

 *Speaker 1* - **00:10**


Good morning, everybody.

 *Speaker 1* - **00:12**


This is Eric Lofholm. I want to welcome all of you to one of my favorite classes to teach, which is closing mastery. Closing is the most requested topic that I train on and the great news about closing is that closing is a learned skill. The ideas that I'm going to share with you today, you're going to be able to put on your success tool belt and have this help you close more sales immediately and for the rest of your life. So great job on showing up for class today. I want to acknowledge you on investing this time in yourself. To strengthen your closing skills, I'm going to be sharing with you seven golden nuggets that can work in any market. The solution always is to get better. So if you want to generate more leads, strengthen your lead generation skills.

 *Speaker 1* - **01:18**


If you want to get more activity on your Facebook account, focus on growing your skillset in Facebook. Today we're going to get better at closing. The way we get better is we work on our skills. We're going to lift the weights today. This is the metaphorical weights. Like if you go to the gym and you lift the weights, you get on the treadmill or you get in the pool and you put in the work and sales skills are like that. Zig Ziglar was famous for saying motivation is like taking a bath, you need to do it every day. Well, skill building is different. I learned how to type in 7th and 8th grade. The other kids in my school, majority of them, they were in the band.

 *Speaker 1* - **02:09**

They would play the clarinet or the flute and for whatever reason I wasn't interested in that and my parents did not make me pick up an instrument. So the kids that weren't in the band, they put us into typing. So I wasn't in typing because I wanted to be. That's just where you went if you didn't do band. And so I learned how to type for two years and I use those skills to this day. I haven't taken a typing class in 40 years, but I learned a skill set of typing that I have to this day. And that's what we're going to work on today with our closing skills. So I'm going to offer you the notes. And let me see if our AI tool is in here. Let's see here. My AI is not in here. Huh, that's interesting.

 *Speaker 1* - **03:05**


All right, well, I'm going to have to produce the notes for you guys manually then. Not a problem. So if you would like the notes from what I am going to train on today, you can email me ericoffhome.com and just let me know that you'd like the notes put in the subject line. October 17 notes. Put that in the subject line and I will send you the notes. And they'll either be the AI generated notes, although I don't see my AI in here right now, so I'll manually create them for you. So send me an email right now if you'd like the notes now. Likely several of you on the call just emailed me and asked me for the notes.

 *Speaker 1* - **03:55**


I just did a close, so I made a clear communication as to if you email me to this email address and you put October 17 notes in the subject line, I'll send you the notes. So the request was clear, and I gave you a call to action. Send me an email now. And some of you did it. So that's a close, and this is how simple it can be. So if you're taking notes, I want you to write the word request down. Okay, we want to make requests. I'm raising some money right now for one of my friends. He's over in the UK, and he is dealing with pancreatic cancer and is not able to work right now because he's in the hospital. So there's a group of us that are encouraging people to make a donation to him.

 *Speaker 1* - **05:01**

What I'm doing is I'm telling his story, and then I'm making a request. Hey, if you're willing to help my friend Chris, here is the link. Here's how you can provide him money. And guess what? Money's coming in. It's that simple. It's making a request. I reached out to Chris and I said, hey, Chris, can you hop on a zoom with me? And we'll tell your story, and we'll make a request for people to give money. And he goes, Eric, that's very generous of you. However, I'm in the hospital, and I don't think I can commit to that. And so I'm like, no problem.

 *Speaker 1* - **05:41**


I got connected to his wife, and I said to her, if you're willing to hop on a zoom with me, we'll put a group zoom, we'll get a bunch of people on there, and we'll tell Chris's story, and we'll make a request. And likely thousands of dollars are going to come in predictably. So a couple of lessons in that story. Group selling, okay, you put a group of people on a zoom, or a group of people in a front of the room speech, or a group of people, and you make a request via email or on a zoom. And one of the most persuasive things that you can do is storytelling. For your notes. Strategic storytelling. I was not born knowing strategic storytelling.

 *Speaker 1* - **06:34**


My mentor, Doctor Boyne, who I'm going to talk about in a little bit, he taught me strategic storytelling because this is one of the ways to increase your closing ratio, is to tell strategic stories. So the way to raise money for somebody who is struggling with cancer is you tell their story. And it touches people emotionally, because all of you on this call probably know somebody that has been impacted by cancer. And so the story impacts you on an emotional level, which motivates somebody to want to donate. So what am I communicating to you right now? There are a set of best practices that anybody can learn to become better at closing the sale.

 *Speaker 1* - **07:25**


So we're going to be going through that today, and this is going to be some very powerful content that's going to help you close more sales for the rest of your life. So I'm going to go through my story now. When you're delivering your sales presentation, oftentimes you're going to tell your story or the company story or the story of your product or service. So this is strategic storytelling. And my story is a big part of me selling sales training. So my story is this. I started off as a cook at McDonald's, and I was going to community college, and you're supposed to go for two years. And I went for five years, and I never graduated. And I'm still a couple of units shy of my aa degree. And then I went into sales.

 *Speaker 1* - **08:27**

And this is me at my first sales job and at this company, I was the bottom producer for an entire year. And I was put on quota probation. And I was told that I had one more month to hit the quota, which was 10,000 in gross sales, or I was going to be let go. And it was at that point that I met my mentor, Doctor Donald Moyne. Doctor Moyne is the author of numerous books, including a book called unlimited Selling Power, which is one of the greatest sales books ever written. Unlimited selling power, I affectionately called Doctor Moin the Obi Wan Kenobi. If you remember Obi Wan from Star Wars, a sales training. So when you're getting coached by Obi Wan Kenobi, you would expect your results to go up. And they did that.

 *Speaker 1* - **09:21**

Next month, when I was the bottom producer, I was on quota probation. I hit the quota by one sale. I did 10,500 in gross sales. The quota was 10,000. The following month, I did 51,000. So I went from missing quota the next month, making quota by one sale the next month, becoming the top producer five times quota. And what I learned from that experience is that selling is a learned skill. Selling is a learned skill. As I mentioned earlier, there's a set of best practices that anybody can learn. So as you learn these best practices, and we'll go through many of them today, you're able to bring this into your very next sales presentation to make your presentation more persuasive. So a little bit more about my background. I've been selling for 30 years. I've been teaching sales for 25 years.

 *Speaker 1* - **10:29**

I've taught my system to over 10,000 people. I've made over 10,000 sales. I've delivered thousands of sales presentations, and I've been in this conversation of sales for over 60,000 hours. Now, you may have heard of the 10,000 hours rule. Malcolm Gladwell talks about this in his book called Tipping Point. Malcolm Gladwell says, spend 10,000 hours doing something, you become an expert. So I'm over 60,000 hours into this conversation with the goal of, God willing, health permitting, I want to spend over 100,000 hours in the sales training conversation. In my career, after working at that first sales job with my new sales skills, I used that to get a job with Tony Robbins. And I worked for Tony for three years as a trainer. And then in 1999, a little over 25 years ago, I started my current company, Eric Laughholm International.

 *Speaker 1* - **11:42**


We're a global sales training organization, and our mission is to help people make more sales. I'm endorsed by some of the biggest names in the industry. Brian Tracy. These are all endorsements of my work. Tom Hopkins, Jay Abraham, Les Brown. Now, I want you to think about this for a second. How do you think I got these endorsements? Do you think Brian Tracy called me up one day, hey, Eric, I heard about all the great work you're doing. Let me endorse you. That's not how it happened. I closed Brian Tracy. I closed Tom Hopkins. I closed Jay Abraham. I closed Les Brown. So I had a thought in my head, I want Les Brown, the great Les Brown, to endorse my work. So now what do I need to do? I need to reach out to Les, make the request less.

 *Speaker 1* - **12:42**


Would you be willing to endorse me as a sales trainer? And he said yes, and that's how I got that endorsement. So I'm going to give you a philosophy that if you live by what I'm going to tell you, it can change the trajectory of your future. No exaggeration. So let's talk about changing the trajectory of your future for a moment. So, for years, I lived into the idea I have four health habits. If you're taking notes, jot this in your notes. Language is the precursor to action. Language is the precursor to action. So if my language is I have poor health habits, then what are my actions going to be? Poor health habits. I'm going to not eat properly. I'm going to be inconsistent with my exercising. I'm going to live into the idea that I have poor health habits.

 *Speaker 1* - **13:43**

Language is the precursor to action. So if you say to yourself, I'm not good at closing, what actions would somebody take who's not good at closing? You'll live into that idea. So one day, after having struggles with my health, specifically fatigue, where I was having to take naps during the day, and I'm like, this is ridiculous. Why am I needing to take naps during the day? I shouldn't be needing to take naps during the day. And I was like, oh, because I have poor health habits. Why do I have poor health habits? Because I'm living the idea I have poor health habits. So I shifted my language. I only eat healthy food. I don't say I have poor health habits anymore. I say I only eat healthy food, and I live into that idea 98% of the time.

 *Speaker 1* - **14:42**

So here's the idea that can change your life. I'm going to give you many of them today. If you want something, go get it. If you want something, Roger, go get it. I don't wait for my phone to ring. I love it when my phone rings and somebody says, hey, eric, come coach me. You know, I want to hire you, or I want to have you speak to my sales team. I love it when I get those calls. I'm not waiting for those calls. I didn't wait for Jay Abraham to call me up and endorse me because it never would have happened. I created it. So you decide how many sales you want to make. Okay? How do I. If you want to make ten sales a month, how do I need to show up in order to make ten sales a month?

 *Speaker 1* - **15:34**


What does that look like? What does my mindset need to be? What does my skillset need to be? What does my sales presentation need to be? We focus on what we want to create. You can focus on what's not working, or you can focus on what you want to create. This is my family here, and this is my second wife. Two of those kids are mine. Two of those are my wife's, my stepdaughters, my son's on the outside, and my daughter's closest to me, and the other two are my step kids. This was a close when I was a single dad with two young kids, and I wanted to have my happily ever after. So I closed my wife, and here was part of my clothes. I promised her that I would be a great stepfather to her daughters.

 *Speaker 1* - **16:33**

That was part of my sales pitch, if you will. I promised her that. And then I lived up to that, and I still live up to that, because when you're selling, you want to enter the world of the other person and view their experience from their perspective. So my wife at the time was a single mom, and being a single parent, because I was one too, it's not the easiest thing. So I'm like, all right, if I enter my, now my wife, but at the time, my girlfriend, if I enter her world and I view her experience from her perspective, what would be meaningful to her? What could I do to add value? I could promise her that I will take an interest in her stepdaughters and be a great stepfather to them that was created out of entering her world.

 *Speaker 1* - **17:26**

You see, your favorite thing to talk about is yourself. It's my favorite thing, too. My favorite thing to talk about is me. Your favorite thing to talk about is you. But influence is not about you. When you influence somebody, it's about entering their world and viewing their experience from their perspective. So if you're sending messages over LinkedIn as a strategy, which is fine, enter the world of the person you're sending the message to and think, what kind of message would this person want? Does this person want a lazy copy and paste message that doesn't connect? See, some people think, well, it's the law of averages. The more messages I send, the more success, kinda.

 *Speaker 1* - **18:13**

But if you're not really thinking through about that message from the viewpoint of the other person, so this could be a huge golden nugget for you that when you present to somebody, you want to think like them. What can I communicate to this person that's going to connect? So I have two outcomes today. My first outcome, I'm going to give you a minimum of seven golden nuggets. You'll probably get more like 17. I'm going to give you at least seven. My second outcome, if you're looking for mentorship, if you'd like to benefit from my 30 years of sales experience, my 25 years of teaching, I would love to mentor you for as little as dollar 50 a month.

 *Speaker 1* - **19:07**


The reason that the price point is so low is I don't want money to stand in the way of you getting professional training for those of you that would like to receive that. And so I'm going to offer you a little extra incentive. At the end of our training today, I'm going to train you first and then I'm going to make the offer at the end. And if you sign up at the end for as little as dollar 50 a month, I'm going to include in some one time with me, you and me, one. So I can get to know you better and I can help you create a breakthrough in a one one coaching call. And I'll give you all the details in that at the end. Okay. I just used a technique. It's called an agenda script.

 *Speaker 1* - **19:46**


If you're taking notes, jot that down. An agenda script is something you do early on in your presentation where you let the prospect or in this case the audience. Because I'm doing a group presentation, you're letting the audience know in advance what's going to happen. So I just told you what's going to happen. I'm going to train you and make an offer for \$50 a month. So you're like, oh, okay, cool, now I know what's going to happen. And then when I get to the end and I make this offer for dollar 50 a month, you're not surprised by it. That guy Eric told me that's what he was going to do. Now, I don't always share the price upfront. In this case, I did \$50 a month. Why would I tell the price upfront? Because in this case, the price is a benefit.

 *Speaker 1* - **20:42**


It depends on your price point. If you're charging a premium for your services, your product or your service, then you might want to bring the benefits to life first and then share the price after. But if you're offering a high value at a low price point, there's benefits of sharing the price up front. So that's why I shared the price up front. Regardless, this is an agenda script and you could model this in your next presentation. If you like it, you just say to the prospect up front, here's how our appointments going to go. Like a real estate agent might say something like this. What I'd like to do, this is the agenda script. What I'd like to do now is share with you how our appointments going to go today.

 *Speaker 1* - **21:32**


First I'm going to ask you some questions to find out what's most important to you about the sale of your home, then I will share with you a market analysis of what other properties like yours have sold for in the area. Then I'll share with you my vision of how successfully market and sell your property. Then at the end of our time together today, you'll have the opportunity to hire me as your real estate agent if you feel comfortable. And if not, no problem. Sound good? And that's an agenda script. So a real estate agent could use that exact script in their next presentation. And you could use that for every presentation for the rest of your life. And you get a little bit better.

 *Speaker 1* - **22:11**

So what we're looking for in sales is we're looking for what can I do to get a little bit better? And then you want to take action on that. And then, well, what else could I do? And then you want to take action on that and what else could I do? And all those little bits, they all start adding up and then it creates a breakthrough for you. So you want to fall in love with micro improvements. Fall in love with micro improvements. All right, here's your next golden nugget. Work towards mastering your repetitive presentation. So I'm a coach. I have a coaching enrollment presentation. So if somebody wants to coach with me one one, we set up a call and I take them through a coaching enrollment presentation. And it's repetitive, meaning it's pretty much the same no matter who I'm talking to.

 *Speaker 1* - **23:10**

Do you believe you're capable of earning more income? Yes. Why are you interested in working with a coach? Have you ever worked with a coach before? Tell me about that experience. Right. So the conversation, it's very similar. So do you have a repetitive presentation? Like if you're a loan officer and you're wanting realtors to give you their business, that's a repetitive presentation. If you sell cars, if you sell insurance, if you sell life insurance, if you sell software. Right. Repetitive presentation. So this is Rick Silva. And when Rick began to work with me, he was in a very tight spot financially. He had gone through a divorce and it had wiped him out between dividing up the assets and the attorney fees and just all that was going on. And he did not have the money to hire me.

 *Speaker 1* - **24:06**


And I told him, I said, I get it. I understand that you don't have the money, and I know I can help you. So Rick, go find the money. And Rick went to his mom and asked his mom to sponsor him. And his mom put the money up. So we started working together. And one of the things that Rick did he sells land as an investment. So he has a repetitive presentation. When he's selling these lots, and he mastered it, he put in the time to master that repetitive presentation. Rick is now a multimillionaire. Last year, he and his wife, their team, they made over \$500,000 in commissions. Here's a question to ask yourself. Is there room for you to improve your presentation? If the answer is yes, just type the word yes in the chat. If you're like, you know what, Eric? Yeah.

 *Speaker 1* - **25:12**

If I'm honest, there is room for me to improve my presentation. Several of you acknowledge that. So if you take what I'm teaching you right now, and you say, okay, I'm going to work towards mastering my presentation. Now, a little side note. With my little \$50 a month program, it comes with an advanced two day script writing bootcamp. And for two full days, we work on mastering your presentation. And the bootcamp is tomorrow? It's tomorrow and it's Saturday. So you sign up for my little \$50 program, you get a ticket tomorrow and Saturday, and you go, Eric, hey, thanks for the notice. It's not even 24 hours notice, so I understand that you might not be able to make it tomorrow. However, I am recording tomorrow.

 *Speaker 1* - **26:14**


So if you do sign up today, I'm going to coach you for two full days on how to work towards mastering your presentation. And. And you can do that in the recording and do it in your own time. And when you sign up for the program, you get lifetime access to that two day bootcamp. So we teach it at least twice a year. So twice a year for the rest of your life, you can show up live or you can watch the recording, because mastering your sales presentation, it's going to take some work and you're going to need some training on that. And I was trained by the top script writing expert in the world, Doctor Donald Boyne. And I also am the author of sales scripting mastery, one of the most comprehensive books ever written on the subject of scripting.

 *Speaker 1* - **27:01**

So I know what I'm talking about when it comes to scripting. And we're going to have an amazing time tomorrow, and on Friday or Saturday, for those of you that are going to be there. Okay, here's your next idea. It's called the sales transformational triangle. When it comes to closing, there's three different viewpoints on closing. Inner game, outer game, and action. So the inner game of closing is your mindset. It's your confidence. It's your belief. Belief in your product, belief in yourself, belief in your company. The outer game of closing is the how to techniques. Specifically, what do you say? How do you structure the close techniques, like the agenda script, strategic storytelling? Action is the doing. Action is getting in front of the prospects that it takes in order for you to achieve your sales goals.

 *Speaker 1* - **28:02**


Selling is a style of communication that increases the likelihood that the other person says, yes. Mindsets are not fixed. They're flexible. So we're going to talk a little bit about the inner game of closing. What is your closing mindset? So many people will tell me in a coach and go, Eric, I'm not good at it. I am not good at it. I am uncomfortable asking for the order. I forget to ask for the order. Very common that people would say that. So instead of that, say, I can become good at closing. See, we're speaking possibility, thinking it's not about your current reality. When I had poor health habits, it didn't matter that I had poor health habits. What mattered was what was I going to do moving forward. I only eat healthy food. I cut out the soda. I cut out the fast food.

 *Speaker 1* - **29:11**


I cut out the processed food. I started eating organic food. I started taking my protein shake. I started taking my supplements. I started drinking water. Instead of sugary things, I massively reduced my sugar. See, when you do that, you create better results. Yeah, of course, Eric. Yeah, if you did that, it makes sense. Okay, let's do that with your closing. So instead of I'm not good at closing. I understand that might be your current reality, but let's speak. I can become good at closing. I can become great. I can master closing if I'm willing to put the work in. So for my little \$50 a month thing, I can teach you how to master sales. The curriculum is in the. Can you go through it in self study?

 *Speaker 1* - **30:05**

There's other components, and I'll tell you all that at the end, but it's about how good do you want to get? Some of you like, Eric, if I just got good at closing, I'm good. Others of you are like, Eric, if I got great at it, I'm good. Others of you are like, hey, I want to master it. So type into the chat right now. Do you want it? And there's no wrong answer. It's just whatever you want. Do you want to become good? Do you want to become great? Do you want to master it? Type it. Play with me right now. Type into the chat. What do you want to create with your closing? Okay. Derek says he wants to master it. Leonard's like, eric, if I get great at it. I'm good. Jordan's like, hey, Eric, I want to master it.

 *Speaker 1* - **30:47**

Take a moment and create it right now in writing, okay? Roger's like, I get to expert level. I'm good. Kim's like, I want to master it, right? And some of you are like, eric, if I just got good at it, I'd be good, right? So just take a moment, type into the chat. How good do you want to get? You want to become good? You want to become great? You want to master it? There's no wrong answer. It's whatever you want to create for your life. When it comes to my health, I have a health coach. He's mastery. I don't need mastery. Get rid of the soda and the fast food and the processed food. I'm good, right? And I'm feeling the benefits from my improved health. What would it mean to you if you got better?

 *Speaker 1* - **31:41**


How much more could you make a month? So I want you to imagine right now you got good, great, or you mastered sales. How much more could you earn per month? I want you to type that number into the chat right now. How much more money could you make a month? Could you make an extra thousand a month? Could you make an extra 2000 a month? Could you make an extra 5000 a month? Could you make an extra 10,000 a month? Maybe even more. And then it's not just how much more could you make a month, then it's how much more could you make over the rest of your life? Because if you have a ten year career in front of you and you could make an extra 2000 a month times twelve months is 24,000 a year.

 *Speaker 1* - **32:35**


Times ten years is just under a quarter of a million dollars. Some of you could make over a million dollars in future lifetime earnings by improving your sales skills. The skill set of selling and closing, it's probably one of your five most profitable skill sets you could ever learn. The \$1 million sales mindset. Many people are resistant to sales. There is a stigma to sales in our culture. So if you have resistance to sales, it's not your fault. You've literally been programmed to think that way. So we're going to shift the thinking. Well, I'm going to give you a suggestion. I can't shift your thinking. The only person that can change your thoughts is you. So I invite you to let go of resistance to sales and have sales equal service. Selling equals service.

 *Speaker 1* - **33:50**

I've taught this to thousands of people all over the world. Selling equals service. And what I do in my life is I just serve whoever's in front of me all day long. Right now, you're in front of me. So I'm here to serve you. Whether I have my coaching hat on, my sales hat, my trainer hat, my husband hat, my father hat, I'm just going to serve whoever's in front of me, including what I'm selling. So I want to tell you a quick story about Scott. Scott's a photographer and a videographer, and he was one of the most resistant clients I've ever had to selling. He's like, eric, I don't want to sell. I just want to do the photography work. I just want to do the videography work. I don't want to have to sell it.

 *Speaker 1* - **34:42**

Well, when you're a solopreneur, if you don't sell it, who's going to sell it? Right? It's you. It's you, or it's you. So he needed to sell, and his language was, I hate sales. And so I worked with Scott on a coaching call, and you'll get a coaching call with me if you do my little \$50 a month thing at the end. One of the things that you're going to get is some one one time with me. So Scott got that. So we're on the coaching call, and I said, scott, give me your clothes. And he's like, I don't have one. So imagine if I put you on the spot right now. I'm not going to, but imagine if I unmuted you right now, and I said, give us your clothes in front of all these people, right?

 *Speaker 1* - **35:29**

You're like, no, Eric, I don't want to do that. Right. Well, Scott couldn't give me the clothes because he didn't have one. So we scripted it out, and I helped him do it. We scripted out his clothes. And when I'm talking about scripting, I don't mean be robotic. I want you to go in with a plan. How are you going to explain the benefits of your product or service? What are the key things you need to go over? Is there a guarantee or a warranty? If so, how are you going to explain that? Are there shipping instructions? If so, how are you going to explain that? What's the length of the agreement? What are the payment options? Right? You want to. You want to know that inside now? So we script all that out. I don't need you to be robotic.



Speaker 1 - **36:23**

I want you to go in with a plan. You can be yourself, you can be conversational, and I want you to go in with a plan. And this is something I can train you on at a high level if you want. So I helped Scott create a close, and then I said, let's role play. So he went through the close with me, so I'm the prospect. He's the salesperson. I said, let's do it again. He does it again. I said, okay, I want you to go through the close ten times with your wife between now and our next call. He goes, okay. So we get on the next call, did you go through the close with your wife? And he said, yes. And I said, great. What happened?



Speaker 1 - **37:02**


He said to make sure I had it down, I practiced it 200 times on my own. Now, I want you to think about this. What if you scripted out a great clothes? You role played it with your spouse, your kid, your dog, your friend, right? You role played it, you practice it on your own. So you put the clothes in your body so you know the sequencing of it. You know what you're, what you need to say. You're clear on how you're going to ask for the order. You're clear on how you're going to explain the money and the shipping instructions and the payment plan. You know, whatever you're offering, you're clear on how to communicate it. Do you see how if you did that, you would increase your close ratio?

 *Speaker 1* - **37:46**

See, most people don't do that, and they don't do it because they've never had somebody like me train them. And I had the good fortune of having a man named Doctor Donald Moyne, who's been my coach since 1994, and he trained me at the highest level. You can be trained in sales. And I learned, and then I got to an elite level. And so I love passing this along to people like yourselves, giving you tools to help you go at an elite level. Scripting your clothes is one of the most important, impactful things that you can do to increase your sales. Keep in mind, I'm not telling you need to say it word for word. I'm not advising you to be robotic. I'm advising you to go in with a plan. This is all about preparation.

 *Speaker 1* - **38:33**


This is about bringing best practices into your presentation is what I'm telling you. This last little section about scripting it out and going into plan, if that was helpful for you, just type or yes in the chat if you got something out of what it is that I just said. So I want to walk you through my system. So it's three steps. I'm going to put this in the zoom chat sales model. Sales mountain sales script. It's always three steps. It's never four, it's never ten, it's always three. Sales model means a lead comes into your business. And then what do you do with the lead? Then after you do that, what do you do next? Then after you do that, what do you next? Like, when I met my wife, so I met her on a dating app called match.com dot.

 *Speaker 1* - **39:27**


So using that as a sales model to help you understand this idea, the first thing I needed her to do was to engage with me over the app. So I think I hit the like button one of her photos, and then I sent her a message, and then she responded back. So now we're talking on the app. So then the next step was to get her cell phone so I could talk to her either through text, outside of the app, or over the phone. So then that happened. Then the next step was to get her name. Now I could look her up on Facebook. Then the next step was for us to go out. And so I said, would you like to go out for drinks or coffee? And she said, lets go for coffee. And so we kept talking.

 *Speaker 1* - **40:15**


And then in my mind, went past drinks or coffee. So I said to her, we're past drinks. Your coffee, let's go to dinner. So the first time I ever met my wife was at dinner. And then at the end of the date, it wasn't she has kids and I have kids. It wasn't, let's meet the kids. It was, I had a great time. Would you like to go out again? Then that happened. And then we met the kids, and we met the family, and then we got engaged, then we got married. That is a metaphor for sales model. So you meet somebody on Facebook or LinkedIn, then what? Then what? Then what? Then what? Then they buy from you. That's the sales model. I want that documented. Right.

 *Speaker 1* - **40:56**

And this is one of the reasons to work with me as your sales coach for as little as \$50 a month. Because me telling you that on your own, it's not that you couldn't do it, but most people don't do it without accountability, without support, without community, without structure. So the specific technique I want you to do is I want you to document in writing. A lead comes in. Then what? Then what? Then what? Then what? Then what? Then the next step is the sales mountain. And the sales mountain is an outline for each time you meet with the prospect. So as a best practice, you're doing a Zoom presentation with somebody or you're meeting them at their home. Or it's a phone call. Right. You're the real estate agent. You're doing a presentation in their home for a listing.

 *Speaker 1* - **41:42**


Presentation that in person meeting has an outline to it. I call that sales mountain. Mountain equals outline. So you as the real estate agent, the loan officer, the insurance salesperson, the fill in the blank. You want to get in the habit of creating an outline, which is the sequence of your presentation. Most people don't do that. Then we script it out. Now, some people get kind of weirded out by the word script, right? To reiterate, I don't need you to be robotic. I need you to go unprepared. I teach 77 different techniques on how to make your presentation more persuasive. There's a set of best practices. We're going through some of them on this call. I'm covering as much as I can in the time that we have. So you want to build persuasion into your presentation using techniques like the repeated yes technique.

 *Speaker 1* - **42:41**


So you communicate with the prospect in a way that guides them to say yes. Does that make sense? Yes. Are you following what I'm saying? Yes. Do you see how if you get a yes momentum in your presentation, when you get to the close, they're more likely to say yes? Yes. Okay. That's a specific technique. It's called the repeated yes technique. And you want to layer that into your presentation. Closing is a system. So this is sales mountain. This is an outline. This is a generic outline for an effective sales presentation. At the base of the mountain is lead generation and then appointment setting. Trust and rapport. Identify customer needs, share the benefits, close, objection. Handling and follow up. This is just like a basic successful sales presentation. You want to sequence it like this. So specifically how you craft the close.

 *Speaker 1* - **43:39**


And I'll put this in the zoom chat. We dissect the close into three sections. Transition body and final. Final close. Transition is a statement that lets the prospect know you're beginning the close process. So you're at the end of the presentation, you're going to explain the offer, and you say something like this. What I'd like to do now is share with you how I work with clients like you. That's a transition statement. If you're taking notes, jot that in your notes. What I'd like to do now is share with you how I work with clients like you. What I'd like to do now is share with you how I work with clients like you.

 *Speaker 1* - **44:29**


Then we get into the body, and this is where you explain the offer, the price, the guarantee, the warranty, what's included, shipping instructions, payment terms, method of payment, like visa, American Express, Mastercard, Zelle, Venmo, PayPal. However you accept payment and then the final close is the ask. Are you ready to move forward? You can start off with a three month supply or a six month supply. What works best for you? That's called the alternative choice close. So you want to be crystal clear on how you're going to ask. Then here's your next three. And this is for how you script out a close. Most people have never been taught this before. This is brand new for most people, what I'm showing you right now. So step number one is you make a list of all the components of the clothes.

 *Speaker 1* - **45:25**


So you ask your brain, what are all the key things that I need to cover in my close. You list them all out, then you put the components in order to create a closing outline. So a component would be like the payment terms, or the method of payment, or the warranty, or the length of the agreement. Those are all components. So you list the components, you put the components in order to create a closing outline, and then you script out each component. Each component is a mini script. So if your product has a guarantee to it, you're going to explain the guarantee in the close, and that one section of the close is going to have a script to it. So it's how are you going to explain the guarantee? And you literally write it down.

 *Speaker 1* - **46:18**


Now, when you explain the guarantee, I don't need you to be robotic. I just want you to go in with a plan. Now, you get trained at this level, you execute at what I'm teaching you right now. It'll blow you away how good you can get, and you'll make more money month in and month out for the rest of your life. That's what happened to me. I went from a bottom producer to a top producer, and I kept getting better because I kept working on my skills to the point where eventually I got to an elite status in my sales and closing skills that's available to all of you. A couple more techniques and then I'll make my little offer for you guys. Define your outcome prior to the sales presentation. So, are you looking to get a contract signed?

 *Speaker 1* - **47:11**


Do you want to book the next appointment? Like in my dating example, at the end of my first date with my wife, the next step wasn't, will you marry me? The next step was, I had a great time. Would you like to go out again? That was the outcome. That's called stage selling. Stage selling. You sell the prospect to the next step. Know the result that you want to have happen from your presentation. Deliver a benefit driven presentation that comes from preparation. Deliver a well thought out close. Ask for the order and be silent. This is a best practice. Get the end of the presentation, ask for the order, and be silent. For some people, that's uncomfortable for them, so they don't do it. And that's how I close my sales one one.

 *Speaker 1* - **48:03**


I get the end, I ask for the order, and I'm silent. Okay, the last tip I want to talk to you about is success stories. So you want to tell strategic success stories. So this is a husband wife real estate agent team. Their clients of mine, and they have made, at their estimate, an additional quarter million dollars in commissions. That's over their lifetime. They've been clients for many years, and this is them after they've been working with me for about seven months. They were in their second year as being a real estate agent. I. They closed five deals with my help in one month. This is in their second year of being agents. They made 38 grand in a month. So this is the power of getting professionally trained. It grows you, and then you have the skills forever.

 *Speaker 1* - **49:00**

So Eric there, his name is Eric, too, and his wife Deva. They have a nice 20 year career in front of them. So they've already made, at their estimate, a quarter of a million dollars from what I've taught them. But they have the skills. They're going to make another quarter million or maybe even more when their career is all said and done. Their commissions may have increased over a million bucks from the coaching that I provided them. This is another client of mine who sells solar, and I worked with Nicole on her sales presentation, and she was having a hard time getting people to buy when she was in the home delivering a solar presentation. So we reworked on her script the next month. After we created the new script, she closed 16 deals in a month, her best month ever.

 *Speaker 1* - **50:00**

She has those skills for the rest of her life. So what I'm talking about right now is not motivation. I'm talking to you about skill building. And one thing that I'm great at is teaching the how to techniques of sales. So I'm going to walk you through my program. It's called the Eric offam sales mastery system. It's a system. It's exactly how I sell. And I documented the system in modules so you can go through it in self study. It's like I'm coaching you right over your smartphone. Or your computer or your tablet. It's also known as the protege program. So one of the things that I learned from Napoleon Hill of think and grow rich created this. Napoleon Hill is no longer alive. He documented his system and he created 17 principles of success.

 *Speaker 1* - **50:55**

So I took a page out of Napoleon Hills playbook, and what I did is I created my 17 modules. So this is the back office here of my membership website. This is a 17 module course, similar to Napoleon Hill, but he's teaching success principles. I'm teaching sales. So you come down here to scripting, you click on the course and then you go at your own pace. And what this is a 30 minutes module on sales scripting. And it's a video module. So I pop on the screen and I coach you. Now, right now, it's going a little bit slow because I'm on zoom with you guys. And so it's not loading. But the bottom line is this loads powerfully when you log in. It's just because I'm on Zoom at the same time.

 *Speaker 1* - **51:55**

So let me try one other, see if I can get it to properly demo for you guys, and we'll come back to. There we go. This is Eric laugh home and I want to welcome. So this is my system for appointment setting. It's a 30 minutes module, professionally recorded. This is blood, sweat and tears, guys. It took me years to get this membership website the way I've got it, and you're going to have lifetime access to my 17 module course. And that's just one of the components of how I'm going to train you. By completing this curriculum, you'll become amongst the most well trained in sales, persuasion and influence in the world. The investment to train with me for one year is \$1,295.01. Of the things that I'm known for is irresistible offers. And so I have an irresistible offer for you today.

 *Speaker 1* - **53:20**


So you're not going to pay \$12.95. But if the investment was \$12.95, it's a no brainer. How many sales would it take you to earn back? For most of you, it's five or fewer. So it's a tremendous value. This is professional sales training. My system creates the possibility of sales mastery. Actually, it's predictability. If you will be a great student and go through this curriculum, it's predictable that you can work towards sales mastery. You're going to learn that this is probably the most comprehensive script writing program in the world. You're going to learn how to create a sales script. You're going to learn my 17 module sales system. You're going to learn how to overcome sales resistance.

 *Speaker 1* - **54:10**


You're going to learn my lead generation system, how to deliver a presentation that closes, how to shift your mindset, how to let go of negative self talk, how to get yourself to prospect. You're going to learn over 100 sales techniques and much more. The way I train you. In addition to that membership website that I showed you, twice a month we do zoom training is like the zoom that you're on with me right now. And my students from all over the world, we gather and we do a module, the 30 minutes module. Every time we train, I record it. So if you can't make it, no problem. Just like tomorrow's boot camp, if you can't make tomorrow's bootcamp, no problem. We record it. So tomorrow and Saturday I'm doing a two day bootcamp and this is going to blow your mind.

 *Speaker 1* - **54:59**


This is an incredible course. I've taught this course many times for a you're going to get access to the course. You can come train with me tomorrow and Saturday, or you can do the recording and you're going to get invited to this course twice a year moving forward. Okay. Bonus for signing up in the next hour is a lifetime membership. So you're going to pay one time, no additional fees. Reduce to \$2,000 value. This is my client, David Laster. He happens to sell insurance. David told me with what I taught him, he's made an additional million dollars in commissions directly related to what he's learned from me. And David has a nice 20 year career in front of him as well. So the discount for signing up now, it's a \$798 discount.

 *Speaker 1* - **55:54**


It makes your total investment for a lifetime of professional sales training only. Dollar 497. I mentioned a couple of times the dollar 50 payment option. So you can do 497 or twelve payments of 50. Same program, two different ways to invest. Now I'm going to offer you an extra incentive and we're going to do this on the honesty policy. So some of you are watching this live and some of you are watching the recording. So on the honesty policy, if you register in the next ten minutes, I'm going to include in a half an hour of one one time with me. My coaching bill rate is 1000 an hour, so this is a \$500.01 one coaching session. As an incentive for signing up in the next ten minutes, I'm going to also offer you an extra \$100 discount.

 *Speaker 1* - **56:51**

So your total investment for a lifetime of professional sales training, you get twice a month zoom with me, you get the bootcamp. You get the membership website. It's 397 or ten payments of 50. So couple different ways to register. First way to register, you can go right online to elite www.elitesalestraining.com. You can sign up with any major credit card or debit card on that website. When you go to the website, you're going to pick either the full pay of dollar 397 or the payment plan of ten payments of 50. Or you can call or text the number on the screen. I'd like to sign up. Just send me a text 916-626-1945 or you can send me an email ericoffhome.com dot. We also offer PayPal. The PayPal is not available on the website. You need to call, text or email.

 *Speaker 1* - **57:56**

If you'd like to pay with PayPal, register in the next ten minutes either with a text and email or going to elite sales training.com. Comma. You're going to get that extra 30 minutes one one coaching session with me. I have a couple of final thoughts before we wrap up. One is that whether you sign up for the program today or nothing, you pay either way. There is an investment in the program. It's \$397 or ten payments of 50. There's also a cost to all the sales that you'll miss out on not having this professional training. And the membership website is phenomenal. There was a huge investment on my part to build that membership website. The time it took, the video, the editing and it's just beautiful. You're going to absolutely love it.

 *Speaker 1* - **58:53**

And then you're also going to love the fact that we do twice a month live training over Zoom and the bootcamp is absolutely amazing. So if you're wanting to increase your sales, take action right now. Go to the website, sign up or text or email. If you're watching the recording of this on the honesty policy, sign up the next ten minutes. You're going to get that extra one one coaching session with me. I want to acknowledge you for showing up today. My hope is you got some great ideas that you're going to have on your success tool belt for the rest of your life. Thank you for being here today. I look forward to helping those of you that would like my help. Have a great rest of your day. Talk to you later. Bye bye. It's.