



# **The Physics of Closing**

**How to make the hardest part of the sale easy**

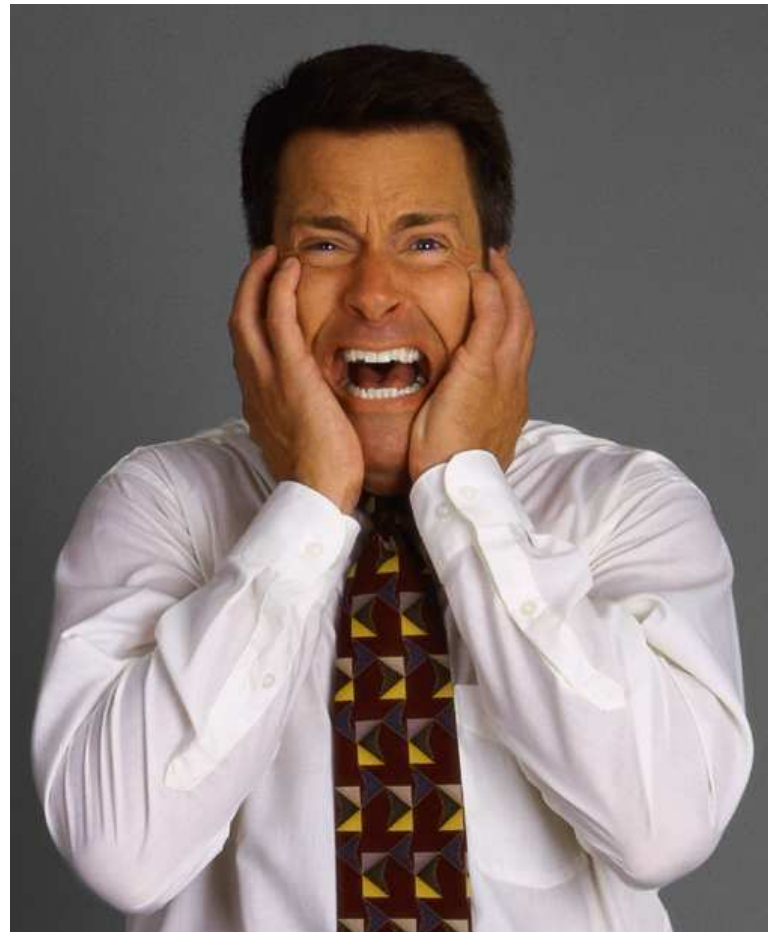
**Presented by**

**Don Cooper**



# The Big Problem with Closing

# Fear



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# Before You Close



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# Five Steps

## 1. Relax

- Don't panic
- Objections are normal
- Objections are buying signals



# Five Steps

## 2. Research

- The Turn-around
- The Dandelion Principle
- Ask additional questions



# Five Steps

## 3. Rate the Importance

- How big an issue is this?
- How easy is it to resolve?



# Five Steps

## 4. Review

- **Make certain you fully understand**
- **Your prospect needs to feel understood**
- **Creates respect and trust**





# Five Steps

## 5. Respond

- Explain
- Reframe
- Prioritize
- Counter with a different fear

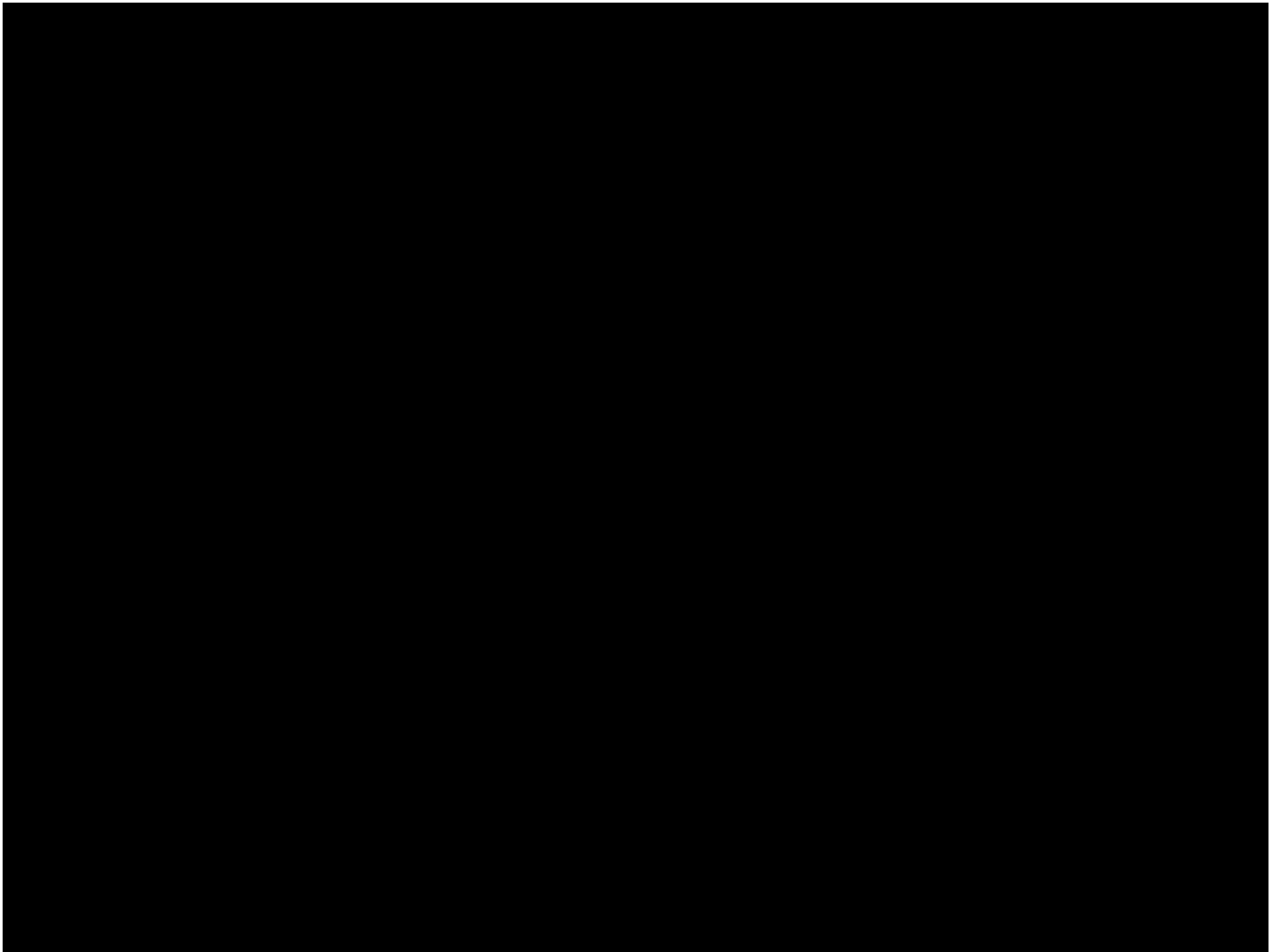


# Five Steps

## 5. Respond

- **Feel Felt Found**  
(key word:  
“and”)
- **Show a different  
option**
- **Accept**





# When to Close

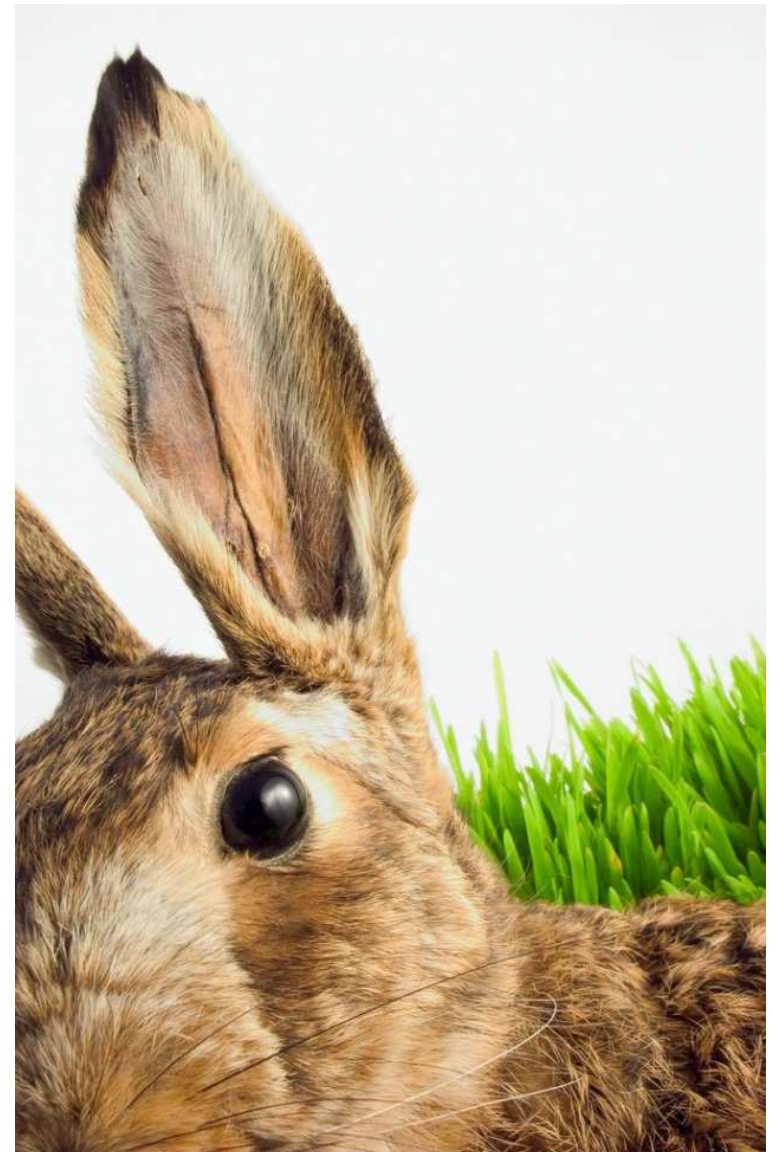


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# Listen for Buying Signals

- **Examples of Buying Signals :**



# Listen for Buying Signals

- **Three types:**
  - 1. Green**
  - 2. Yellow**
  - 3. Red**



# Why Close?



# Physics!



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# We're On the Same Team



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# How to Close



# Nudges

1. The Minor Choice Close
2. The Assumptive Close
3. The Time Sensitive Close
4. The Deposit Close
5. The Direct Question Close





# Increasing Sales and Commissions

- What else should a client buy?
- Why should a client buy them?



# Increasing Sales and Commissions

- Ask about products and services related to their goals



# Increasing Sales and Commissions

- **Ask about products and services related to their goals**
  - 1. Is there anything I've overlooked?**
  - 2. What questions do you have for me?**
  - 3. Is there anything else you'd like me to take care of ?**



# What Add-ons You Could Sell to Your Clients?







**“If you’re not asking them to buy, you’re telling them not to.”**

**—Don Cooper**  
**@DonCooper**  
**#SalesHeretic**



# Thank You!

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