

Close Today

There is often a time between a promise of purchase and the actual purchase.

Like "I will transfer the money tomorrow". Sounds good right?

Not really...

There is sooo much that can happen between now and getting the money for the purchase tomorrow!

The prospect might walk out of your office and get distracted. Suddenly he gets into an accident. His wife divorces him. His puppy runs away.

And before you know it, the purchase is delayed indefinitely.

So if you can, close now. If you can't, close today.

You want to get the money as soon as possible. It is not a close until it's closed. And closed means that the door behind the prospect is shut, and locked with 3 keys and safety locks. So he can't backout. That is a close.