

A stylized illustration of a woman with long brown hair, wearing sunglasses and a blue, tiered, sleeveless dress with a black belt. She is holding two shopping bags, one white and one light blue. The background features abstract blue and white geometric shapes. The text "Closing The Sale 'Cheat-Sheet'" is overlaid on the image in a white box.

Closing The Sale "Cheat-Sheet"

In the get acquainted, ask the clients these questions

- What's their situation
- What's not going well
- What they're currently doing to change this
- What obstacles, challenges and struggles they regularly come up against.
- What eventually happen if you don't change anything or continue to ignore this.
- What they want to see happening as a result of working together (head)

How achieving this would make a difference in their life (heart)

Give them a capability statement "Yes, we can achieve those results together"

- Pause (very important) They'll then ask you about your programs.

Describe your programs

Use rationales: "The reason it's a six month program is simply that it takes that long to accomplish it all"

Give them the rates

Let them know they can pay for it upfront or in monthly instalments.

Ask them the two most important hypothetical questions:

If you were to do one of these programs, which one would you be leaning towards? What's your gut feeling?" Great. If you were to go for the VIP program, when would you ideally want to start?"

Once the client chooses a program and a start due date, congratulate them! Woohoo! Congratulations! This is going to be very transformative for you! (They want to be sure they did the right thing)

If they don't sign up, use my booking method

"I absolutely understand that you need time to think this over.
I've been there too."

How much time will you need? 3 days, 3 weeks, 3 months?

Great. Because life often gets in the way of us making a decision that we really want to make, I propose we schedule a 5 minute check-in call to see where you are in your decision making process." That way, I don't need to follow up with you unnecessarily and this will not fall through the cracks."

When would you like to schedule it?

Love and blessings

Dulci.