



## **Write your Close Challenge!**

### **Class Notes Session 2**

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

The problem this challenge solves is:

How to write a close

Time to take action and do it

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 this 3 day's 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.

## **October 18-19 2 Day Script Writing Boot Camp**

**\$995**

These techniques work in any industry

They work in any type of selling

Phone

Zoom

Front of the room

In person 1 on 1

On a website

Radia

TV (infomercial)

Video

My marriage proposal

<https://www.youtube.com/watch?v=24A0pw2FoC0>

Review from yesterday

Closing is as easy as 1,2,3

1. Make a laundry list of the components of the close.
2. Put the components in order to create a closing outline.
3. Write a mini script for each section of the outline

### **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

#### **Transition into the close**

Examples:

What I would like to do now is share with you how I work with clients like you.

What I would like to do now is share with you how my ongoing coaching program works.

What I would like to do now is share with you the next step if you would like to work with me.

What I would like to do now is share with you how easy it is to get started with your own business.

Take 5 minutes and write a transition statement.

#### **Body of the close**

In the body of the close you are going to explain the offer.

#### **Final, final close**

This is the final sentence you say when you ask for the order

Examples of final, final closes

Are you ready to get started?

Sign here please.

You can start with a 1-month supply or a 3-month supply. What works best for you?

To order go to [www.buymyproduct.com](http://www.buymyproduct.com)

To order call

(888) 888-8888

Click the “Buy” button to order

To register simply fill out this form and fax it back to

(916) 654-9445

How do you feel close

How do you feel about scheduling an appointment today?

How do you feel about helping me out with a few referrals today?

How do you feel about getting started today?

Take 5 minutes and write a final, final close.

## **How to Structure and Write your Close**

### **Example 1**

1. Transition into the Close
2. Scarcity
3. How it Works
4. Guarantee
5. Final, Final Close

### **1. Transition into the Close**

What I would like to do now is share with you how my ongoing coaching program works.

### **2. Scarcity**

The maximum number of clients that I work with at any one time is 20.

### **3. How it Works**

The sessions are done over the phone. The sessions last for 30 minutes or 60 minutes.



I work with clients 1 hour per month or 2 hours per month. The investment for 1 hour per month is \$500. The investment for 2 hours per month is \$1,000.

#### **4. Guarantee**

I guarantee the program is going to help you. The way the guarantee works is if you are unhappy for any reason during the first 30 days I will give you a full refund. After 30 days the program goes month to month. You can stay in the program as long as you are getting results.

#### **5. Final, Final Close**

Would you like to be one of the 20 clients that I work with?

Would you like to do 2 calls or 4 calls per month?

You can pay month-to-month or if you prepay 3 months you will receive the 4th month at no charge. What would work best for you?

We accept all major credit cards. Which credit card would you like to use?

#### **Example 2**

Telemarketing Close

1. Transition into the Close
2. Name of the Program
3. Date
4. Program Details
5. Price
6. Bonus
7. Discount
8. Final, Final Close

#### **1. Transition into the Close**

What I would like to do now is share with you how our advanced training program works.

#### **2. Name of the Program**



I am so excited to be able to offer you our Sales Presentation Boot Camp. There is no training program or seminar in the world like this program. Eric is one of the best scriptwriters in the world. He will be sharing with you his proven formulas so you can incorporate them into your scripts.

### **3. Date**

At the Sales Presentation Boot Camp Eric will teach you how to create a winning sales presentation. The program is on Saturday and Sunday December 8-9 in San Diego.

### **4. Program Details**

The program starts with a 4-week teleseminar to prepare you for the boot camp.

Here is the call schedule

Call 1 Set Your Goal – Outline - Close

Call 2 Identify Stories – Identify Benefits

Call 3 Opening – Probing Questions

Call 4 Put it All Together

### **5. Price**

The investment is \$1,995.

### **6. Bonus**

We have just added a special bonus. It is called the Script Writing Club. Here is how it works.

Lifetime Membership into the Script Writing Club

Lifetime Membership into the Script Writing Club

Repeat the Sales Presentation Boot Camp as often as you want for life

Access to numerous bonus script writing conference calls and podcasts

Private Web Site Access to scripts Eric has written.

This bonus is valued at \$2,000.

The program is backed by a 100% money back guarantee. If after attending the program you are unhappy for any reason we will refund your tuition 100%.

### **7. Discount**

Lastly, we have a \$1000 early bird discount making your total investment only \$995.

### **8. Final, Final Close**

Would you like to register for the program?



### Example 3 - Front of the Room Close

What I would like to do now is share with you about our ongoing mentor program. The program is called the Unstoppable Selling System, or Silver Protégé.

The investment of the program is \$1,295 for one year. But our company is known for giving irresistible offers and I have an irresistible offer for you today.

There are 4 components to the program.

The first component is a weekly, live 30-minute training call that is held every Thursday at 4 PM Pacific Standard Time. Each Thursday Eric Lofholm teaches 1 module of his sales training system. If you are unable to make the live call for any reason, the calls are recorded and accessed through our membership website.

The second component of our Silver Protégé program is our 12 audio modules.

These audio modules are on our membership site. Once you have completed the audio modules you have the option of getting Certified in our Silver Protégé Sales System.

The third component is access to our private membership website. You will have access to our entire system in 12 training video modules. The membership website and the audios trainings can easily be accessed through your pc, tablet, or mobile device.

The fourth component is access to our private Facebook group:

This is a systems sales training program. In this program you will learn:

- How to generate unlimited leads
- How to set unlimited appointments
- How to close
- How to handle any objection with confidence and ease

As a bonus for signing up today we will upgrade your 1-year membership to a lifetime membership. We are also going to allow you to add up to 3 family members at no additional investment.

The program comes with a 30-day money back guarantee. If you are unhappy for any reason during the first 30 days, we will give you a full refund.



As I mentioned earlier, I have an irresistible offer for you today. The irresistible offer we are offering you for signing up today is a \$800+ discount making your total investment only \$397

On your form where it says \$1,295, cross out \$1295 and jot down \$397.

Where it asks for your name jot down your name.

Where it asks for your phone number jot down your phone number.

Where it asks for your credit card jot down your credit card.

Once you have filled out your form you can turn it in and I will give you an envelope welcoming you to the program.

I want to end our training with Eric's classic closing line. You have Eric's permission to use this one if you like.

Whether you sign up for our program or not, you pay either way. (pause) There is an investment in the program and it is \$397. There is also a cost for not signing up today, and that is all the sales you will miss out on by not having this information. That could be literally thousands of dollars.

#### Social Media Share bonus

Share my post at [www.facebook.com/ericlofholm](https://www.facebook.com/ericlofholm) about this class and receive my 21-video module course on closing just 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 21 Videos for the Wednesday share bonus.

I will be promoting my course called Eric Lofholm Sales Mastery System until the end of class on Thursday. This course is normally \$1,295. It is on special for \$497 or 12 payments of \$50. This week it is on extra, extra special. You can get it this week between now and Thursday at 11:30 am for \$397 or 10 payments of \$50. I am also offering a lifetime membership instead of a 1-year membership. Lastly, I am also offering a 1-hour coaching session with me for ordering by Thursday at 11:30 am pacific.

To order go to <https://ericlofholm.lpages.co/protege-program/>



Highlights of the course

October 18-19 2 Day Script Writing Boot Camp

6-hour advanced script writing course

Lifetime Membership

If you order today by midnight your time zone, I will give you an extra 15-minute to one of your coaching sessions.