

| Close | Description | Example |
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| Assumptive | Assume the sale, just act as if they already bought from you. Always Assume the Sale first. | "Come with me we'll fill out the paperwork to get you started." "How you would you like to pay?" |
| Alternative | Give 2 options, both ending in the sale. | "Cash or Card?" "Visa or Mastercard?" "Do you prefer delivery on Tuesday or Thursday?" |
| Fair Enough | Everybody wants to feel they're getting a fair deal. You might get an objection after this close but you'll always get a YES first. | "Sounds fair enough?" "Does that seem fair enough?" "Fair enough?" |
| Question | Use what the prospect is giving you and turn it into a close. | "How many can you deliver? Well how many do you need?" "Can you deliver on Tuesday? Which day would you rather Monday or Tuesday?" |
| No brainer | This one requires that your product gives a ton of a value and a no brainer guarantee. Use all the benefits of the product + a guarantee. | "When you invest today you get, XYZ + 30 days money back guaranteed if you don't love it. It's a No Brainer John isn't it?" |
| Social Proof | Very powerful. Use OPE, other people's experience as proof. | "The great thing about this is not only it works for X business, Y business has created phenomenal results in just 10 days of using the product, anybody can do it." |
| Try | Invite people to just give it a go, try it. This way it lowers the importance of the decision. | "Look John, why don't we just give it a go?" "Just try it and see how it works" |
| Ascending | Prepare a list of questions designed to get the prospect to say YES as many times as possible. | This is the Encyclopedia Britannica example: Do you live in the area? Can I ask you a couple of questions? May I come in? May I take a seat? |

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| Pros & Cons (Ben Franklin) | Make a list of pros & cons of buying the product/service. | When you invest you'll get XYZ And it could cost you A. Which one makes more sense? |
| Urgency | Use scarcity and urgency to create a rush to buy. Fear of missing out. | "Flash sale", "Offer ends tonight", "This is my last available", "Hurry, few more available" "Almost Sold out" |
| Higher Authority | Deflect the decision onto your superior. Side with the buyer. | "I'd love to do this for you but I need to check with my supervisor if we can do it. I'm going to get my ass kicked for asking that." |
| Conditional | Using a condition to leverage the sale. | "John, I can't promise I can do that for you but if I could, do we have a deal?" |
| In my shoes | In case of emergency only | "I really want to make this work but I can't see how, John put yourself in my shoes, what would you do if you were me?" |
| All on the Table | In case of emergency | "I want to work with you, I want your business, what do we need to do to get it? " |