



Write your Close Challenge!

Class Notes Session 3

I am challenging you to write your close by Thursday, August 29 at 9 pm your time zone.

This is the Facebook group to join

<https://www.facebook.com/groups/writeyoursalesclosechallenge>

**Class recordings** - <https://hubpagereplay.com/>

**Here are the dates for the classes:**

Tuesday, August 27 at 10 am pacific

Wednesday, August 28 at 10 am pacific

Thursday, August 29 at 10 am pacific

During the 3 days we are going to work on closing. The assignment for this class is for you to write down your close word-for-word and email it to [eric@ericlofholm.com](mailto:eric@ericlofholm.com) by Thursday, August 29 at 9 pm your time zone.

2 Outcomes

1. Complete the training on how to write your closing script
2. Invite you to continue to train with me for as little as \$50

Review from yesterday

**Closing is as easy as 1,2,3 Part 2**

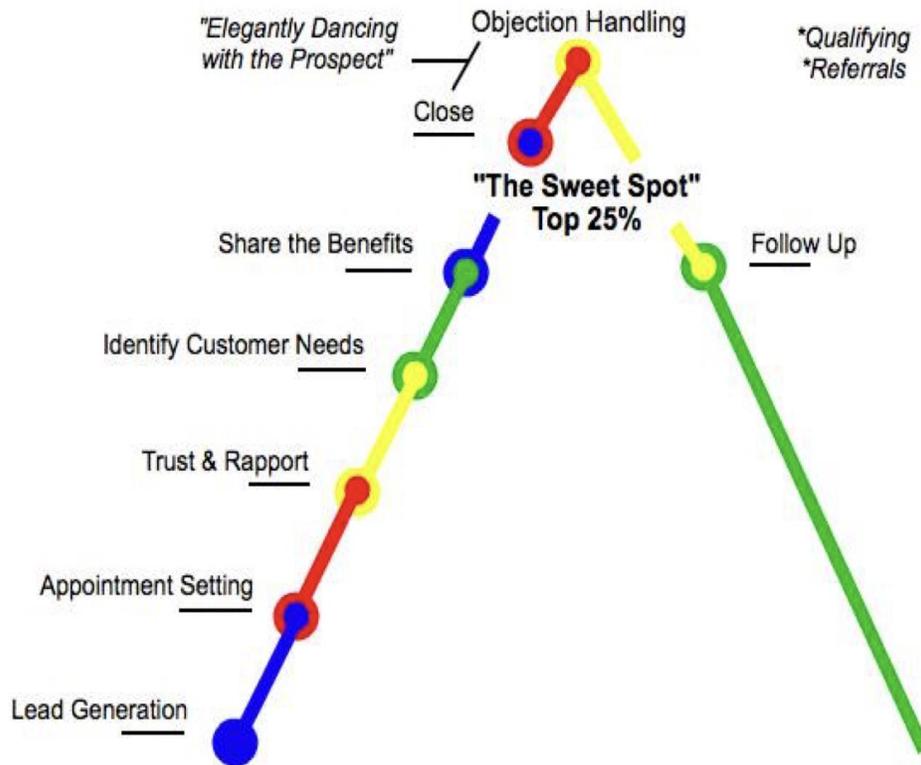
**Sections of the close**

**1 - Transition into the close**

**2 - Body of the close**

**3 - Final, final close**

# SALES MOUNTAIN



1. Lead Generation
2. Appointment Setting
3. Trust and Rapport
4. Identify Customer Needs
5. Share the Benefits
6. Close
7. Objection Handling
8. Follow Up

## Agenda Scripts

I have 2 outcomes for this section

1. Share 3 sales acceleration ideas with you.
2. I have an irresistible offer for you to upgrade to Platinum Protégé.

What I would like to do now is go over the agenda for our meeting. First, I am going to ask you some questions to better understand what is most important to you about the sale of your home. Then I will share what other properties have sold for in the area. Then I will share my vision of how I will market your property. Then at the end of our meeting I will let you know how I work with clients like you. You will have the opportunity to hire me if you feel comfortable sound good?

Here is how our coaching session is going to go today. First, I am going to ask you some questions about your business. Then I will share some coaching tips with you to help you. Then at the end of our session I will share with you how my ongoing coaching program works. If we both feel it is a good fit you will have the opportunity to hire me as your coach and if not then no problem. Sound good? Do you have any questions before we get started?

Here is how our meeting is going to go today. Today is simply an opportunity for us to get to know each other better. There is nothing to buy. If you like what you hear we can schedule another meeting and discuss how we can work together. The main thing I would like to accomplish today is to simply get to know you better. Sound good?

Exercise – Write an agenda script

Objection Handling

Why we get objections

The prospect does not have a need or is not interested.

The prospect does not have urgency to buy now.

The prospect thinks they don't have the money or they truly don't have the money.

The prospect is not the decision maker

The prospect doesn't like you, your company, or your product.

The prospect is satisfied with their current solution.

The prospect has a preexisting relationship with someone else in the industry.

The prospect believes their situation is about to change.

The prospect does not know what to change or they believe change will be too painful.

The prospect thinks they can do it on their own. They don't think they need you.

### Common Objections

Use the list below to identify the common objections in your industry.

- I need to think about it.
- I don't have any money.
- I need to talk it over with someone.
- Can you send me some information?
- I don't have the time.
- Your price is too high.
- I am already working with someone.
- We already tried it and it didn't work.
- I am not interested.

Exercise - Make a list of the objections that you get.

### 2 Ways to Handle any Objection

1. Before it comes up
2. After it comes up

## Hot Potato

This is a pattern of handling objections.

I call the pattern elegantly dancing with the prospect.

Objection handling is like a game of hot potato. After you ask for the order be silent. When you do this, you are giving the prospect the hot potato. When they give you an objection they are giving you the hot potato.

## Isolate

Other than \_\_\_ is there anything else preventing you from moving forward?

## Investigate

Say tell me more about that.

After you say that phrase be silent.

## Question

Is that your only concern?

## Story

Share a story of a prospect who bought from you who had the same objection.

Social Media Share bonus – Share my post at

[www.facebook.com/ericlofholm](http://www.facebook.com/ericlofholm) about this class and receive a PDF of my book Sales Scripting Mastery for sharing. You can also post the registration link to this class on your LinkedIn, Twitter, Instagram or Facebook to get the report. So, all you have to do is share the registration link or post it on your social media. Here is the link. <https://scriptsthat sellchallenge.com/>

Once you have shared it send me an email to [eric@ericlofholm.com](mailto:eric@ericlofholm.com) and put Wednesday Share in the subject line. I will then forward you the PDF for the Thursday share bonus.