

Closing Questions

Instant Training by Adam Vizler

(Taken from the **Definitive Cold Sales Course**)

One Thing...

That I have to point out for you right here right now!
Your worst enemy is arguments! Never get into an argument with a prospect.

As when the prospect is challenged on his “rightness”, he will solidify (like a rock). And he will be unmovable, un-shape-able! Literally solidify.

The prospect just HAS to be right. So when one challenges that, the prospect will fight bare handed, half naked with all the energy he can gather to save his rightness and prove himself right.

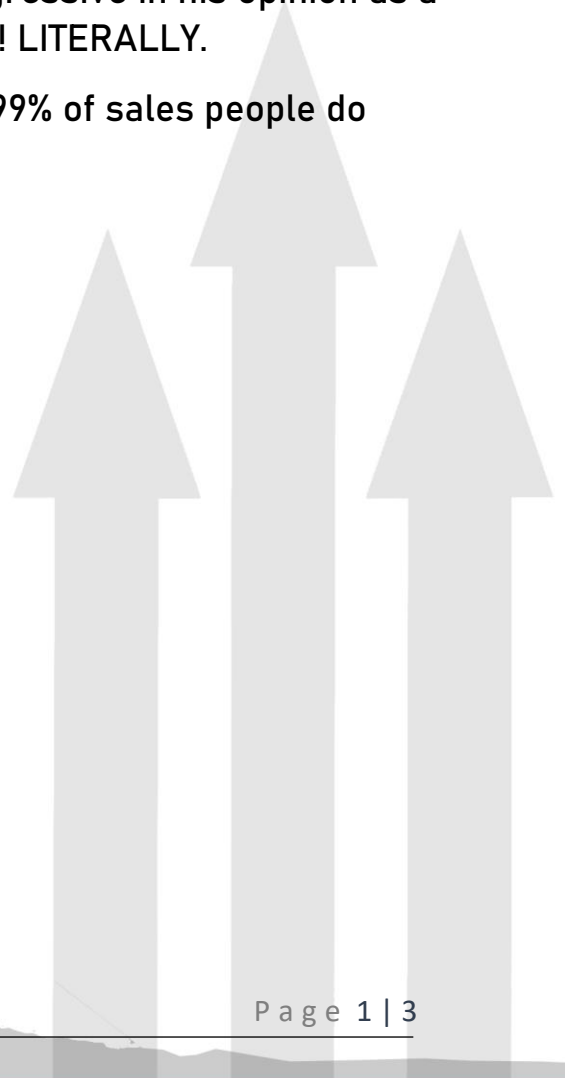
To paint a picture, the prospect will be as aggressive in his opinion as a caveman fighting a tooth tiger in the ice ages! LITERALLY.

So here is the one VITAL mistake that about 99% of sales people do when it comes to the close!

They ask the prospect: *“Do you like it?”*

...or *“So what do you say?”*

..or *“Lets do it, ok?”*



What's The Mistake?

You might ask...

The mistake is that to these questions, its SOO easy for the prospect to say "no thank you"!!!!

And again, what happens there? The prospect took a stand. He is standing behind a "no", that is his position from now on.

Now, you can do anything from there on! You can do a 10 hour presentation even, give the product almost for free. The prospect WONT change that "no" into a "yes".

Why? Because that would mean that he was WRONG. And he would have to swallow that!

I understand that many of you who are reading this, are reasonable people. And you can admit to defeat when you encounter it. And say that you were wrong when you were wrong.

But not the prospect species. That specimen would rather die than admit defeat or wrongness!

So NEVER Ask Close Ended Questions!

(Questions that can be answered by a "yes" or "no")

Ask an open-ended question. To which the prospect can explain his state of mind.

And by paying close attention to the prospect's words and the mood/emotions he says it with, you can find the "yes" within it! (Figure out if he is positive about making a deal)

Or alternatively the prospect might answer with an objection to an open-ended question... But that doesn't mean "no"!

So, What Is An Open Ended Question?

Things like: “How do you feel about this?”

And.. “What do you think of my offer?”

And... “Is there any reasons not to continue?”

These give the prospect a chance to say something like “*Wow I think it's a great idea!*” or anything of that sort.

At which point you can close the prospect (as the response was positive).

Or the prospect might say “*Sounds great but.....*” At which point the prospect gives you an objection, which you can handle until you get a “yes”!



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