

Closing the Deal!

Best Approaches

- Ask the right questions. What are their "Pain Points"?
- Use visual content like videos, charts, and photos.
- Respond to objections calmly and politely.
- Match the offer to the prospect's needs.
- Emphasize the benefits of acting quickly without being pushy - sign up now and get a discount, and start beating your competition now.

1. Solve a Specific Problem They Face

- Pinpoint a challenge—like low Google ranking or increasing repeat business—and offer a solution tied to your product e.g. Advice Blogging and Seamless SEO for ranking or Expert Newsletter for repeat business. Listen to their pain points in the pitch to make it feel bespoke.

2. Create a Sense of Urgency

- Use time-sensitive incentives (e.g., "Sign up by February 28th to lock in this rate before our pricing updates"). For busy owners urgency pushes decision-making without overwhelming their schedule.

3. Simplify the Commitment

- Offer a low-risk entry point, like the lowest tier service at \$555 (and upsell later) or offer a discount if they sign up now \$300 off the initial build cost plus a free video commercial to use on all of their social media platforms.

4. Follow Up with Value, Not Pressure

- After the pitch, send a concise recap with a bonus insight (e.g., "Here's a quick tip to boost your Google reviews"). Persistent, helpful follow-ups keep you top-of-mind without feeling pushy, especially for busy tradespeople.

Closing techniques

- **Assumptive close:** Use confidence to project the outcome you want for the lead.
- **Summary close:** Review the product's features before asking the prospect to buy.

- **Takeaway close:** Make the prospect feel like they're missing out on the deal.
- **Now or never close:** Encourage prospects to act immediately with a time-sensitive discount or gift.