

SECRETS TO CLOSING THE SALE

Close or Lose

Grant Cardone



@GrantCardone

#CloseTheSale

SecretsToClosingTheSale.com



Get Your Head Right

“The close is not for you, it is for the customer.”

“The close represents 100% of your earnings.”

“The Close is the first time your buyer benefits.”



Words to Never Use in the Close

No
I disagree
Competitive
Good deal
We Can't do that
Not Possible
That's our best deal
No Way
We Won't
WTF

Requirements for Closing the Sale

1. Decision Maker
2. Wherewithal
3. Sold on the product
4. Believe in YOU
5. Confidence in the Product
6. Written Offer
7. **Urgency**

“Any one of the seven requirements are missing you will not close the sale.” - GC

Why YOU Struggle in the Close

1. No Commitment to GREATNESS
2. Shortage of Closing Material
3. Believe Price is the Issue
4. Buy the Customer Story
5. Unwilling to Pressure
6. Lack Financial Goals
7. No Training
8. Not Sold

“Prepare like a chump close like a chump.” - GC



Attach Pain to Not Closing

Buyer Benefits from the Close More than you do

- Buyer gets your product
- Buyer ends cycle
- Problem solved
- Improves Status

"If you don't experience pain because of a no close you will experience pain for not closing." - GC

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Be Sold on the Close

You must attach personal pain to not closing the transaction.

Lose Confidence

Lose Security

Lose Money

Lose Time

Lose Momentum

Start Over again

“Until you fully understand how much is lost by not closing you will continue to lose by not closing.” GC

All Objections Fall into 4 Categories

1. Time
2. Money
3. Stall
4. Product

“Reduce the number of variables by living by the four categories.” - GC

The Urgency Secret

You must build urgency into your close.
The URGENCY must be a legitimate benefit for the Buyer.
No URGENCY = No Close.

The Urgency Factor is More mental than anything.
Handle the Why
Solve a problem
Provide relief
Done and over

"The urgency to make a decision must be present to close the sale." - GC



Set the Stage Close

There are only two reasons you won't make a decision to purchase from me at this time.

1. You aren't the decision maker
2. You can't afford it

Which one is it?

"Be willing to find out if you have the decision maker and financial ability." - GC

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Close the Door on Price

“I don’t have any more money to give you.”

“Close the door on money or the customer will continue to visit it.” - GC

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Pre-Close Intention

My goal is to get your company on our product delivered and installed by _____ (date).

"If you can't see the future you won't have the future you want."- GC

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Always to Get to Price

Never leave a presentation without getting to a price proposal.

"You can never close if you don't get to price."- GC

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Introduce Price Early

Before I show you the benefit let me share our pricing with you so you can make sense of the value proposition...

"Without knowing the price your customer is unable to make sense of value." - GC

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The 57% Close

Business buyers are using digital channels to form opinions about major purchases and do not reach out for information until 57% of the purchase process is complete.”

CEB MarketingLeadership Council

Do you have enough information to make a decision?
Have you seen enough to make sense of the investment?

“Ask early, ask often and keep asking.” - GC

Have Some “Always”

1. Always write a proposal
2. Always ask to buy
3. Always ask again
4. Always introduce 3rd party
5. Always ask why
6. Always ask why not

“If you don’t have ‘always’ you end up with nevers.” - GC

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Insistence Required

Insistence will be required on 90% of your sales.
Insistence or pressure will never blow a sale.
Without insistence on action now, you will never control your income.

“Pressure makes diamonds out of coal, pearls out of oysters and extraordinary people out of the average.” - GC

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Instant Trust

How much of what I have said or shared do you believe?

"Without trust you cannot close the sale" - GC



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One Thing Rule

No one thing can blow a sale, ever!

Quit Closing scared.

“When your buyer is truly sold no one thing can undo that sale.” - GC

Reinforce Certainty with Questions

The buyer that is not certain will blame time and money.

What are you not certain about?

On a scale from 1-10 how do you feel about the product?

What other product would solve your problem?

Is the problem bigger than the investment?

"The buyer's uncertainty is a bigger threat to your close than a lower price somewhere else." - GC



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Use Worst Case Scenario

What is the worst thing that could happen if you made a decision?

“Address the worst case and the buyer may snap and close.” - GC



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Get Relevant Event

When is the last time your company invested 150,000?

When is the last time you made a decision of this magnitude?



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Become A Spock Closer

Use emotion to sell the product and use logic to close.

"Never be emotional in the close even when the buyer is." - GC

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Never Return to Selling

Once you enter the close never return to selling.

"Selling builds value; closing captures the funds." - GC

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One Question to Reduce Closing Time

Why?

Why did you agree to see me?

Why did you come here?

Why did you call here?

Why are you shopping now?

Why?

"Figure out the why and you will close the sale." - GC



Ask One More Time

What could I have done differently?

I want to apologize...

Had I done everything right...

What can we do to make this happen?

3rd party close

Exit Survey

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Listen But Don't Buy

Become completely unreasonable with the buyer's stories, stalls, reasons, & logic.

Stay sold on why it's best for buyer to move forward.



Treat Objections as Complaints

Treat the objection as a mere complaint until validated as a legitimate objection.



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Get Something When You Give Something

Never give anything without some reason or without getting something in return.



Check Yourself

Do I have the decision maker?

Do they have financial wherewithal?

Are they sold on the product?

Do I know their “Why?”

Will the customer benefit more than price?

Does the customer believe in me?



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Price Myth

No one buys because of price.

You can't buy a price.

A price doesn't make the product better.

Lower Price doesn't increase value.

Price is not a reason to buy or not buy.

"When Value exceeds price, price is no longer the issue." - GC



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Had It Not Been For...

Had it not been for the roofs, landscaping, plumbing issues and estimates on the kitchen our offer would be well within your asking price.

“Always show the other party how they are getting what they want.” - GC



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Agreement Close

Always acknowledge by starting with agreement, then “let me suggest...”

“I agree with you”

“You are right”

“100 percent correct”

“You can’t get agreement with disagreements.” - GC

Second Baseman Close

After validating the 2nd baseman ask them:

“Will you be helping with the price, installments or guaranteeing the loan?”

“What you don’t talk about in the close will kill your deal.” - GC

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Think About it Closes

All “Think about it” closes are really unresolved complaints about:

Price

Terms

Product

“What you don’t talk about in the close will kill your deal.” - GC

The Unspoken Objection

The most concerning objection is the one you need to hear about.

What is your real concern?

What are you not telling me?

If you said everything you were thinking what would you say?

On a scale from 1-10?

"A buyer who quits talking can't be closed." - GC

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Empty Stomach Secret

Never attempt a close when either party is hungry.

“An empty stomach in the close makes for a lower price.” - GC



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Same Product Close

Which product would you rather own
if everything else were the same?

Why?

Why else?

Why else?

"Never put the buyer in situation where they will lie to you." - GC

Save Face Secret

1. Never ask “What price do you have?”
2. Never ask “What is the max you will pay?”
3. Never ask “What is your budget?”

“More deals are lost over face than lost over money.” - GC



Always Close on a Difference

Never close on the total price. Only make sense of the difference between what is acceptable/expected and what you need.

"Buyer has already agreed to some amount/terms. The closer's job is to make sense of the difference." - GC

Reduce to Ridiculous Secret

Take the difference amount and divide it by the time of ownership or usage.

\$10,000/365 days/8 hours a day

\$3.42

"Buyer has already agreed to some amount/terms the closer's job is to make sense of the difference." - GC

Commission Close

Any more of a discount will result in me NOT getting paid on this transaction and I KNOW you don't want that.

What remains as a profit is my commission and that is the sole way I get compensated and how I take care of my family.

Sign here...

"Buyer will pay as much for you as they will the product." - GC



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Decision Secret

Either way you are going to make a decision.
Not doing it is a decision
Doing it is a decision.
Either way it costs you.

"The buyer has more concern about making the wrong decision than the right one." - GC

Sooner or Later Close

Sooner or later you will make this decision – you need the product, it solves your problems, we are leaders in the field and you can afford it.

Lets do this now so you can start receiving the benefits.

“The professional stays in position to close.” - GC



Persistence and Enthusiasm Close

Please don't confuse my persistence and enthusiasm for earning your business with pressure.

"Your enthusiasm to make a customer should be obvious." - GC

Pressure Response Close

I am willing to pressure you!

The product is right for you and my company is the best solution and waiting doesn't change anything.

Sign here please.

"You must be and stay sold on getting the sale done." - GC



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Reason to Close

Are you looking for reasons to do this or reasons not to?

“Be willing to put your decision maker on the spot and close or lose.” - GC

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Copy or Paperwork Close

I am happy to get you as many copies as you would like. Give me one minute.

As I was making the copies...

"Brochures can't close deals." - GC

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Perfect Close

If everything were perfect would you still continue to wait? What's not perfect?

"Find out what is not right; your transaction is a better solution than waiting." - GC



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No Other Objections

If there are no other objections, questions or reasons not to move forward I will need your approval here and here...

"Flush out all stalls and close." - GC

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