

## Help Close

People are so social. They love helping and assisting people that are near and close to them.

This includes their family, friends, colleagues and partners.

If you have tried everything but nothing worked so far. Realize that you are in front of a person who doesn't care about himself. He cares about people he loves.

Realize that the approach is not "How this will benefit you."

But the approach should be "How this will benefit the people that you love and care about."

Put emphasis on how HE will HELP others after getting your solution.

If he had more time, he would be able to spend more time with family, and be there for them.

If he had more money, he can help out his friends when they get into trouble.

If he would be more able, he can solve issues for his friends and family around him.

Put emphasis on HELP. On how he can help others.

Like "Imagine, with this product you can do so much more in the world for others."

Or "If you want get this for you, get it for me and your friends. They will appreciate the new and improved you."

You get the point. This is the Help Close.