# CLOSE

39

**GRANTCARDONE.COM/SALES** 

# **CLOSE**



# THE PROPOSAL





# REQUIREMENTS FOR CLOSING THE SALE

1.		
2.		
· <del>····</del>	 	 •
3.		
<b>.</b> ,	 	 •
4.		
4.	 	 
F		
5.	 	 
_		
6.	 	 
7		

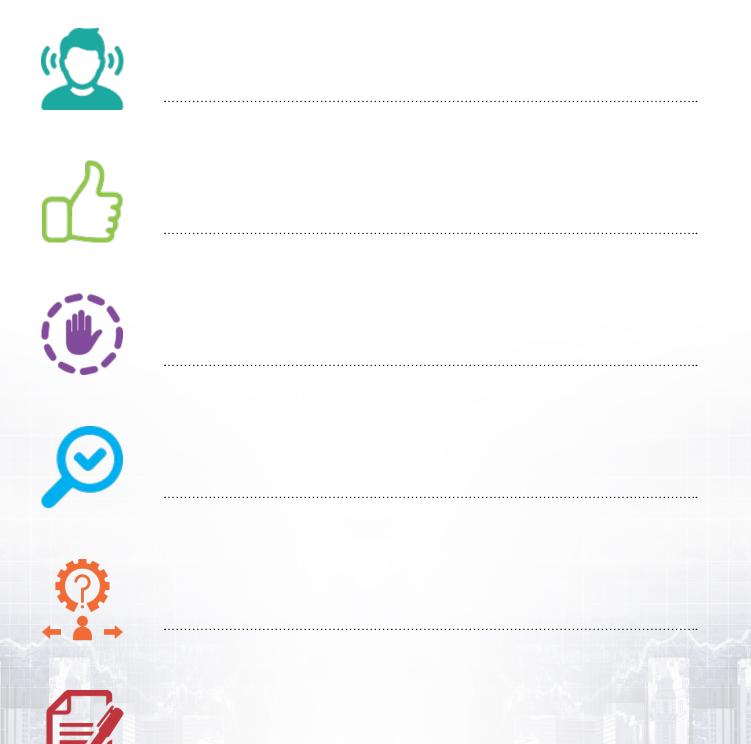


## **UNCERTAINTY IS A DEAL KILLER**

1.	
••••	
າ	
2.	
3.	
4.	
т.	
_	
5.	
6.	
Υ	
7.	

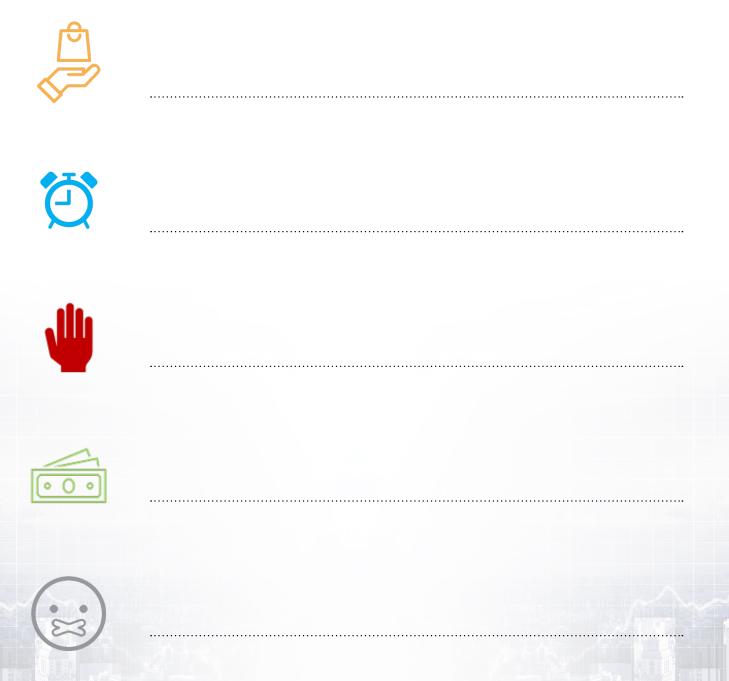


## **OBJECTION STRATEGIES**





# **OBJECTIONS FALL INTO 5 CATEGORIES**





## **EXERCISE**

List the top four objections you hear most often from your customers.

1.

2.

3.

4.



### STEPS TO HANDLE OBJECTIONS

Practice Role Play #1

Objection to Handle: **Time** 

Listen	1. Let me write this down.
	2. Please tell me more.
	3. I got it.
	4. What else?
	5. Tell me more.
	6. Thanks for sharing.
	7. Tell me everything.
Acknowledge	1. You are right.
rteknowicage	2. I agree with you.
	3. I can see that.
	4. I am in total agreement.
	5. I feel the same way.
	6. I get it.
Isolate	1. What are your other concerns?
Isolate	2. What else bothers you?
	3. Do you have any other reasons for not moving forward?
	4. Do you have any other objections?
	5. If I could solve that one thing, would there be anything else?
Validate	1. What's your real objection?
Validate	2. What's your real concern?
	3. There's gotta be something else
	4. When you say that, what do you mean?
	5. Why do you say that?
	***BONUS MAGIC VALIDATOR:
	THAT WOULDN'T KEEP YOU FROM OWNING IT, WOULD IT?
Determine	Time
Type of	
Objection	
Close	Look, the reality is you're going to do this sooner or you're going
CIOSE	to do it later, and you know it. You need the product. You've said
	you loved the product. You can afford the product. Hey, then let's
	not wait for later and get it handled.
	1



Objection to Handle:	
----------------------	--

Listen	1. Let me write this down.
	2. Please tell me more.
	3. I got it.
	4. What else?
	5. Tell me more.
	6. Thanks for sharing.
	7. Tell me everything.
Asknowlodgo	1. You are right.
Acknowledge	2. I agree with you.
	3. I can see that.
	4. I am in total agreement.
	5. I feel the same way.
	6. I get it.
Isolate	1. What are your other concerns?
	2. What else bothers you?
	3. Do you have any other reasons for not moving forward?
	4. Do you have any other objections?
	5. If I could solve that one thing, would there be anything else?
Validate	1. What's your real objection?
	2. What's your real concern?
	3. There's gotta be something else
	4. When you say that, what do you mean?
	5. Why do you say that?
	***BONUS MAGIC VALIDATOR:
	THAT WOULDN'T KEEP YOU FROM OWNING IT, WOULD IT?
Determine	Product. Money. Stall. Time. Unspoken.
Type of	
Objection	
Close	



Listen	<ol> <li>Let me write this down.</li> <li>Please tell me more.</li> <li>I got it.</li> <li>What else?</li> <li>Tell me more.</li> <li>Thanks for sharing.</li> <li>Tell me everything.</li> </ol>
Acknowledge	<ol> <li>You are right.</li> <li>I agree with you.</li> <li>I can see that.</li> <li>I am in total agreement.</li> <li>I feel the same way.</li> <li>I get it.</li> </ol>
Isolate	<ol> <li>What are your other concerns?</li> <li>What else bothers you?</li> <li>Do you have any other reasons for not moving forward?</li> <li>Do you have any other objections?</li> <li>If I could solve that one thing, would there be anything else?</li> </ol>
Validate	<ol> <li>What's your real objection?</li> <li>What's your real concern?</li> <li>There's gotta be something else</li> <li>When you say that, what do you mean?</li> <li>Why do you say that?</li> <li>***BONUS MAGIC VALIDATOR:</li> <li>THAT WOULDN'T KEEP YOU FROM OWNING IT, WOULD IT?</li> </ol>
Determine Type of Objection	Product. Money. Stall. Time. Unspoken.
Close	



Obj	ection to	Handle:	
-----	-----------	---------	--

Listen	1. Let me write this down.
	2. Please tell me more.
	3. I got it.
	4. What else?
	5. Tell me more.
	6. Thanks for sharing.
	7. Tell me everything.
Asknowlodgo	1. You are right.
Acknowledge	2. I agree with you.
	3. I can see that.
	4. I am in total agreement.
	5. I feel the same way.
	6. I get it.
Isolate	1. What are your other concerns?
	2. What else bothers you?
	3. Do you have any other reasons for not moving forward?
	4. Do you have any other objections?
	5. If I could solve that one thing, would there be anything else?
Validate	1. What's your real objection?
	2. What's your real concern?
	3. There's gotta be something else
	4. When you say that, what do you mean?
	5. Why do you say that?
	***BONUS MAGIC VALIDATOR:
	THAT WOULDN'T KEEP YOU FROM OWNING IT, WOULD IT?
Determine	Product. Money. Stall. Time. Unspoken.
Type of	
Objection	
Close	



Objection to Handle:	
----------------------	--

Listen	1. Let me write this down.
	2. Please tell me more.
	3. I got it.
	4. What else?
	5. Tell me more.
	6. Thanks for sharing.
	7. Tell me everything.
Asknowlodgo	1. You are right.
Acknowledge	2. I agree with you.
	3. I can see that.
	4. I am in total agreement.
	5. I feel the same way.
	6. I get it.
Isolate	1. What are your other concerns?
	2. What else bothers you?
	3. Do you have any other reasons for not moving forward?
	4. Do you have any other objections?
	5. If I could solve that one thing, would there be anything else?
Validate	1. What's your real objection?
	2. What's your real concern?
	3. There's gotta be something else
	4. When you say that, what do you mean?
	5. Why do you say that?
	***BONUS MAGIC VALIDATOR:
	THAT WOULDN'T KEEP YOU FROM OWNING IT, WOULD IT?
Determine	Product. Money. Stall. Time. Unspoken.
Type of	
Objection	
Close	

