselves!

This script is used after a business presentation. It's important to cover all the items to encourage your prospect to give you all the information needed to successfully close. Let them talk all they want but guide them back if they stray from your question. Be ready, if they ask you about unfamiliar things offer to do a three-way call with your Director. **Remember to be very professional even with people you know; be confident and in no way wishy-washy through the whole closing process, especially when you ask if they're ready to get started.**

1. What did you like about what you heard? *Or* Saw? *Or* Read?
2. That's great! Can you tell me why that's important?
3. Well, <Firstname> Do you want to make a little or a lot?
(Or whatever makes sense in response to what they say in question #2)
4. Excellent, so... you can make the money for _____. Are there any other reasons you want to make a lot?
5. Are you ready to get started? **Key words**

6. If **Yes**: Go to #8 (get right to the point!)

If **No**: First name, **how serious are you** about _____?
(State some or all the reasons, one at a time from #2 & #4 above.)

If there are any objections at this point write them down and keep asking them if there are any more. Write down each one.

7. If I could show you how you could do this and overcome all these things— and you were satisfied that they weren't problems...If you are serious about (#4 from above), First name, are you willing to become a professional? (And/or) Do you want to make a little or a lot? (Go back to #5&6)
8. OK, I need to get some information from you to get you started. Do you have internet access? Or you could fill out the paper form and I can send it in for you.

You must be professional. Have your forms ready. (Go to your back office for the signup form)