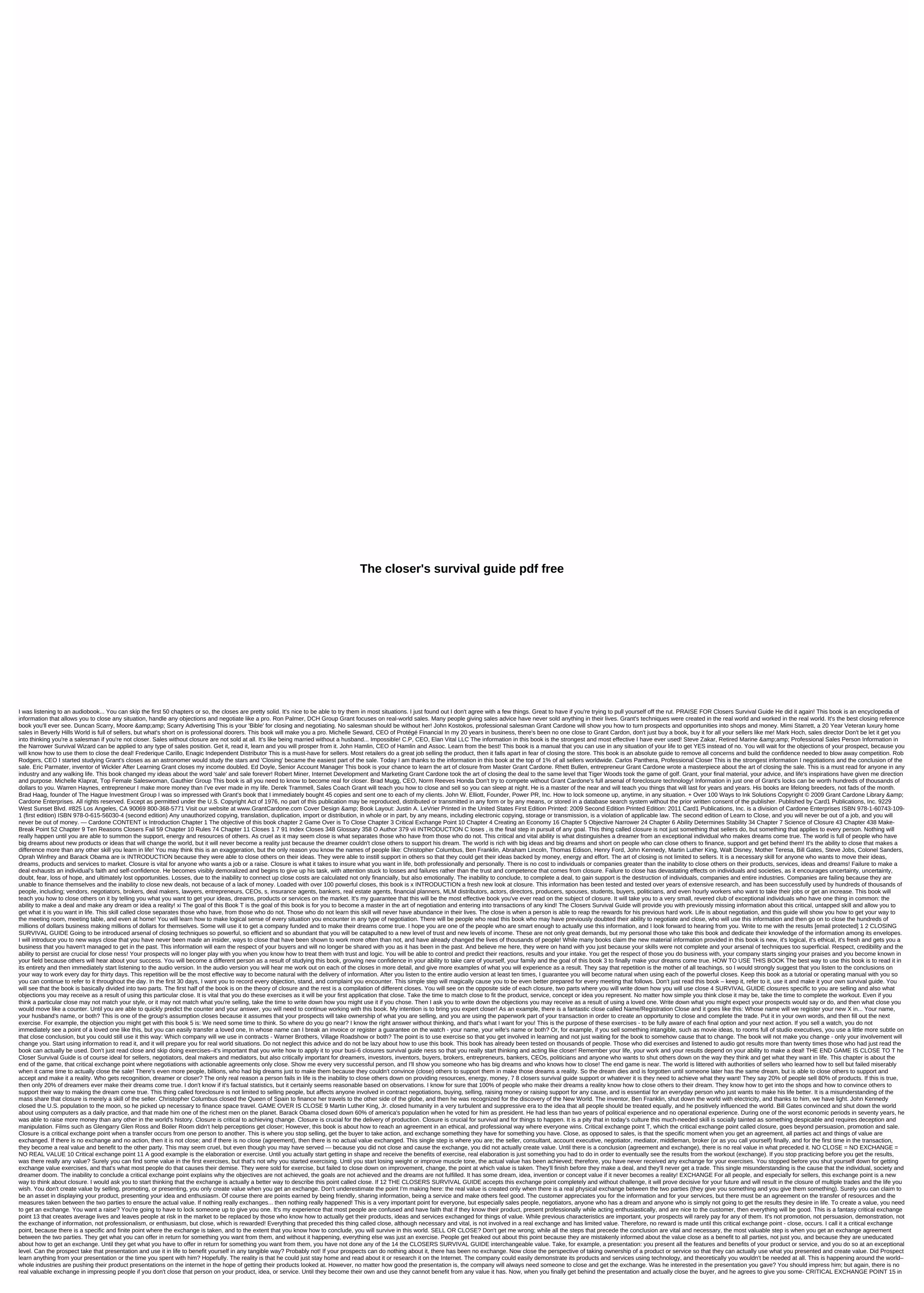
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exchange for your product, service or idea, then there is real value exchanged! The aim of your presentation is to desire and urgency for your product, so the customer wants to exchange something of value with you. The better the presentation, the greater the desire and urgency, but again you have to close for the exchange. It's time to
get behind the sale, persuasion and presentation, and to this critical exchange point-taking sale at the end! The world is full of starving sellers, it is rare to find someone who is highly skilled in the end. This special group of people is in the ranks of those who are never out of work and never without money! Creating an economy T on the
ultimate goal is that your prospects will take ownership of your product, use your services or funds some activities. In other words, they get something accepted is money. For others, it's support, voting, energy, resources,
people, investors, kindness, something of value to you or your company. With what you have received, you can now go out and solve your problems, satisfy your own wishes and needs, expand your company, get support, feel good and/or earn more money. So close, this critical exchange point, becomes the creation of an economy! Let's
say a car dealer sells a car. He then takes the money and does the following: pays the dealership, pays the bank for the car he had at his dealership, pays the newspaper/TV/radio for advertising. Then he orders more cars and repeats it again. To the extent that the company is
able to close others on its products and get a replacement is the extent to which they can expand. The more they expand as a society, the more they expand as a society and they expand as a society are a society and they expand as a society as a so
from word documents to spreadsheet calculations and more. No one asks about this product, but he creates it and then has to sell and close others to include his program on each of his computers. This new product is starting to catch on, more and
more businesses start using this new concept, and the next thing you know you have to move out of the garage. He needs more space and more people to help him grow his business, and he even buys real estate for his manufacturing plants. This business cycle is still expanding. He keeps closing more and more people around the
world to use this product until his company employs more than 60,000 people, has offices in almost every country, and for fifteen consecutive years has been the richest man in the world. Bill Gates is known as a software developer and guy, but actually, he's closer. He didn't just have an idea or create a new product, shut down the world
about using Microsoft software, and because he did, he created a huge economy for himself, his investors, shareholders, his employers, the community he lived in, and even the world. Bill Gates proved he was able to close on a large scale and repeat it over and over again! I could give you examples like this forever, but hopefully you get
a point. Closure creates an exchange, and that exchange causes an economy of its kind to exist. To the extent you can repeat it over and over again you will determine the size of your economy! 18 THE CLOSERS SURVIVAL GUIDE They say money forces the world to go around, but it would be better to mention close allows for money
to be slathed around the world. In fact, without a close and necessary exchange, nothing would ever have the things I value, and nothing would ever change the owner. That's why this book is important to those who want to control their
future and create economies for themselves, their families and their communities, rather than just living in the economy as it is. Everyone creates their own economy, they just don't know... But I'll leave it for the next book. People who do not take responsibility for creating economies are the result of an economy created by others. Which
one do you want to live in, one of your works or someone else? The economy you create is limited only to how many people you can close your ideas, services, products or your dreams. Either you create your economic future by closing others, or others create your
economic future by locking you up. There is no way to escape the fact that if you want to do something, you will have to close others on it sooner or later. If you can create the economy you want. CHANGE WINNERS CREATE ECONOMY 19
Once someone is actually closed and agrees to own your product, service or get behind your dream, at that point carries something they didn't have before. If what was received was actually more valuable than what was given to you in exchange, you will be able to repeat this process over and over again. This is what I call the Winner
Exchange. When the winners are exchanged, the person you have closed will not only feel that the exchange was a win for them, but will do it again because the perceived value was greater than the value. At this point, the individual will close a good feeling of what he gave up and what was taken had more value than for that. This
person will tell others about you and this exchange. The fact that you made a great presentation, you were professional, enthusiastic and your audience when taking action with you, they can sometimes become winners! There are many ways to exchange, and most people
hardly get it. Socially, we came to terms with the fact that as long as you're not stealing, everything was fair. This mentality of just getting in creates a lousy state of affairs for yourself because someone can just get in. Recently, I was in a very well-known, very expensive restaurant in Los Angeles, where it is common to dine with some of
the most famous people in the world. When my meal was delivered, I realized that someone owned seems to be taking its fame for granted and is no longer trying and not caring about making the food look good on my plate.
Then I looked around and realized how many tables were empty. Is it the economy, or is it that the winner of the exchange has begun to fall out? I don't know, but I do know that when the economy gets into trouble, the exchange has begun to fall out? I don't know, but I do know that when the economy gets into trouble, the exchange has begun to fall out? I don't know, but I do know that when the economy gets into trouble, the exchange has begun to fall out? I don't know, but I do know that when the economy gets into trouble, the exchange of winners is even more important. The economy gets into trouble, the exchange has begun to fall out? I don't know, but I do know that when the economy gets into trouble, the exchange has begun to fall out? I don't know, but I do know that when the economy gets into trouble, the exchange has begun to fall out? I don't know, but I do know that when the economy gets into trouble, the exchange has begun to fall out? I don't know, but I do know that when the economy gets into trouble, the exchange has begun to fall out? I don't know, but I do know that when the economy gets into trouble, the exchange has begun to fall out? I don't know, but I do know that when the economy gets into trouble, the exchange has begun to fall out? I don't know that when the economy gets into trouble, the exchange has begun to fall out? I don't know that when the economy gets into trouble has begun to fall out? I don't know that when the economy gets into trouble has begun to fall out? I don't know that when the economy gets into trouble has begun to fall out? I don't know that when the economy gets into trouble has begun to fall out? I don't know that when the economy gets into trouble has begun to fall out? I don't know that when the economy gets into trouble has begun to fall out? I don't know that when the economy gets into trouble has begun to fall out? I don't know that when the economy gets into the economy gets 
exchange (or lack thereof) will keep me from coming back. We didn't leave this famous place upset or hated the food, we were just wondering where our new place would be for lunch on a Saturday. The exchange of winners is what gives you protection in the market. That's what sets you apart from your competition. The exchange of
winners is not about your prize, but about how people feel when they leave you. Replacing the winner in the end is critical to your success because to the extent to which you can repeat it in the future. Without it. you can not
repeat the conclusion. Zappos, an online footwear company, is a great example of the exchange of winners. They promise me free shipping to buy and free shipping to buy and free shipping if I want to return products. Price has nothing to do with the fact that the exchange is a win... winning with Zappa is eliminating the risk of loss from the decision. Obviously,
someone at Zappo is interviewed by enough people to determine that price is not why people aren't close to buying shoes online, but rather worried about making the economy 21 mistake and then the cost of returning shipping. While most people believe that the way to improve the exchange of a winner is a lower prize, the reality is the
prize is rarely the way to get a replacement winner. I can place an example after the example of companies that have based on this lie that a lower prize is a way to get an exchange winner. Isn't. As I wrote in my first book, Sell To Survive, price is a myth. People place too much emphasis on price when they negotiate, and that's rarely the
real reason why people don't take action with you. Go to any store that offers a huge sale and you will notice that you leave more items on the shelves than what you feciding factor. Fit, how good it looks, how often it will be used and how much you want to wear are more important at close than
price. Let's say you live in Minneapolis and want to take a trip to Phoenix in January to see your family, but you go to Philadelphia instead. Would you do that? The only way to redirect your trip to Philly is because you really don't like your family and Philadelphia would
turned out to be a winning exchange for you. Some creative readers might say: I could fly alone and my three family members to Philly for the same price to fly to Phoenix and we could take a vacation there. You come to your senses soon when you get honest with yourself that you won't be phoenix in January just to visit your family, you
like the idea of arizona 22 closers survival guide weather as part of the exchange you receive for visiting your family. Wal-Mart built the entire business model around the lowest price, or does Sam Walton just close the world to the idea that he has the lowest price? I suspect it's a little bit of both. I know
I go there and believe they have the lowest price and my reason for going there is - the lowest price. I don't expect service, I don't expect help, and I know I'm going to have to put up with long lines. Is that a winner's exchange? Hmmm... it really depends on what you consider to be the winner of the exchange. It wouldn't be for me, but it
could be for you. I don't think it qualifies as a winner's exchange because service and time are very important to me and I despise waiting in queues. If you're willing to stand in line and you'll continue to shop there. This is not an
attack on Wal-Mart, but rather an example, so you can consider what, and more importantly, who decides what the winner exchange is unless they explore their customers. Let's say the customer said that price is the most important thing, then you would like to ask: What else is
important? And, what else? Ok, but now ask, if you were not able to get b and c to be the lowest How would you feel? This kind of survey is what it really means to be in exchange for creating a 23 economy with your customers. The fact is that the needs and values of the individual (buyer) is what really determines whether
the exchange of the winner is an exchange. If you're in a hurry to have something right away, require help and guidance and don't have time to drive through the city or wait in line, then you'd be at the lowest price/no service/wait forever model as a good exchange. Got? Many companies tried to repeat the Wal-Mart formula just to go
bankrupt because they couldn't sell enough of the cheapest products to remain solvent. I suggest that a better alternative is up the ante on all the other things that are important to people when they decide: Is this the right product for us? Is now the right time, or should we wait? Is that the person I really want to do business with? Will they
support me after the sale? Will it solve our problem? Will it solve our problem? Will it save the company money? Are we going to use the product? You should come up with your own list of reasons other than price that could be a problem for your customers. This list will be invaluable to you as you sharpen your closing skills. Always go to the winner's exchange.
Make sure they trust you and are sure that you will be a great investment that they know how to use your product or service effectively and believe it will be a great investment that they can't afford to work without-then you get close. Deliver on these points and you will be able to repeat that action over and over again! The narrower T on
ultimate goal is to complete the transaction much like when you walk through the door and close it behind you so that it is closed. Your work as closer can be reduced to this one point: getting prospects to take action and give you something to value in exchange for something your prospects value. At this point, the transaction is
completed and you both metaphorically walk through the door and then close behind. Hopefully both sides will value what they have received more than what they have given up in order to fill the exchange and leave feeling like winners! Foreclosure is the only action that ensures that your buyer gets your product/idea/dream and that you
get what they had that was value to you and your company. This is where most people panic, freak and become the most annoying. The level of discomfort is only an indicator of the lack of knowing what you are doing. Like something you don't know how to do, you will experience some discomfort. The problem with not knowing how to
close is that you never create the economy you really want for yourself and your family, nor do you have much chance of ever closing the rest of the world on your big Even most experts have no idea what they are doing at this point in the agreement and go 24 goal closer to 25 over life to invent excuses as to why they did not close:
economy, customer, wife, internet, competition, government, communist, waiting for tax refund, can not make a decision, must make something else first, advice, time of day, time of day, time of month, season and on and on. This is critical: To the extent that you actually know what you're doing, that creates situations that close and are able to repeat
these actions over and over again, is to the extent that you thrive. To the extent that you don't know, you'll never be able to predict what's going to happen. When you know what you're doing the first thing that happens is, you stop making excuses for why close didn't happen, and begin to understand that it's always because of you. Sellers
are notorious for taking out credit when they make a deal and placing the blame on others when they don't. Knowing what you're doing has nothing to do with how much time you put in to become an expert in the end. Do you know or not? The knowledge comes from the
word KNOW-which means you know what happened, how it happened, what caused it to happened, what to happened, what you do to handle it, etc. Everyone can stumble over close, but then they won't be able to repeat it, and subsequently prosper over time. As the song goes on even a blind squirrel can find a walnut. In this game closure,
you don't want to depend on luck or 26 survival guide chances as you find that your career is like bitter cold with a few nuts to eat. You want to keep your eyes wide open when it comes to this very rewarding step of your presentation! Most vendors treat loved ones like roller coasters - they close their eyes and frantically pray that the ride
is over. You want to know how to close, know exactly what caused close, and know how to create urgency, remove time from decision and treat each loved one as a separate experience, otherwise you will not be able to correctly
determine the correct procedure. You won't know what to do. be aware through observation, investigation, or information and skills acquired by a person through experience or education; theoretical or practical understanding of the subject. 2. awareness
or familiarity gained by experience of the fact or situation. Suppose that K in KNOW is for knowledge, and then assume W is for wisdom. Remove K aWa you end up with NO. And the reason why so many people get in life it is because they lack knowledge and wisdom about how to conclude and get an action that leads to a goal closer to
27 in the exchange. That's why most people don't create the economies they want and make their dreams come true. First, they do not know that it will come because of a random chance or numerical game. Thirdly, most people never take the time to become a master in
the end! NO in any area of life comes from a lack of knowledge and wisdom. No, girl, it means you don't know anything about money, that means you don't know anything about investing. No fun in life, it means you just don't know how to have fun in life.
Wherever you are not getting yes, understand that there is simply a lack of knowledge, poor knowledge or improper use of knowledge is expensive, compare it to not having knowledge. I believe people also think they can gain knowledge like you pick
up a fast food truck or swipe a credit card. Remember that knowledge means that certainty and certainty do not come from reading, but from knowing something. I don't know if that's true, but based on my personal experience related to close lated 
would say if you've only invested 1/10 that time will see such an incredible change in your income that another 9000 hours won't work, but the investment will pay off. 28 SURVIVAL GUIDE CLOSURES There are two basic ways to learn information so as to become knowledge, and only one of them will prove successful. These two
methods are: PROACTIVE LEARNING Create an environment and practice, and rehearse possible scenarios. As a result, you will get certainty about how to close trades. Reactive Learning Experience something and learn as a result of this experience and over time start making changes to suit what you have experienced
during your career. Most people use the reactive learning process, also referred to as a school of hard punches. Going through life accumulating losses and failures just to reach the end of your professional career with a lot of time in business, but very little success. This represents the majority of all dealers and entrepreneurs in the world
The best option is always one that requires proactive engagement, when you make a commitment and a decision to do something. Proactive learning is where you create an experience and learn before the event. They have their eyes wide open
during the event to see how they would improve their delivery to make them more efficient. They also have time to study how others have been an effective target closer to 29 in their field in the past experiences
of others. All great actors will find time to study the former greats and the decisions they have made when playing certain roles. Entrepreneurs, entreprene
answers. One guy spends his whole life learning from his failures and another guy practices in advance so he can create an experience that allows him to win more often than not. He's willing to fail, but he avoids unnecessary failures by preparing. Even an idiot can learn from life's experiences, a wise man learns to experience the life he
desires. I suggest that you take the time to learn both from experience by paying close attention to what happens in the end, and also to prepare intensively before you are near drilling, testing, and practicing the information in this book. Also, take a stand after every engagement or opportunity and record the stalls, objections, obstacles
and stops you experience. And don't forget to listen to how I would use each of these closes to audio at least ten times. This point of actually knowing what it is that it
creates success. Most people wander in or stumble nearby, but I don't know what actually caused the deal to happen and therefore can't repeat it, and therefore again they become uncertain. There lies the problem as he moves on-
as he does not know, he is never sure and is unable to correctly predict the results. For this reason, the closer it becomes more and more ineffective over time as prospects perceive a lack of certainty, and regardless of the offer, refuse to agree to take action. A school of hard blows and accumulated failures beats a person to submit.
Initially, he will make excuses and come up with the wrong reasons for his failure, and later give up his quest to be exceptional and settle for an average career and someone else's economy. CLOSE OR LOSE While it's been written thousands of times about how lucrative field sales can be, it's not true that a person gets paid to sell. The
seller is paid only if he is able to close the transaction and fulfill the exchange from one side to the other. At this time, the agreement is concluded and all interested persons are rewarded! Remove the first letter C from the word Close and
you target the narrower 31 to end up with Lose. If you can't close others on your dreams, your d
close is huge for both your wallet and your morale. Make a deal, get a deal and have all parties exchange things of value-that's where trumpets blow, parades fill the streets and sky open. I think I get a little carried away about my joy, but that's what it's like to finish and make a deal! Everyone gets jacked, revived about the possibilities,
to order parades, dancing girls and bands. When you are able to do this, you will be in a position to make your dreams come true and create an entire economy, at least for yourself! True PROFESSIONAL CLOSER or PRO CLOSER is an individual who has taken the time to watch what is happening, record their experience and practice,
drill and rehearse before entering the final situation. This individual will practice what to say to get close, know why 32 THE CLOSERS SURVIVAL GUIDE someone closes or does not close and will be ready for any possibility. True PRO CLOSER will be confident about his field, his profession, be able to predict his income and love his
iob! With this certainty comes confidence, and with confidence comes more closes, and more closes, and more closes, and more closes creates dynamism for more of everything. This individual begins to shine and vibrate at a frequency that others find compelling, attractive and irresistible and they still say yes to it. PRO CLOSER becomes more capable and successful in
creating things that happen because of his knowledge of his game, is able to quickly adapt when needed and can eventually properly control the results! He then becomes more valuable to everyone around him. The lack of determination to practice, drill and test the skill of closing and treating it as a learned skill is the biggest missing
ingredient in people getting what they want in life. This is not a skill with which you are born – it must be developed. Not available dreamers, just the lack of proactive learning produces a lack of consciousness, and the lack of knowing is replaced by hope, who want
begging, praying and ultimately more disappointment. In this critical area, as others support you and get behind you, a lack of KNOW will result in a lifetime of NO. Goal closer 33 There's a saying: Knowledge always desires to increase because fire requires more fuel! Winners in life crave knowledge and solutions so that they can better
control the outcome of their lives and reduce the chance of a NO by having more to know. THE ABILITY DETERMINES STABILITY T, it is crucial that you create the ability to make your prospects a positive decision for your offer. In return your prospects will finally end their search, thinking, talking about it, thinking about it, praying,
questioning, disturbing, stalling and objecting. This is much better for your customers and gives them more stability; and to the extent you can close your prospects is to the extent that you will have more stability and productivity in your own life. This in itself creates your value in the market. Those who can close others successfully and
consistently will love life, and those who can't close will be afraid! Those who can sell their ideas, their products and close others will get what they represent. Those who know how to get close, know what to say, know how to handle
objections, know how to stay in a deal, know enough different strategies to withstand even the toughest prospects, make deals and be able to predict their earnings. These people are most valuable to companies, and even entire economies, because they do things. They are never out of work or opportunity regardless of the state of the
economy. 34 ABILITY DETERMINES STABILITY 35 In Sell to Survive I shared a rule about predicting income that went like this: If you can't predict your income, there's something you're short to know! I don't know what you want. 2. Know what you want but do not know how to get. 3. Both! Whenever I have trouble getting what I want, I
look at what I don't know and clear it up. Or do I #2 at you, do I really want that? Most of the time, in my case, I really want; there's just something I don't know and clear it up. Or do I #2 at you, do I really want that? Most of the time, in my case, I really want; there's just something I don't know and clear it up. Or do I #2 at you, do I really want; there's just something I don't know and clear it up. Or do I #2 at you, do I really want; there's just something I don't know and clear it up. Or do I #2 at you, do I really want; there's just something I don't know and clear it up. Or do I #2 at you, do I really want; there's just something I don't know and clear it up. Or do I #2 at you, do I really want; there's just something I don't know and clear it up. Or do I #2 at you, do I really want; there's just something I don't know and clear it up. Or do I #2 at you, do I really want; there's just something I don't know and clear it up. Or do I #2 at you, do I really want; there's just something I don't know and clear it up. Or do I #2 at you, do I really want; there's just something I don't know and clear it up. Or do I #2 at you, do I really want; there's just something I don't know and clear it up. Or do I #2 at you, do I really want; there's just something I don't know and clear it up. Or do I #2 at you, do I want a wa
ACHIEVE YOUR DREAMS! Most of the people I work with in my seminars have a desire, but I lack the right knowledge. They simply need to be more effective at concluding a There is no shortage of opportunities, there is just a number of opportunities that have not been exploited because the individual was not prepared to take it all the
wav and close. LEARNING from experience is expensive after graduating from college. I took a full-time sales position. When I first heard the deadline to make a deal, 36 survival guide closeers I didn't know much about sales and certainly nothing about negotiation and closing. Regardless of the university, they just don't learn these types
of skills in college. Even when I took the sales job, no one suggested that there were strategies or processes for getting the deal done so I could get a reward. I was reminded that this thing called the conclusion of the agreement was a real step to be taken in the sales process, rather than something that had just happened as a result of
the sale. So I started listening to others around me as I assumed that because they had been around for a while, they knew what they were doing. A little advice: don't assume that others necessarily know how to sell, let alone how to close just because they're in the field! Most retailers have not developed an understanding of what it really
means to conclude consistently, let alone how to accurately control the process and outcome. Most sellers, even very seasoned sellers, have no idea about the area. It's not surprising because most of them have never invested time and energy in learning the precise skills necessary. I assumed that everyone around me knew what they
were doing, so I began to pay close attention to them, especially those with the most experience. While I've seen do, and just as I've been impressed with some of what I've seen, now I know that watching them and learning from them has caused me to develop some very bad habits. That's why
I created this guide and my own sales and capabilities determines the stability of 37 university closures; www.CardoneUniversity.com for sales professionals in any industry, and for people in the automotive industry, and for people in the automotive industry I am a bespoke special school- www.CardoneOnDemand.com. You see, most experienced people have used expensive
reactive learning school acquiring knowledge. This school's methodology of acquiring knowledge is where you learn nothing before experience, but only as a result of experience, but only as a result of experience. This is the most popular, expensive and least successful way to learn. Learning from narchy experiences is very costly and takes a long time to accumulate real
wisdom. My coworkers learned when they were in negotiations, experienced losses, then made very small adjustments over a long period of time. The second, smarter way is to study, observe and create experiences, so that one learns how to handle the situation in advance. They learned after the fact, rather than before it, and made a
slight over time, usually throughout your career. This reactive method of learning leads to extreme transactional losses, not to mention emotional losses, not to mention emotional losses. Before engaging in sales I spent 17 years up to this point of searching for knowledge, believing that the more I learned, the more valuable I would be in the market. The people I worked
with thought otherwise! I asked them if there were schools or books or something I could listen to or watch – anything I could learn from and duplicate. They believed 38 THE CLOSERS SURVIVAL GUIDE that the only way to learn to close was in the end and that the sale was a game of numbers – that your results were based on how
many people you were before. They believed that closure was not something to do with how many times you are there, but I also know that there is science to increase your results for all businesses. There
is science (a set of knowledge) for everything in life and I believe that anything can be improved with enough study and determination! If it was just a numbers game, then success would be just some random lottery, and there would be no control at all. As I had no other sources for information, I continued to follow and learn from other
vendors. Let's face it, they knew the volumes more than I did, but what I heard and observed from these professionals were the same types of attempts being repeated over and over again, and most often with poor results. In the middle of negotiations, they said things like, What would it cost? Where do we have to be? —What's your
budget? If I could do those things, would you buy them? TOP GUY does not always mean a lot of the most experienced and respected person in the group has been in the same place for 12 years and has achieved only average results at best. While he acted pretty confident and was more experienced than the rest of the ability to
determine the stability of 39 of us (and successfully shut down all that he was king), he was unable to predict his income, he was never sure what his production when it came to predicting his future, he talked about it as if it were up to someone else, or
the economy, or management or the manufacturer's decision. It seems that his future production was on everyone but him. This confused me and didn't seem to be consistent with how I thought other people created and ran the business! How could someone work in the same place for twelve years and not be able to predict their income?
And if all the other-economy, manufacturer and happiness were responsible for its results, where was safety? How could I marry invest or buy a house when I could not plan? Finally and most amazing to me, how could anyone sell fewer products in his 144th month (12th year) of sales than he did his first month in business? It came in an
early period of confusion for me because the king experienced what he said was a devastating month. He complained that he sold 1/2 of the products this month before selling his first month. This scared me because it seemed mathematically impossible to have 12 years of experience, 12 years of knowledge and 12 years of customers
and sell fewer products. But that's what's happening to him-most repressive salesman in the group, and I knew that if it could happen to him, then it could happe
was for me. He told me: Maybe these people really don't know what they're doing, and you shouldn't be comparing themselves to them. Maybe you don't have to have fluctuations in production and these guys are bad people who could model your career. It
all came home to me. I knew that the way their future was approaching was wrong, and that I had to do something else. I knew that time alone at work or in a career would not ensure that you were professional and top notch. While they called themselves professional sellers, they knew very little about the subject, and in fact did not
participate in checking their result. None of them had any real formula or plan, only a limited number of strategies, and these turned out to be a hit or miss at best. They didn't have materials to learn from, they didn't read books, and there was no time to improve skills. Success should be reliable I've
had some sales success, it just hasn't been a consistent, predictable, or reliable success and I didn't feel like it was going to explode anytime soon. If you can't predict and depend on your success and have some feeling that it will expand, how can you really call it success? Up to this point, the success I experienced was the ability to
determine the stability of 41, that a terrifying kind of success that is eerily and mysterious, and that has no security associated with it. It wasn't because I wasn't trying-it was because I didn't know what I
was doing, so all the results were left to chance. Up to this point in my career, things were heading in the same direction as those around me. There were no strategies, no control, no training and Plan. It doesn't take a genius to know that without those things... You know how the story ends. I would say to yourself: All you can do is work
harder, see more people, give more time and things will get better. This was a hope rather than a strategy and results. I was losing instead of closing. I was sick of hoping tired of being scared and very close to going into apathy as it's hard to work harder when you're not getting results. When I had the chance to
make a deal, it was mostly heartbeat, scared to death, thumbs-crossed, hoping and praying. I've been experiencing more fear than my prospects have been, and that's not a good sign. NOTE: Fear is an indicator that you don't know something. At this time I didn't know how to ask for close, didn't know how to justify close, couldn't create
urgency nearby, couldn't see close, couldn't see close, couldn't see close, couldn't predict or handle the 42 THE CLOSERS SURVIVAL GUIDE objections I received, and wasn't able to persist. The results I was getting were not based on luck, they were based on the fact that I didn't know what I was doing and because I didn't know I wasn't getting results. Then the
recrimination phenomenon kicks in as a way to handle my disappointment. I began to blame my prospects for being unreasonable, too difficult, unqualified (when they were), and a waste of time. When I became tired of blaming prospects, I started blaming management, the economy and then the product. This is what every failed seller
and dreamer goes through in order to justify poor results as they prepare to give up. Bad results can never be justified or facilitated by acceptance, because it is someone else's fault. Even if the results you get are someone else's fault, the reality is that they won't improve until you do something. You can't wait for others to make a change
if you don't. SCIENCE ABOUT CLOSE On Monday morning I was determined to turn things around when a guy who taught people how to professionally negotiate transactions. In this recording, the guy gave examples of closing situations with logical and intelligent
answers for closing deals. It even seemed to be able to manage and manage the whole process to cause and direct the customer to a certain end result! The guy was talking about making a deal is art and science. I was so excited to know that there were real techniques, strategies, and real science to improve a person's ability to close a
transaction. From the moment I heard it, I became convinced that there was something I could learn that would actually affect my results and my income. As I started working with new strategies, I realized that they were not limited to selling the product, but had so much to with how to get your way in life by getting others to agree with you
And really, what better life than getting others to agree with you so you can live better? My view and confidence are going through the roof. I felt so alive in my career and excited about my future for the first 43 44 the closers survival guide time! I started practicing with the material every moment I had at my disposal. When I wasn't working
with a customer, I was working with information. Not only did I listen to it, but I used it, drilled with it, practiced and practiced enough, I could learn how to treat people and increase my results. I had to take 2,000 hours in my first year. At the age
of 25 I became a maniac on the topic of negotiation and closing, spending every moment reading and listening to everything I could on the subject. Since then, I have personally spent hundreds of thousands of dollars in research, study, travel expenses, supplies and seminars to get a more understanding of how to get more consistent
results in my career and in my life. I became determined and dedicated because I was sick of the lack of results I was getting. When you are sick and tired, you will do almost anything to improve your condition! And you can never improve any state of life without learning. RIDICULE IS A GOOD INDICATOR People
who have worked with me have laughed at me and ridiculed me for my newfound interest and dedication. But the laughter did not last long, because my production soared almost immediately! Since then I have found, and it has been verified for the last thirty years of my life, that mockery by others is often a good indicator that you are
doing something right! Their incomes haven't changed, SCIENCE ABOUT CLOSE 45, while mine has gone crazy. My results immediately showed up in higher closing ratios, increased sales and higher revenues. For the first time, I became a leading seller, selling everyone else in numbers that this group never reached, not even the king.
One month I sold more products than the whole crew combined! I was pumped! I had it under control, and I knew I was just getting started. There is a direct relationship between the amount of effort that someone is willing to put into their learning and their earnings! At first everyone, myself included, thought that my results were just
coincidence, happiness, some random happenings that can't be repeated and permanent. I continued to study, and month after month I continued to sell everyone, even myself. They didn't have time for it. In the end, they realized it wasn't
some temporary coincidence, and a lot of my the vendors started chasing me to see what I was doing that made such a difference. The king wasn't too happy about being dethrone, but I even earned his respect over time. Our management owned a few posts and asked if I would start training the other guys on these newfound strategies,
and I did. By helping others, my understanding of material and subject has taken it to a whole new level. Receiving information is one level of understanding, but teaching others will lead you to an increased awareness that goes beyond what words can describe. The ability not only 46 THE CLOSERS SURVIVAL GUIDE to learn
information, but also duplicate it so that others can learn requires an almost spiritual use of the subject, as you know your own thoughts still understand your intern's point of view. My confidence with the material has grown exponentially. After only two years of learning everything I could about narrowly and passing this information on to
others, I became machine-like in my ability to negotiate and close transactions. It was amazing how fast the results were, how motivated I became – and the fact that my income increased almost see what
happens before it even happens. Athletes talk about this ability, which develops after years of dedication and practice- the ability to predict the movements of others. It's very strange, almost surreal, to be able to see what's going on in the negotiations and know exactly what your prospects are going to do and what you're going to have to
do to handle them. A person writes to me or calls my office and asks me about the deal they're working on, and I can tell them exactly where it went wrong and what's going to start. This type of understanding of a loved one is available to anyone who wants to improve and is willing to devote time. It's very simple indeed and requires only
desire, commitment and a little study on the subject. SCIENCE CLOSE 47 I recently developed an on-demand closing tool: I went to the studio and recorded hundreds of responses that I would use to list all the possible objections one hears in the end. This information is located on the cloud that is available on your computer, tablet or
phone – wherever your Internet connection is accessed 24 hours 5 days at seven when you need it. Simply go to the conclusion that best suits your situation, and in 30 seconds you have a solution. I say this to OuickFix Solutions, it's a way you can guickly figure out what I would do in the end and is a great tool for immediate answers. It's
like having me with you for every deal. Call office and tell them that you want QuickFix Solutions, they will set you up and show you how to use it: 1-800-368-5771 or you can go to www.CardoneUniversity. com (www.CardoneUniversity) C CLOSE UP Warning: You need to get this next point
completely. If you can't or won't close, then you lose, your family loses, your company loses; and if you completely believe in your product, service, idea or dream, then your customer will lose out if they don't get into what you represent. I believe that, as far as the products and services I offer today are concerned, and because I believe it
wholeheartedly, I will take much longer than the average person to negotiate. The fact that I have something to say and am well trained also helps. 48 CLOSERS SURVIVAL GUIDE I personally have such a belief in what I represent that I believe to my core that everyone loses when I don't close. This belief, combined with an arsenal of
knowledge, methods and technology, is the fuel necessary to persist until you get close. There is only a slight difference between closure and loss; one letter, to be exact, and that's more often than not, a little it will take to close most of your trades. C nearby could be worth the commitment. A commitment is defined as a status or example
of an emotionally insimed one. Commitment is a great lack of our time-it's rare to find people who are committed and emotionally encouraged to do anything to get something done! C in close could be worth consistency, because that's what it takes to achieve higher closing rates. Consistency is defined as freedom from variations or
contradictions. Consistency is critical and gives you a set of options without variations and randomness, which will bring more harmony, stability and logic of action. C could stand for a Can-do attitude that is absolutely essential to make things go well. Can-do defined; characterised by a keen willingness to take on challenges and face
challenges. If you don't bring it to the table, no one will ever put you in the final arena, no matter how good your price, your product or your design is. You have to bring a can-do attitude to the table every time. SCIENCE OF CLOSE 49 The
bottom line is if you miss any of the C's you won't make a deal; And all you have to do is lose. Many believe in their product, services and ideas, but because they lack technology, they can not stay and close. The world will never know how great your product or service is unless you learn how to close! It is important that you gain both the
belief that you have something incredible and the ability to convince people to take action on what they offer. Whoever can stay close to the longest reaches the most-est, because he is the most convincing. I don't mean that you should spend a long time nearby, but you have to go into close believe that what you have is better and you
need to be trained prowess with enough techniques to never stop until you get an exchange. HARSH REALITY Harsh reality is either close or you lose; there is no middle ground. There is no middle ground. There is no cost to the seller greater than the loss of the store –NONE. It exhausts an individual's faith and confidence in himself, his product, and the idea of
them. When a seller is unable to close, they become visibly demoralized, and over time, begin to give up their quest with attention stuck to the accumulated losses, rather than the trust and competence that comes from winning. The loss of trade has had devastating results as it fuels uncertainty, uncertainty, doubt, fear, loss of hope and
ultimately more lost sales. These losses are very expensive emotionally and financially for yourself and your 50 the closers survival guide company and should not just be taken lightly or considered something that is inevitable. People get too casual about it and incorrectly convince themselves, that's just the way it is. There is no recipient
unless you close, except, perhaps, your competitors! Certainly the prospect in any way benefits when you don't close as he is left to continue his efforts to get some product or service or solve some problem that you hoped you would for him. Remember, no one wins if you don't close - nobody! Do not be reasonable on this fact. It is vital
for your future that you understand that everyone eventually loses when you fail to close. Get this point drilled into your way of thinking. Come to learn the closes in this book until you can use it in any order and effortlessly, and you will make things happen like never before. It is important that you dispel any notion or belief that a sale
involves getting a buver like you, your product and your company. If that were all it took to succeed, then 90% of all sellers would be wealthy; Aren't! Successful, consistent and reliable sales results require more than just getting people to take you and your product that require someone to finally conclude on actionable agreements.
Regardless of your sympathies, if you are unable to close you will not be paid the rewards that are available, nor will your client receive rewards from your products, services and ideas. SCIENCE CLOSURE CL
those who love their work from those who do not like their work. It's the division of camps among those who only dream of those who only dream of those who only dream of those who not like their work. It's the division of camps among those who only dream of those who on
up to make that dream come true. Dreams don't require dreamers, dreams demand closer! Dream don't require dreamers, dreams dreamers, dre
close. A conclusion is a point in any transaction when it becomes time to ask someone to take action. This action will always require the transfer of something of other value. This could be giving money to the product, or signing a future
commitment or contract to pay some agreed installments. The conclusion may not always involve money, but it will always involve something of value to stakeholders. This make-break point is when people shake and toumi, get tongue-tied, sweaty palms, can't think clearly, don't know what to say, act like a deer caught in headlights, and
the heart starts racing. Due to these wild reactions, the seller begins to doubt himself and his mission, and then, of course, the buyer will do the same. These negative reactions are only symptoms that do not fully understand how to conclude a deal and are not fully prepared for how to provide this service in conclusion. Yes Service.
Closure is a service and should be used as a service because you help someone make decisions. It is important that you learn to handle this area up to point 52 of MAKE-BREAK POINT 53, where you no longer have these physical reactions, where you are fully rehearsed and ready to provide a closure service. This is an incredible
missing piece of data for entire industries, companies and individuals that closure is a service. Companies talk all the time about customer service, but sometimes they can't close on what they represent. It is not possible to service anyone without first having them asked to the end. REASONS FOR NOT CLOSE Why would this step of
sale, the one that most determines a person's income, be one of the steps that is most revered, most revered, most revered, most unpleasant and most misunderstood? How is it that you can enjoy meeting people, now demonstrate the product and talk about your company and then suddenly and without explanation loathe closure? What happens
when a completely confident person who knows that his product (or can only ask if he gets any resistance)? There are many reasons that can contribute to this, and I will discuss a few of them. Firstly, I believe that most retailers and people are misinformed when they are put
into a sales business with inaccurate information about what it means to be truly successful. Sellers have been told many things over the years about sales; some true, some not, and 54 THE CLOSERS SURVIVAL GUIDE is close
One would not expect the same techniques used 30 years ago to have the same efficiency today. You've probably been told, like me, that selling is about getting people to like you. Maybe it was pounding you that selling is about the product, identifying the buyer's hot button, and meeting those
needs. You may also have been told that sales are purely about relationships and building trust. You may have received information from others that you weren't pushy, offensive, or that people who close have to apply pressure and that no one likes that. While
some of the above may be true, it doesn't quite paint a picture of what it means to be really successful as a foreclosure seller. When I talk about thriving, expanding how you make your way in life, selling your ideas and dreams and fulfilling-your-pockets-up-
successful. This is when closing becomes the norm, not an exception. There are many kinds of wealth, and while money is just one of them, in this book we are talking about you not only liking sales or enjoying sales, but being paid very well because you own the unique talent of closing the store down! Let's face it, average sales people
idle dreamers, and inefficient workers are a dime a dozen, and to the extent they are not very valuable, because mediocrity is not MAKE-BREAK POINT 55 valuable! There are hundreds of millions of dealers on this planet who call for the sale of their profession, and they have business cards to prove it. Speaking of successful closures,
we are talking about a very small, revered club of truly professional, highly trained and highly compensated individuals who have one thing in common - the ability to make, wrap up a deal and tie up all the pieces! Even a six-year-old understands the value of closing a deal versus selling! When you go home late at night, tired, and kiss
your baby good night, he looks at you with those big eyes and asks, Mom, did you sell anything today? What's the kid asking you? He doesn't ask you if you've made a friend or if anyone's thinking about buying or even got the buyer hot. Your child asks you: Have you made a deal? You either did it or you didn't! This book will put you in a
position where you say, yes, son, That's what I did. OR CLOSE? A person once commented to me that he thought I had put too much value on close by and not enough for a relationship, it's almost impossible. However, the relationship itself does not specify closure. Most stores only
close when a seller makes a deal, not because someone likes you, your company, your ideas, or even your presentation. Sure, you want a good relationship as you'll be an al-56 SURVIVAL GUIDE most never close when you don't have one. But if it was just about being nice and friendly, then no one would have the need for this skill
called closing as you would only be required to present your product and people would buy it. If it was just a relationship issue, your friends, family and loved ones would call you and give you money for no reason. That's not the case, People do not separate themselves with their money, nor do they decide on future duties without help
from closers. People are very insecure about their money and their ability to make the right decisions, and that's where it becomes closer to service and is valuable. If the trick was just to be nice, most of the world, at least nice people, would do great. The fact is that most of you give too much importance to it, that nice and not enough
emphasis on closing the store down! Most retailers spend too much time on nice and never really transition to the end and get that actionable exchange of value. The nicest thing you can do for someone is make sure you make a decision and take action. Do you know where the word nice comes from? Its original derivation from the
Merriam-Webster Collegiate Dictionary is French, and it came from the word silly, simple, stupid, ignorant, and ignorant, and ignorant, and ignorant and simple? 20/80 RULE I'm not suggesting you're not nice, most people already know how to be nice. I suggest you learn MAKE-BREAK POINT 57 how to
close your buyer's decision now and stop thinking that nice will get you close. Nice won't get you there. Close is defined by the dictionary as the ability to quit and complete a deal. My definition of closure; a service where you help someone decide to exchange something of value with something of value. This skill represents only about
20% of your sales time and 100% of your money! It has been said that five attempts are needed to close the average prospect. I have no idea if this is true, but I do know that the number one reason it is close is never made is because the seller
doesn't have a large enough arsenal to close, allowing them to persist beyond the number of stalls, and the objections that occurred when the transition to the end. Like a fighter in the ring who can no longer throw a punch or defend himself and is sooner or later knocked out; The seller leaves the opportunity without a deal because there
is a short to fight plan and they are whipped to the point where they can no longer service the customer on yes! This book assumes that you did it through your presentation, enthusiastically introduced your proper preparation for
close by. 58 THE CLOSERS SURVIVAL GUIDE It is assumed that the reader understands that the conclusion will prove successful only if all the other steps that preceded it have been carried out correctly. In short, the buyer must be sold to you, your product and your design! The buyer must want a product or service! In short, the buyer
must: 1. Be sold on what you present and want it 2. I trust you 3. Be a decision maker 4. Having the means to pay for a product for ten reasons, frowning W hile failure can be many reasons why it failed to close, I will identify and discuss what I consider to be ten of the main reasons why most people are not successful in closing. #1 never
tried to close. That's the biggest reason you'll never make a deal. It's just basic and simple: never tried, no try. This could come for many reasons, all of which are later included, but because closer never asked to get a deal, it won't. If you don't swing the bat you don't have a chance to hit the ball and if you don't try close you won't be
close. This could come for many reasons - even just a desire not to be rejected. I've had many people tell me this is what hurts them the most because I asked than no answer because I
did not do it. Push yourself to try close, be willing to fail, be willing to get a no and you will be shocked by the number of people closing in just because they learn that pressure and insistence are bad, ill-dressed, rude
and inappropriate. Given his/her upbringing when it comes to being nice, having manners and other social graces, the seller is not willing to be insistent. While it is important to have ways and be respectful to others, this is incorrect data for getting what you want in life. As a child, you were told many times: You must learn to accept no!
Good for parents, it's not so good for a child who is getting this lesson, and absolutely suicidal information for a child who will push through this socialized training and learn how to get your ideas closed. Enforcement
doesn't mean I'm not pretty or badly brought up, but rather it shows that I've sold on my product, I know what I want, and I'm willing to push through all the resistance to get it. In my first book, Sell To Survive, I tell the story of the biggest sale of my life-winning over my future wife! If I did not go beyond this effort, I would not succeed in the
greatest joy of my life. During thirteen months of trying to close her down on my idea that my wife I was never ill brought up, inappropriate or unprofessional, but was very interested and believed in my search. Because of my insistence, my trust, my dedication, and my willingness to hang there, I finally won her heart. Being nice, without
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perseverance, and even some pressure, 10 reasons, softening FAIL 61 would not do the job, I assure you! #3 — Unwillingness to deal with emotions. Most people are unwilling to deal with emotional exchange at all costs. This retreat and desire to
avoid emotional output is a retreat from life itself. You have to be willing to handle anything and everything, including emotional output from others, to be with them and achieve anything in life. When it comes to negotiations, agreements, decisions and money (close), people get emotional and most of it is just emotional reactions that have
nothing to do with you or your proposal. You need to be trained to do none of this, acknowledge your prospects, and definitely avoid getting emotion. When a child starts crying, should a parent do the same? I hope you
said no. When your prospects start emoting, they are simply expressing some emotions and that should not be given more value than they deserve. Instead of being emotional with them, stay interested in them and continue to act until you get close. Do not run away from discomfort, do not try to hide from it, do not pretend that
it does not happen and absolutely do not react to it. Stay calm and focus on what you are doing there! 62 THE CLOSERS SURVIVAL GUIDE People get funny when it comes to money. Train yourself to handle people logically, not emotionally. Learn how to sit in one place comfortably while
your client is away hysterically, and you will become a master at acting. There is a communication course I took that can teach you how to be comfortable in stressful situations and Nothing. I highly recommend this course because it will give you a much needed skill that you are able to handle anything. #4 — Lack of faith in the product.
This failure to close happens because the seller (now closer) does not fully believe in his product, idea, service (or dream) to the point where they will do anything to close the customer. You have to believe at a very deep level in order to control when you get close. Have you ever believed in something so much and insisted so
passionately that you made someone do something they didn't really want to do? That's what I'm talking about! You don't have to be ambitious to do this, you have to be convinced that what you have is so incredible that you won't allow any decision other than allowing you to do it now! A customer once said to me, Are you pushing me?
answered, sir, please don't confuse my insistence and enthusiasm with the pressure, I need your approval here and here. He looked at me, smiled, took the pen and closed it. 10 Reasons Closers FAIL 63 People who sell every day tend to lose that passionate insistence to make sure buyers say yes to what they have to offer. I wrote
about it in detail in, Sell Survive, where I described people giving up due to a lack of faith in their product, their service and the company they represent. You must be rehabilitated from time to time in order to maintain the insistence factor. Every sales
exchange is sold. The one who is most convinced, the most passionate and the most sold, will make the best selling and most convincing. If you are not sold, you cannot enter into a contract to which an action may be brought. The most important sale you will ever make is long before the client is involved. Closing or being locked up is
what we say in our office. The party that is the most sold will do the most closing! #5 - Miscalculation of effort. People do not have the correct estimate of the amount of effort required to achieve results. It happens to people in all types of careers, including executives, entrepreneurs, CEOs, actors, athletes, managers, dreamers and
anyone trying to achieve the goal. The inability to properly assess how much energy and effort it takes to do something is a big problem for the seeker. The result is someone who is not prepared emotionally, physically or technically to create the right effort needed to accomplish the mission. If you are preparing to lift three pounds and
then just train for a 64-pound CLOSING SURVIVAL GUIDE of three pounds, you won't succeed more often than not because life more often than not because life more often than not adds a variable or two. Real life always seems to change the lab test. Let's say that the day you show up, one of your arms goes into spasm and now you have to pick up 3 But you trained
with both hands. Now you fail the test. If you've just trained to handle 30 pounds, and need to pick up three pounds you'll always be ready to succeed regardless of the variable you entered. No matter what challenges you face in the real world, you need to be prepared beyond what you think it will take to get the job done. You wouldn't go
on a 300-mile trip with just 1/2 tank of gas, would you? An incorrect estimate of effort is the main miscalculation in the goal of achievement. Have you allocated time, effort, amount of insistence, enthusiasm and staying power to keep your prospects from no to yes? Have you trained for the toughest situations you'll ever face? This correct
estimation of the effort allows you to correctly assess, and then prepare for the situation! Train for the hardest and I hope for the simplest. #6 be reasonable. This is a human condition that seems to be maintained on the company of psycho-gibberish groups that say it is healthy: settle down, - just be happy and enjoy life, - take it stepily, -
be satisfied, and do it later. Once we encounter serious economic upheaval, you will see that this made-up nonsense will become the destruction of millions of people. People are convinced to enjoy life rather than create a life
that they enjoy. The urgency to complete tasks and close deals as a daily habit is lacking in our society today. The middle class has been tricked into believing that once they enter a certain level of income, they are entitled to a certain lifestyle and that it is important to live life rather than create the life you live. Most individuals approach
things with urgency only when their survival is at risk, and most of the time it is too late. The close is just the latest service step of several events involved in the sale, similar to bagging grass and bringing it to the street for a garbage pick-up is the latest action in lawn mowing. It won't be done until something is finished! One of the things I
work on in life is to complete the actions started and complete them as quickly as possible. The more I finish, the more I can finish. The less complete it seems (which ultimately reduces my desire to start new things). Sellers with unclosed trades are punished more than they realize! Watch as someone becomes
less and less ambitious as more and more deals are not closed. Watch as they quickly become lethargic, depressed, critical, negative and hopeless. You get used to everything that is with a sense of completion and urgency to complete and close them. Never be reasonable with time! This discipline is critical to mounting up, selling after
sale, and one that is understood by heavy hitters. How do you Time? Complete each action of the 66 SURVIVAL GUIDE once started, do it as fast as possible, and then go to another task. Same with closing stores! Don't cross what you can pack today. My sister had a friend who wanted to buy my first book from me, and she asked me if
we would send the book out and wait for the check. I said I could do it, or I could call her, raise money, send a book, and close it now. My sister said, Grant, you can't need such a bad $30 - what's so urgent? It has nothing to do with $30; it has more to do with creating discipline to urgently attack finishing things and go for the next thing.
Do not be reasonable at this point of urgency in closing. Practice completing everything you start as a discipline to start closing more trades now! The urgent desire to make a deal, any deal, no matter the amount, is what I live by. One agreement concluded becomes the second concluded agreement. Be urgent and never be reasonable!
#7 - No financial plan has been put in place. Sellers work without valid financial plans; therefore lack proper motivation and underestimate the importance of everyone close to you financial plans; therefore lack proper motivation and underestimate the importance of everyone close to you financial plans; therefore lack proper motivation and underestimate the importance of everyone close to you financial plans.
that your wife can buy what she wants, you can be a lot closer. If you want to make sure that you can take care of every possible situation that comes your way, you can be much closer. Build a financial plan for yourself that takes care
of more than just accounts, but also creates financial freedom for yourself in the future, and you can be a great closer. People underestimate how much money actually secure their financial freedom. People are reasonable, clearly unconscious, and even unwilling to face this area of financial planning. Many people have a
difficult closing time because they don't have the right motivation to do things that are uncomfortable to get the job done. Just paying bills is not meaningful enough for you or anyone else for that matter. No one will look forward to paying the phone company.
Some of the best openers I've ever met were the ones that didn't do it for profit; They did it for that reason. Fundraisers, for example, can be exceptional masters who get up to raise money
from others because they are so entant and entant on the purpose and real financial needs of charity. You must have a proper financial plan in place that caused me to push harder than others around me were willing to push. I go into any
agreement knowing that this agreement will contrib-68 closing survival GUIDE ute on grant cardone financial freedom plan. I didn't have the money to fund my own plan, so I looked to others to do so by closing deals. Too many people go to work every day for the next forty years to later find out that they are short on money and long
years. This would suggest that most people misjudged their financial needs or never create a financial plan at all. Get a financial freedom for you and your home. You start making more deals and you stop underestimating the amount of effort, energy and
enthusiasm that is needed to make a deal. The bottom line is this: if you underestimate what it takes to create real financial freedom, then all that makes sense is that you underestimate what it takes to make a deal. #8 – Handling objections that are only complaints. Sellers, unfortunately, have been taught to address objections for years
that are not objections at all, but only complaints. Of all the sales books I've read, I've never seen this problem distinguished. Over the years of research I have learned that most of the so-called objections from the client are not really objections at all, but just simple complaints that people automatically make throughout their lives. RULE:
Treat all objections as complaints until further confirmed. 10 reasons closers FAIL 69 Most of the time closer is processing a complaint that never requires more than, I understand. When you treat a complaint that never requires more than, I understand. When you treat a complaint as an objection, you verify it and turn it into something that isn't. The more you verify and manage it, the more real, the stronger
and more significant it becomes for everyone. The first thing I do when I hear what appears to be an objection is to treat it as a complaint until another verified as a genuine objection is valid or not! If this is a legitimate objection, you will
know soon, because if you try to handle only the complaint, your prospect will make it clear that it is more than that. But believe me, most of what you hear nearby are not objections that are just mere comments or complaints no different that someone commented on the weather. #9 — Lack of closing material. Lack of closing material
stops the closure. Due to the lack of successful techniques and closing material, sellers are not able to persist in the end. I have personally met hundreds of thousands of retailers and only a small percentage of them have a handful practiced, rehearsed and ready to close. There are thousands of vendors who, after leaving my seminars
and being on my final programs, have as many as 100 completely rehearsed, memorized killer-closes are able to use them and depend on real-life sales situations. All these individuals have watched their confidence, their love for their work and their incomes soar! Large closing elements are rare. No 70 CLOSERS SURVIVAL GUIDE is
born large closing - all are developed through study and practice. Large closing systems have deep arsenals of sealing material completely remembered, rehearsed, natural for them and delivered in a way that corresponds to their personality. They completely and utterly understand how and when to use their closing tools, and are able to
control them with ease, even in the heat of battle! Just to clarify, none of the closures written in this book is used with the intent of manage and service your prospects to make logical decisions ending in the exchange of the winner. #10 — Incorrect barrier. Sellers mistakenly believe that their customers are an
obstacle or reason for not being close rather than understanding that (seller, closer) in fact, they are the ultimate and only obstacle for everyone close by. That's hard for most to swallow. I was once told, wherever you go, here you are. It hit me like a ton of bricks, I immediately agreed to it, because I knew that the things that were
happening to me were happening because of me and my faith. I was actually elalted, it increased my level of responsibility and put me in the place where I took up my life. At least I can do something if I make them! That brings me to one of my favorite sayings, nothing's wrong with you, it's going to happen because of you. I assure you
what is happening to you nearby is happening because of you, your actions in life and your beliefs. Regardless of the objections or situations that are repeated- 10 reasons why fail 71 ring events are closing are due to you because of some agreements or beliefs you have in this area, or some mental creation you will continue to verify.
What you're focused on attracts. Think of a car crashed long enough and you'll have one. Think about the flu long enough and you'll get the flu. If you think the prices are too high to be thought about, you have to shop around that you've never made a hasty decision, etc. then these things become barriers for you when you try to close
others. I know it sounds the way it looks, but look at your life. Look at the objections that you continue to get close to, and I assure you that you because of you. If you believe me long enough to find out how it might be true, then you'll find out
how true it is. For more write down each objection you get from your prospects and see how many of those you use in your own life. If you are honest with this exercise, you will be amazed at how you have stopped those negative thoughts with which you agree. To explain to you what I mean, I want to tell you a story about one of my most
trusting associates who once came to me and said, I can't get near any of my tracks. It's weird. They have the money, they can do it, they want it, they can afford it, and they know it's only a matter of time before they do, but I just can't get them to shut down. I can't figure it out. What do you think it is? I said, well, it's simple! You're doing
exactly the same thing in 72 The Closers Survival GUIDE of your life. You're not going to spend money on those things you know you're going to need, so when it happens to you nearby, you can't close your prospects because you agree with what they're saying! You have to open the floodgates and start saying, 'Yes!' in your own life.
Your customers somehow reflect that exact belief (barrier) you have and won't release money (just as you won't). I don't know why or exactly how this phenomenon works, but it happens to everyone. Stop asking customers to do what you don't do. This is not a sale; It's hypocrisy. Start doing what you ask others to do, and just like magic
they start doing what you want because that's what you do! This will align the actions of your life with what it is you are trying to get others to do. People somehow know when you ask them to do one thing, but do something completely different in their own lives! Compare the two, take responsibility for what you create, and start making
more offers! Remember, it happens because you're not you. Oh by the way, my coworker took my advice and went out and bought those things he wanted but said 'no' to. The following week, it closed more deals than it had in the previous two months. We all have a very strong ability to create, to attract what has our attention. That's why
I've suggested for years that sellers keep objecting to the laptop (complete log) of everything that happens in exchange with the buyer so you can handle it, and more importantly how you can be creating it. Remember, you are a barrier, not your prospect!
Take the time to check off which of ten may be keeping you from the end. Even keep them at your desk or refer to them after you miss the deal closed: 1. Never tried to close 2. Pressure perceived as bad 3. Unwillingness to deal with emotions 4
Lack of faith in product or service 5. Miscalculation of efforts 6. Reasonable 7. No financial plan in place 8. Take out objections that are only complaints 9. Lack of sealing material 10. Incorrect barriers rules L ike every game there are rules, especially in the end you have to follow these rules to ensure your success. There are 20 main
rules listed below, including my comments on each one. From time to time, I will review these rules and treat them as a firm policy that I will not violated and omitted, even by experienced professionals. It's hard to lock
someone up when you're standing. They say present a product, service or idea on your feet, but always negotiate terms from your seat. In addition to making sure you're sitting trying to make a deal, you also want to have prospects to sit. Even when you're standing. They say present a product, service or idea on your feet, but always negotiate terms from your seat. In addition to making sure you're sitting trying to make a deal, you also want to have prospects to sit. Even when you're standing.
not responding, and that you're convinced of the deal. Going from a standing position suggests that something has changed and allows your proposal in writing. People don't believe what they hear, they believe what they see. What is written is more trustworthy and 74
RULES 75 more valuable than what is simply spoken. The old proverb, talking is cheap playing here. Always have a contract available and a writing panel on which to make your points. Anything that is offered or value points that are included or expected should be written so that everyone can see them. Example: If your product or
service has a warranty that is standard in your offer, still write it down as something the buyer gets when they make a decision with you. In conclusion, 99% of almost all negotiators overlook this because they assume that, since it is included, it should not be published or used as a final point. Anything of value should be emphasized,
written down, and used to create your logical case for many reasons why someone would do business with you and do business with you rehearse and make it clear what your offer is. Don't mutter and don't cover your mouth. Speak clearly and confidently so that your
offer is communicated in a way that indicates optimism, pride and credibility. No one will trust a person who can not communicate clearly and confidently. Practice your delivery and then played them to ensure that my communication came as
I intended. 4. Always complete eye contact. It is very important that you learn to maintain eye contact with your prospects, avoid stray eyes, look around them or through practice and you can improve it by uploading yourself. Most of
the population on this planet today has not made eye contact. All you have to do to prove that is to go to the café and say hello. Walk down the street and ask someone something and watch them look the other way. If you want to be believed, it is important that you make eye contact with your prospects. This indicates an interest in them
and confidence in yourself, your products, your services, and in what you are proposing. 5. Always have a pen to sign. Always closing is great, except for the closer who finds himself without a pen and a contract. I remember once i made a deal that my prospect had just agreed on, and I reached for a pen in my jacket, but it was gone. The
prospect took it as a sign that he shouldn't sign and welcome - and he didn't! I was devastated, and now I refuse to go anywhere without a sword in my hand. All contracts require signatures, and this requires ink. Always have a pen with you. In fact, you should always have a backup pen. Also consider keeping a nice pen that portrays you
as a professional. Invest in nice things and you will have nice things! 6. Know how to use humor to relieve pressure. This is an absolute art used by the greats! Life is sometimes revealed through stories, and everyone loves a good story. If the story contains humor, it causes people to relax. Be careful that your humor can not rule 77
offend or be off-color. This should tell the story and relieve the pressure in the end. Avoid using humor that make your buyer feel good, feel positive and this reminds him that life needs to be enjoyed, not endured. Any humor that can make people feel good, inspired or hopeful is always appropriate!
People are more likely to make decisions when they are less serious than when they become very serious. People pay more for entertainment in this country than for education. The reason why: they want to feel good. Make sure your humor makes your prospects feel good. Make your close more about the game than about the critical
decision. Let it be more about how they will look good, feel good, and how they do the right thing than about it being some serious thing. You as a closer close more trades when you are able to get your client to lighten up, laugh, have fun and be less serious. I've used humor to take the edge off for my entire sales career. Humor,
combined with the right techniques to close, is unstoppable. 7. Always ask again! This is what separates the closeers from the sellers, and the big money from the average manufacturer. To continue to ask, persist, figure out another way to circle back after being told, no, relocate and ask again is ultimately what will make you great closer.
This requires you to have a deep arsenal of techniques and a full understanding of all closes in order for you to continue to persist. The only way to wear out the resistance of the 78 SURVIVAL GUIDE closeers is through persistence, and it requires you to know the information in this book so well that you are able to weathe all the closes
until the buyer is finally yes! This area of perseverance is also a social problem because you were told as a child that perseverance was a bad thing because it was rude and uncomfortable. You can not listen, do not ask me again, and you are so stubborn are common negative reactions to perseverance; However, being stubborn is a
good thing. Asking again and again and again and again is a sign of someone who knows how to get what they want in life. It is not disrespectful to continue to ask in another way for yes after being told, no does not mean that I did not listen. It just means I've sold more on my
opinion than I have any other opinion. Vince Lombardi said: Winners never end, and quitters never win, Who wants to say ves to cowards and how can they if you quit? To persist and ask in a different way means that you need to be completely sold, you need to have complete confidence in yourself and your product and you need to be
absolutely clear about what you want and how important it is to your survival. You should treat every opportunity to close like your life depends on it and it does! Termination is encouraged in society today and perseverance is truly discouraged. There is an overhang of offer quitters and a lack of perseverance. Which one is valuable? If
quitting can be taught and drilled in, then no quitting can also be learned. Practice does not end! Role play using closes and try again even after saying RULES 79 are done and you've tried ten different ways. See how strong you can get this persistent muscle, and like any muscle, it will get stronger! Drill it until you are unpleasant, rude, or
ill-trained, but professionally persistent, smooth and confident. 8. Always available arsenal closes, so you do not have to repeat yourself. Most retailers quit because they lack variation closes, and that's what the rest of this book will handle for you. You need a wide range to handle all different types of customers and objections.
Remember: correct estimation of effort! They say most prospects close after five attempts, but the average seller has only four closes available. I don't want four or five, I want hundreds just in case. You also need a complete understanding is through
listening. In addition to taking this book with you referring to it daily, you should benefit by ordering the program on audio, and online www. CardoneUniversity.com or www.CardoneUniversity.com or www.cardoneUniversity
every word I say and you're tired of listening to me. I know that sellers who on these programs have 10X'd their income. Become a master through repetition. You know that sellers who on these programs have 10X'd their income. Become a master through repetition. You know that sellers who on these programs have 10X'd their income. Become a master through repetition.
the number of times you leave the buyer alone. It is important that you continue to create and enjoy credibility and credibility with your customer. Every time you let a customer check on something or leave it with someone else, it creates doubt and uncertainty in the buyer's mind. Car dealers are notorious for abandoning their customers
and going back and forth to have their managers check on one thing or another. This is the biggest pet to off car buyers. This back and forth creates back and forth to have their managers check on one thing or another. This is the biggest pet to off car buyers. This back and forth to have their managers check on one thing or another. This is the biggest pet to off car buyers. This back and forth to have their managers check on one thing or another. This is the biggest pet to off car buyers.
and use authority for close, because it can be very powerful if not overused. 10. Always treat the prospect as a buyer. One of the biggest mistaken ability to determine who is the buyer and who is not. Anyone reading this book can think of several times when they
make this mistake, and it is costing them business. I was in hundreds of transactions when I was told that there was no way to close a person, and because I treated them like they did! Regardless of the circumstances: no money, no budget, no taxes, no de- rules 81 cision maker, can not make a decision-no matter what you hear, always
treat the buyer as if he were a buyer. I have this little trick I play when I'm close. -I survey the prospects for any symptoms that indicate that they were driving, the house they live in, the credit card they use, etc. They are all proof that this prospect has indeed demonstrated
the ability and history of closure. No matter what they say, I always wonder: Every buyer is a buyer. Treat them like buyers, and they'll turn into buyers. 11. You always know that you can come to an agreement. This is a mental attitude that must be further developed in all of us, and that attitude must be protected like all gold at Fort Knox. I
continue to say that we can make a deal, no matter what the buyer or the people around me have told me. They say; In the event that the there is a will, there is a will the negativity that comes your way out of your environment as if it were a disease
that kills you and be sure it does. People spend billions of dollars to protect their bodies from disease and spend almost nothing to protect their bodies from endless viral infections: we can't do that- that's not possible- there's no way and on and on. Newspapers, television and radio are carriers of the diseases and cancers of our time, the
spread of misinformation 82 CLOSERS SURVIVAL GUIDE and mental contamination that destroys people's marriages, careers, finances and dreams. The 'Rules of Success' (available on DVD/CD and On-Demand) program is a great tool to make sure you always maintain a positive mental attitude all the time close. 12. Always maintain
positive behavior regardless of the response from the buyer or about it, from your own management. It's important that you keep your attitude positive and maintain a positive, professional can-do attitude throughout the
negotiations. In my marriage, my wife and I do everything we can daily to make life light and easy, fun and flowing so we can excel in our marriage and in our lives. We try to do the same in our offices, regardless of the results so that they continue to make things positive, up beat, even game-like. They say you can't always control what's
going on around you, but you can control how you react to it. When you close, it is important that you check your attitude regardless of the customer's attitude. When they are negative and you stay positive, it just makes you look
much better and more attractive. Negativity always succumbs to positivity, always. It must be practiced by both new and experienced sales, the rules of 83 people. And a word of caution for the most successful and seasoned professionals - you, of all groups, need to practice it more than any other. Given your years of experience and
hardening, you may come away as intolerant and arrogant in your answers. Be careful, old pro, do not rest on past successes, because it can cost you future sales. One great book says: The humble will inherit the earth and I say: Those who can remain positive no matter what happens around them will inherit the treasures of the earth!
13. Always smile regardless of outcome, answer, objection or communication. It's not just about your inner positive attitude, it's also about your physical expression. You must practice it until you are able to smile regardless of the situation. A six-month-old baby does that and melts everyone in her path. Take a walk and see how the kids
are smiling, and you'll see the financial value that awaits you by restoring that ability. For next week's practice with a smile with everyone in every situation you come across, including arguments, disagreements when you don't get your way and every time you receive poor service. SMILE BIG AND SMILE ALWAYS! Do this until you can
argue with a smile, disagree with a smile, negotiate, overcome objections and close with a smile. Have you ever noticed that very successful, they're smiling, it's how they got successful. That's a million dollar tip-SMILE! 84 SURVIVAL GUIDE TO CLOSING DEVICES 14. Always
treat the buyer as they can! I've always said that if you treat someone like they have money! Treat me like I didn't buy it, and I assure you, I won't buy it! All your words, answers, actions, facial expressions, your solutions to objections need to be conveyed that you are treating your prospects as someone
who is going to buy, who is going to say yes, who will eventually go along with your proposal. Treat them as if they want to play and they will play. In Sell to Survive, I told the story of how I locked up my wife. I used exactly this assumption, where I always treated her like she was my girlfriend and never stopped acting that way no matter
how she treated me, even if it wasn't as positive (which was the case for over thirteen months). Even today, when she's mad at me, I treat her like she loved me, admired me, and like I didn't do anything wrong in her eyes. Sooner, sometime later, I'm going to lock her up in this. You create the buyers you think they are - every time! Treat
them like buyers, no matter what! 15. Always confirm the buyer for any offer or communication he makes. No matter what the buyer offers in the negotiations, even if it is absolutely unacceptable, take the time to recognize them as this offer. Wannabes do not take the time to confirm the prospect of an offer because he is so intent on
selling his proposal and fails to acknowledge what has been offered. When you don't have time to confirm, you make things even worse to be-RULES 85 cause your prospects to become firmer and stiffer. Take the time to thank, I appreciate it and I want to congratulate you on that suggestion before you get to your own suggestion. 16. I
always agree with the buyer and never disagree. This is one of those absolute truths in the negotiations that I am confused with always agree agree.
Whether the buyer is right or wrong is not a problem! To resolve a conflict and disagreement, it requires only one person to agree with the opinion, the disagreement is over! Dissent results only in not closing deals! Lose the
battle, win the war! 17. Always look for a solution. The world is full of people who can't do it, and then there's a few people who can't do it, and then there's a few people who can't do it, and then there's a few people who can do it. Those who can do it. Those who can't do it, and then there's a few people who can't do it, and then there's a few people who can't do it. Those who can't do it, and then there's a few people who can't do it. Those who can do it. Those who can't do it, and then there's a few people who can't do it. Those who can't do it, and then there's a few people who can't do it. Those who can 't. Th
and mental fitness so you can always keep things moving forward and not keep hearing. Find a way to solve this and look for a solution. We're not trying to make a deal! Come up with Earthly 86 THE CLOSERS SURVIVAL GUIDE solution as it can work and ask them to participate in finding a
solution. There's got to be a way, let's work this out together. Some great lines you can rely on are always: How can we make it work? What can you do to make it work for both of us.... People appreciate those who never give up, those who always look for solutions.
Note: If the people you're closing aren't offering you a job, it's because you're not using this information.) 18. You refuse to close care so much. This is off sale now and more on the purpose line. An individual reaches incredible heights in their life if what they do lines with a goal. That's why you see mission and charity workers working
tirelessly day and night to make a difference. This is lacking in sales because most people do not properly and completely align the sale of the product and the conclusion of sales with some higher purpose. At the end of the day, your real purpose will guide you. My employee watched me process a customer over the phone from my LA
office, and when the call ended, he said, the difference between your call and my call is the amount of care you communicate in helping people. It's not how much you want, you want your money or close, but how much you want to help another who eventually gets what you want, you want you want you want you want you want your money or close, but how much you care and how much you want to help another who eventually gets what you want your money or close, but how much you care and how much you want to help another who eventually gets what you want your money or close, but how much you want your money or close, but how much you want your money or close, but how much you want your money or close, but how much you want your money or close, but how much you want your money or close, but how much you want your money or close, but how much you want you wan
RULES 87 19. Use the full arsenal closes. Never depend or settle for one or two, but be adept enough to use them all. I've said this before, and it's important that you don't just get acquainted or comfortable with a few of them, but get ready to be able to use them all. I'm sure you'll find your favorites and the ones that somehow make the
most sense you, but take the time to get acquainted with, and be able to use them all. One day soon you will need them all! 20. You always know that you close! Sales, presentations, demonstration, promotion, marketing, confidence building, etc., are very commendable and admirable actions, but in
no way compared to the final conclusion of the trade. Breathing and eating are important, but in the end you want to live. Same with sales and closings. The closure were necessary to get close, but they will not allow expansion and survival. Make a deal
be willing to do anything to make a deal and know that only until you actually get to this critical survival exchange point do you provide some real value. This book is possible because thousands of hours of research I have done in this area. It's also possible because of the many sales greats that I took the time to study that
came before me. These guys greatly assisted in my sales training, my sales career of 88 SURVIVAL GUIDE CLOSURES and the development of this book. While most of these closes are original, many of them are the result of contributions over my years learning from greats like Zig Ziglar, Tom Hopkins, Jackie Cooper, Brian Tracy, and
many more. This arsenal of techniques in the Closer Survival Guide is presented in no particular order, so don't assume that the first closure is worth more than the ones that follow. They all have value when used at the appropriate time and in harmony with others. I was in situations where my first five attempts would seem to have failed,
but later I found out that they had prepared the client to be closed only for the sixth attempt. I would never suggest that you could not close at the first attempt. Based on my experience, the first attempt to close is an exception, not the norm. You may also notice
that each of the many closes contain a list of other closes that could be used in conjunction or that may be similar. Again, none of these techniques are any more valuable than others, but they are to be used in concert with each other to create the effect you desire. You become the most effective when you get to know everyone, and you
become unstoppable when each of them and all of them becomes something you no longer think about but just use. Be careful not to be comfortable with just a few, because it would beat the purpose of having an arsenal. Learn them all, and then learn how to tell a story with them, one by one, and rule 89 will reward you with Master
Closer status! The more the seller understands, the more he will look, more professional and believable will appear to his client and the more he will be rewarded. It's close to beating more sellers than anything else, but it may not beat you. Concluding an agreement is vital to the survival of the seller and
without a wide and different range of techniques you cannot achieve your financial goals. 90 THE CLOSER SURVIVAL GUIDE THEM, TEST THEM, Use them, enjoy them, and most importantly... Prosper from them! — Grant 91 92 CLOSES
DELIVERY CLOSE When would you like to take delivery or have your new First or tomorrow morning around eleven o'clock? GRANT'S TIP: The closure of the supply takes ownership and offers the opportunity to say yes. This is one of the strongest and overlooked closures. Never ask: What do you think? or open questions. Always
assign ownership using your word. See: All Prerequisites Closes, Check Close, Scale from One-to-Ten Close Survival Guide 93 Proactive Learning: Write exactly how you'll customize it nearby to present your product, service, suggestion or idea: Write what objections you might receive from using this close, and what new close
you might use: 94 CLOSE There have been some other changes or additions that you would like make your new _____ before we agree on the numbers? GRANT TIP: Check Close takes ownership, avoids rejection, and creates an opportunity to close based on changes and additions that your buyer might be interested in. See: Delivery
Close and All Suction Closes closes survival guide 95 PROACTIVE LEARNING: Write exactly how you'll customize it nearby to present your product, service, suggestion or idea: Write what objections you can get from using this close, and what new close could you use: 96 closes scale from 1 to 10 CLOSE On a scale of one to ten how
                                      ? (wait for reply) What would make it a ten? (wait for reply) Great, let me handle this. Sign here and here. This is killer close, and it gives you an idea of how the buyer is sold and what it would take to make it perfect. Just because the buyer says seven doesn't mean they won't buy the product as it is.
Maybe he's happy with a seven. You can also use it when you are talking about the products you are using now. This is great for any consumer or sales service, especially for real estate agents trying to get a listing. See: Better to live rich close, can't take it with you close, compare investment to close the closure survival guide 97
proactive learning: Write exactly how you customize it close to present your product, service, suggestion or idea: Write what objections you might receive from using this close, and what close you could use: 98 CLOSE PAYMENT CLOSE If the payments are not pleasant, we would not expect you to buy the product. I am confident that our
local lender can provide you with alternatives that will make your monthly investment, furniture, retail and real estate. Why sell the price when you
know it's happening on a credit card or the buyer will take out a loan? This is very close when the buyer becomes the payments. See: All payments closes, all rates closes, all budget closes survival guide 99 proactive learning: Write exactly
how you'll customize it nearby to present your product, service, suggestion or idea: Write what objections you might get from using this close, and what new close you could use: 100 closes payments to close numbers (What are my payments going to be?) Until you and I agree on price, product and terms, you won't have to deal with
payments, because there won't be any. I need you to initial here, here, and here. GRANT'S TIP: This is the opposite of a previous closure (Payment and still has a disagreement about the price. This prevents payments from being closed, focusing on numbers. Beware of a buyer who
continues to move the target at you, allowing you too many things to handle so you can never close! See: Scale From One-To-Ten Close as a way to flush out the real, hidden objection THE CLOSERS SURVIVAL GUIDE 101 PROACTIVE LEARNING: Write exactly how you will customize this close to present your product, service,
suggestion or idea: Write what objections you might get from using this close, and what new close you could use: 102 Close rate CLOSE (What are the rates?) We use every lender in the state, including all credit unions. Who are you currently using? (Answer) We have access to them, too! There are only a few people in town cheaper
than your lender. Sign here and I'll look at our options. Worst case scenario, we'll use your current lender, Grant's tip: Don't guote rates because the moment you do that, it will have a negative impact on your credibility and give the buyer a reason to bail out. You have to be positive about your ability to get loans in every
deal. It's your responsibility to handle it so you can get close! Car dealers are exceptional at this, but most other industries abandon their responsibilities and think that work ends in sales and someone else gets the money. See: All budget closes, not cosigner close closures guide 103 PROActive Write exactly how you customize it close to
present your product, service, suggestion or idea: Write what objections you might receive from using this close, and what new close you could use: 104 CLOSE THE DEVICE CLOSE Provided that we can get all the items that you told me you wanted and have the product delivered as you requested, I need your OK here, here and here
where I noted the changes. GRANT'S TIP: Get focus from a request or change and back to the end. Request a deal on numbers, provided that you can get other changes processed. That doesn't mean you have to include or give away changes. See: All Assumptions of Our Lady closes, change and scale from one-to-one closes
survival guide 105 proactive learning: Write exactly how you will customize it nearby to present your product, service, suggestion or idea: Write what objections you might get from using this close, and what new close could you use: 106 CLOSE TITLE/REGISTRATION CLOSE Whose name will we register new
name, your wife's name, or both? Grant's tip: This is probably the strongest Assumption of all. Look the buyer dead in the eye and ask for close. I know I'm going to use it for almost every deal. See: All Ascension Closures, Paperwork Close Closures SURVIVAL GUIDE 107 PROACTIVE LEARNING: Write exactly how you will customize it
nearby to present your product, service, suggestion or idea: Write what objections you might receive from using this loved one, and what new close you could use: 108 CLOSE PAPERWORK CLOSE Whose name will we do the paperwork, your name, or both? GRANT TIP: This is very similar to the previous closure
(Name / Registration Close). There are papers on every deal, no matter what you sell. You could even ask it earlier to find out who the decision maker really is. See: Nadržka closes, registration Close closures SURVIVAL GUIDE 109 PROACTIVE LEARNING: Write exactly how you will customize it nearby to present your product, service,
suggestion or idea: Write what objections you might receive from using this close, and what new close you could use: 110 closes husband stall close i (Need to talk to my husband.) What if your husband says no? Answer: He won't - Then I need your OK here and here. Answer: We will not buy - He / she say no to the product or money? *
If product-What do you suggest? * If money-What about money ... payment or price? GRANT TIP: While people consult their spouses for decisions, many spouses for decisions, many spouses decide today without check-in. It is used by the customer as a stand more often than as a valid objection. More women will buy without their husband than vice versa. Check if
this is a valid objection Standing Close. You are also able to flush out what the real objection is in. Never use subject to your spouse's consent without trying first. See: All budget closes, not cosigner Close closures survival quide 111 proactive learning: Write exactly how you customize it nearby to present your product, service, suggestion
or idea: Write what objections you might receive from using this close, and what new close you could use: 112 CLOSE HUSBAND STALL CLOSE II (You need to talk to my husband.) I agree, and you should, but if your wife is anything like mine, she'll never say no to me when I love something, and I'll never tell her. Grant's tip: It must be
used with confidence, speed and strength. You confirm, look up, smile and tell your story! The more this applies to you, by the way, the more often you can conclude with it. While my wife can tell people that she needs to check with me, she can and bought without doing so! See: closes, all spouse booth closes, unavailable
party closes, second Baseman closes, all budget closes, no cosigner close to present your product, service, suggestion or idea: Write what objections you might receive from using this close, and what new close you could use: 114 CLOSE SPOUSES
STALL CLOSE III (I need to talk to my husband.) Better to ask for forgiveness than to ask permission, so let's go now - sign here and here. GRANT'S TIP: Try it and start relying on it. This is just for Master Closer - don't be weak - go for it. You have nothing to lose. Smile before you say the first word and deliver it. See: closes, husband
stall closes, unavailable party closes, second baseman closes, all budget closes, no cosigner close survival guide 115 proactive learning; Write exactly how you customize it closes, second baseman closes, and what new close you could use: 116
CLOSE HUSBAND STALL CLOSE IV (I need to talk to my husband.) I understand and if you and you're here and knows what you're here and here. Grant's tip: This closure essentially uses
objection and acknowledges the fact that people who talk about everything together would already be talking about what that person is doing now. To conclude this agreement, stop being sold on this objection, because it is a stand more often than not. See: All Spouse Stall Closes, Unavailable Party Close, Second Baseman Closes
Survival Guide 117 Proactive Learning: Write Exactly How will customize it nearby to present your product, service, suggestion or idea: Write down what objections you might receive from using this close, and what new close you could use: 118 CLOSES NOT AVAILABLE PARTY CLOSE Buyer agrees to ownership on the numbers and
terms that are explained. Delivery is subject to approval so and so. Is that fair? GRANT'S TIP: It should be used as a last resort for an unavailable party closes, second
baseman closes survival guide 119 PROACTIVE LEARNING: Write exactly how you customize it nearby to present your product, service, suggestion or idea: Write exactly how you customize it nearby to present your current
situation and the cost of it? If nothing changes, other than that your situation has improved, it would certainly support you in improving your situation. This tests the validity of the objection. Too many shops are lost trying to get a husband and time is wasted
when it's not even valid. See: Assumption Of Our Lady Close, all husband stall closes, unavailable party closes and second Baseman closes survival guide 121 proactive learning: Write exactly how you will customize it nearby to present your product, service, suggestion or idea: Write what objections you might get from using this close,
and what new close could you use: 122 close insurance close with whom will you insure your new
                                                                                                          ? What's his number? (wait) I'll call and transfer the insurance, so when I leave, you'll be insured. Grant's tip: This is done before you get involved with numbers. This is a very aggressive close and should only be used very
confident closer (like you). You won't know how well it works until you use it. See: Assuming Ownership Close and Momentum Close to present your product, service, suggestion or idea: Write what objections you might receive from using
this loved one, and what new loved ones could you use: 124 CLOSES THE OTHER SIDE ASSIST CLOSE John, in this picture, given what you know about the product, and know your brother how you do it, what advice would you give him about buying product and fairness numbers? GRANT TIP: Never neglect other people who may
seem to be involved in an actual purchase, but if you are not involved in the conversation you will surely waste your solution behind your back. Get them involved. Buyers value their opinion more than yours, so use it. Use the second to assist you in closing the product, or at least to find out its considerations, as they will be shared with the
buyer and influence his decision. See: Prerequisite Close, all spouse stall closes, unavailable party closes and second Baseman closes survival guide 125 PROACTIVE LEARNING: Write exactly how you will customize it nearby to present your product, service, suggestion or idea: Write what objections you might receive from using this
close, and what new close you could use: 126 CLOSE SECOND BASEMAN CLOSE I will help with the price, deposit, monthly payment, paperwork, or all of the above? Grant's tip: It's similar to the other side of Assist Close, but he's asking for the second baseman to get involved financially. You will never again have problems with chatty
counselors and can even come forward and offer help. See: All The Assumption of the Virgin Mary closes, all spouse booth closes, unavailable parties close and second Baseman closes survival guide 127 proactive learning: write exactly how you will customize it nearby to present your product, service, suggestion or idea: Write what
objections you might receive from using this loved one, and what new loved ones you could use: 128 CLOSE SECOND BASEMAN CLOSE II Did you want to solve it so that it is affordable using the money it has itself, or have you planned on financial involvement as well? GRANT'S TIP: Do it with courtesy and respect and only after you
involve the other party in the sale and show that you welcome their involvement. This is done only in the end. See: Assumption of our Lady Closes, all Husband Stall closes, Unavailable party closes and second Baseman closes survival quide 129 proactive learning: Write exactly how you will customize it nearby to present your product,
service, suggestion or idea: Write what objections you might receive from using this close, and what new close you could use: 130 CLOSE IMMEDIATE DELIVERY CLOSE If there are no objections or reasons why not move forward with the new ____ immediately, I'll need your OK here and here. Look them in the eye, hand over the pen,
and then go to the place where you want to sign and close them. See: Ascensive Takes scale from one-to-one close, do it anyway close, all agreements closes the survival guide 131 proactive learning: Write exactly how you customize it close to present your product, service, suggestion or idea: Write what objections you might get from
using this close, and what new close you could use: 132 closes closes close i agree that's a lot of money! I need your OK here and here. Grant's tip: Consent first is one of the rules of sale and must be used in the end. That's power to sell at its best. What you're doing here is acknowledging the objection, but you're not bringing it any value
and as if it were a comment rather than an objection. This is one of my favorites-simple and powerful. See: Agreement Close, Better Live Rich Close closers survival guide 133 PROactive learning: Write exactly how you will customize it close
to present your product, service, suggestion or idea; Write what objections you might receive from using this loved one, and what new close you could use; 134 CLOSING AGREEMENT CLOSE II I agree that it's a lot of money and I expect you knew it before you got here. I need your OK here and here, Most people know a lot or part of it
before they call or walk in. No one says, I love the prize. Everyone complains just before closing. So agree and close, Better Live Rich Close, Better Live Rich Close survival guide 135 PROACTIVE LEARNING: Write exactly how you will customize it close
to present your product, service, suggestion or idea: Write what objections you might receive from using this close, and what new close you could use: 136 CLOSING CONTRACT CLOSE III I agree, and anyone who has ever bought this product says exactly the same thing. I need your approval here and here. GRANT'S TIP: Use the
agreement and then tell them that everyone else came to the same conclusion, had a similar reaction and closed! This is a discounting of the reply as an objections at all, but only complaints and should be dealt with as such. See: Agreement
Close I, II and all other discount-type closes, feeling felt found close, do it anyway close, better live rich survival guide 137 proactive learning: Write exactly how you customize it close to present your product, service, suggestion or idea: Write what objections you might get from using this close, and what new loved ones you might use:
138 closes won't be the last time you close I agree and this is not the first time and it won't be the last time you spend more money than you expected. I need your OK here and here. Grant's tip: This concludes the objection by attaching it to the complaint rather than as an objection. Each buyer will relate to this. Smile, present and close.
See: All agreements closes, congratulations close, be thankful close, won't last time close, better live rich close and discount closes survival guide 139 proactive learning: Write exactly how you customize it close, and what new
close you could use: 140 closes be grateful close I with you, be thankful that you can invest so much money. Not everyone can do it. There are hungry people on this planet, and you invest in your society. I need your deal here and here. Grant's tip: It's very strong close and requires self-esteem and self-confidence. Truth interseas
resistance in humans, and too few sellers use cold, hard facts. It works especially on well-heeled people. Be strong and powerful forces will come to your aid. This is the master's conclusion! Use it! See: Deal closes, congratulations close, and discount closes, work hard to earn close, better live rich close to close closures survival guide
141 proactive learning: Write exactly how you customize it close to present your product, service, suggestion or idea: Write what objections you might get from using this close, and what new close you could use: 142 closes congratulations CLOSE I know it's a big investment, and you should congratulate yourself for being able to make
an investment of this magnitude. Not everyone can even think about living here. I need your OK here and here. Grant's tip: This conclusion, like many introduces you, uses the weight of an objection or complaint as the momentum or force necessary to close. Use it rather than overcome it! See: Deal closes, congratulations close, grateful
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close, won't last time close, better live rich close and discount closes closes survival guide 143 proactive learning: Write exactly how you customize it close, and what new close you could use: 144 closes it anyway I understand

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that it's more money than you had in your budget, either way. While I know that if you have never used any of these closes, they may seem too bold, almost offensive. You will have a different experience when using them. The buyer will start respecting you for not going after every objection he has. How do you think people get over
budget? They do it even though they know they shouldn't. See: Deal closes, congratulations close, grateful close, won't last time close, better live rich close to present your product, service, suggestion or idea: Write what objections
you might get from using this close, and what new close you could use: 146 THE CLOSES CLOSE DISEASE I know that it's more than you meed and more than you may be asking: Where did you get the aus to say
these things? That's a fact: make a bigger problem of objections than they are! Admit them, don't do any of them, and then zoom in. You will find closes, congratulations close, grateful close, won't last time close, better live rich close, do it
for me close, do it anyway close and discount close, CLOSING SURVIVAL GUIDE 147 PROACTIVE LEARNING: Write exactly how you customize it nearby to present your product, service, suggestion or idea: Write what objections you might get from using this close, and what new close you could use: 148 closes it for me to close Lord if
you can't do it for you, and you can't do it for you, and you can't do it for your wife, do it for me. I need your OK here and here. No way, you say how could I use it so close?! Grant's tip: Most people want to help others. Ask for help, ask for help, and ask them to do it for you. It's not as crazy as you think. You dare do that, and you're going to call me to thank me. See:
Deal closes, congratulations close, grateful close, won't last time close, better live rich close and discount closes to present your product, service, suggestion or idea: Write what objections you might get from using this close, and what new close you
could use: 150 closes stocks close to move down model Would you consider the product right under this? You would save $500, $1000, $1500 and reduce payments by $12 to $30 per month, Or would you rather get exactly what you want and pay a little more each month? GRANT TIP: Done on write-ups as a way to test a commitment
or do in a meeting when another money objection closes didn't get the job done. You should always use inventory as a bargaining chip because it is a better-priced solution than a price reduction. It also gives the buyer a choice and allows him to keep his face if he/she is unable to afford the product. It also builds value in the product on
which he/she decides. See: Other stocks close, and alternative package close, and alternative selection closes frown survival guide 151 proactive learning: write exactly as you customize it nearby to present your product, service, suggestion or idea: Write what objections you might receive from using this close, and what new close you could
use: 152 CLOSE STOCKS CLOSE MOVE MODEL Before I write this, I want to share with you that if we move from 4 Concert to 8 Concert, it would just be an additional cost to X. And with payment programs it would only slightly change your payments. Would you consider that? GRANT TIP: Best used to test a commitment to a product,
but it can also be used if you have or even objections to prices. While it wouldn't seem obvious to move the buyer up to a more expensive product when many customers say it's too much, they say it's too much for this product. Others will think you're crazy, but then
buyers will see that the choice is to spend more money no less; and scroll up can validate the value. See: Stocks closes and alternative closes, better live rich close, work hard to earn this close survival quide 153 proactive learning: Write exactly how you'll customize it close to present your product, service, suggestion or idea: Write
what objections you might get from using this close, and what new close you might use: 154 closes the choice of alternatives close if the payments are too high. I suggest we go back and consider the model right under this. GRANT TIP: These inventory and alternative closings offer the buyer a solution and show that you are trying to
help. All buyers should be moved up and down the seller's inventory line as they will as well when they leave you. That's how people make decisions by buying, comparing and evaluating. This is using logic nearby and will help you close many more trades. See: Inventory closures and all alternative closings, Better live rich close, work
hard to earn close, you deserve to close the survival guide 155 proactive learning: Write exactly how you customize it nearby to present your product, service, suggestion or idea: Write what objections you might get from using this close, and what new close you could use: 156 closes the alternative close package if you don't want to go
down the model or consider an older something, why don't we consider moving the package? You would give up these two options, but it would save you x and reduce your monthly payments. Always show the buyer a way to get what he wants. You may be on the right product, but too much of it. This is very similar to previous closes
where we use models and inventory. Give the buyer a way to buy something! See: Stocks closes and all alternative closes survival guide 157 proactive learning: Write exactly how you customize it close to present your product, service, suggestion or idea: Write what objections you might receive from using this close, and what new close
you could use: 158 closes payment breakdown CLOSE (Payments are too high, I need to be under $500) We already have less than $500 to pay. The car is $20,000 = $400/mo. Skylight $1,000 = $20/mo. Leather $1,800 = $36/mo. Taxes $3,000 =
$60/mo. Total $576/mo. Remove add-ons, payments are $400/mo. Pay in cash for equipment, are $460. Get supplements to make your money and get exactly what you want. Personally, I'd go with option number three, what do you want to do? GRANT'S TIP: This deadline is based on pure logic and can be
applied daily to all products that have features that come as add-ons or supplements. See: Stocks closes, cut to ridiculous closes, cut to ridiculous closes, cut to ridiculous closes, cut to ridiculous closes, summary closes, cut to ridiculous close and Ben Franklin Close closes, summary closes, cut to ridiculous close and Ben Franklin Close closes, summary closes, cut to ridiculous close and Ben Franklin Close closes, summary closes, cut to ridiculous close and Ben Franklin Close closes survival guide 159 PROactive learning: Write exactly how you'll customize it nearby to present your product, service, suggestion or idea: Write what objections
you might get from using this close, and what new close you could use: 160 closes budget close as well (We're over budget now.) Everyone who buys from here is over budget, but we're all still going to figure it out. We have a support group that meets here every Monday night... I need your approval here and here. GRANT'S TIP: It's just
a budget! Don't make a big deal out of it. Also remember, no one gets over budget because they don't buy things. They go over budget and they go over budget. This is America. See: Budget closes, discount closes, gratitude close, better live rich close, go ahead in any case closes
survival guide 161 proactive learning: Write exactly how you customize it nearby to present your product, service, suggestion or idea: Write what objections you might get from using this close, and what new close you could use: 162 closes budget close II And sir, you can probably say that about your credit card, your car payments.
insurance, taxes, food, restaurants, heating bill, and electricity bill. They're more than you want them to be, but you're still doing it. I need your OK here and here. GRANT TIP: Lighten the objection and treated as a comment or complaint. Close! See: Price Closes, Discount Close, Gratitude Close, Better Live Rich Close and all budget
closes survival guide 163 proactive learning: Write exactly how you'll customize it close to present your product, service, suggestion or idea: Write what objections you might get from using this close you could use: 164 closes budget CLOSE III I understand and expect this decision will take the company home and
there won't be a lot of it on its own. (Answer: What do you mean?) It won't be the first purchase you make that is too much and over your budget. I need your OK here and here. You'll have a tip for customers who are going to get upset about it. The truth is so powerful. All people are expanding on the things they really want. See: Price
closes, discount close, gratitude close, gratitude close, better live rich close and all budgets closes doors survival guide 165 proactive learning: Write exactly how you will customize it close to present your service, suggestion or idea: Write, what objections you may receive from this use of this loved one, and what new close you could use: 166 CLOSE
BUDGET CLOSE IV So, provided that you can afford your house note, present a car note, auto insurance, utilities, food, medical, clothing, babysitting, school, entertainment, Visa, MasterCard, alimony, alimony, alimony, alimony, pension contributions, health clubs, you will continue to save monthly and will have space in your monthly budget
make your own new car. Assuming you can afford all this, then you certainly won't have any more reservations, right? Good. What is your payment for the mand use logic to show them that they can do it. See: Price Closes, Discount Close, Gratitude Close, Better
Live Rich Close and All Budget Closes Survival Guide 167 Proactive Learning: Write Exactly How You'll Customize It Close to Present Your Product, Service, Suggestion or Idea: Write What Objections You Might Get From Using This Close, and What New Close You Could Use: 168 Close Budget Close In 90% of The People I Work With
Are Over Budget when they get here. Just because you may have made some decisions in the past that didn't make sense or bought things you really didn't need shouldn't mean that you're penalized today for getting the things that make sense and that you need. Let's do this. GRANT TIP: The U.S. government is trillions of dollars in
debt, but that doesn't mean it's going to shut down. This conclusion is a way of recogning that budget overruns are not a big deal. Don't be an obstacle and don't let your budget be your excuse not to close. They were over budget before they met you, and they will be over budget no matter what they do today. See: Budget closes and
deal closes survival guide 169 proactive learning: Write exactly how you customize it nearby to present your product, service, suggestion or idea; Write what objections you might use: 170 closes assume zero balance CLOSE Your return has nothing to do with the value of your
house (car, boat or anything else). If you owe zero, would you like zero? Of course not. It's worth what it's worth, and it won't get better by waiting. Pay the difference and get you to the house you want. Sign here and here.... GRANT TIP: Used when your buyer is in a situation where they owe more than the value of an asset they are trying
to sell or dispose of for their current purchase. This is great for bankers, car dealers, furniture sales, rental equipment, mortgage brokers and real People. See: Payoff Close, Delay Payment Close Closures
Survival GUIDE 171 PROACTIVE LEARNING: Write exactly how you'll customize it nearby to present your product, service, suggestion or idea: Write down what objections you might receive from using this close, and what new close you could use: 172 closes payouts CLOSE John agrees to purchase now, provided we repay the balance
owed on his current lease (mortgage), using discounts and discounts and discounts of the company or by the lender will make a difference. John's funds will be used to reduce the amount financed by the new purchases or sales are delayed due to the balance of an
earlier purchase. It can also be used when the buyer has a contract or lease on some other product or service. Trillions of dollars in sales are lost annually because of the company's lack of accountability in earlier purchases. See: Payoff Closes and Take Zero Balance Of Survival Guide 173 Proactive Learning: Write Exactly How You'll
Customize It Nearby to Present Your Product, Service, Suggestion or Idea: Write What Objections You Might Receive From Using This Close, and What New Close You Could Use: 174 CLOSES PAYMENT DELAY CLOSE John will now own _____, provided we repay your credit card, save it from making the current payment and set it up
where it has no payments this month, next month, next month, until the following month. How does it work for you? GRANT TIP: This is for those of you who are involved in financing product sales and can be creative not with how sales are made, but with how an individual or company makes payments. Let's say a guy moves in now, saves a month's
rent, no payments this month, and no next month. Rather than discounting the price of a house, you can include one payment. It creates savings for the buyer without being rude. Most buyers are more worried about the monthly
payment: companies that are more worried about cash flow than prices. See: Payoff Closes and Assume Zero Balance Survival Guide 175 PROactive Learning: Write exactly how you customize it nearby to present your product, service, suggestion or idea: Write what objections you might receive from using this close, and what new close
you could use: 176 CLOSES NO COSIGNER CLOSE Provided that funding can be provided to your name without additional signatures necessary, the buyer agrees to the ownership now and agrees to the delivery of the figures published, agreed? Take one thing at a time, agree on the numbers, and then deal with the financing. It works
particularly well for buyers who don't think they can get Take the emphasis off the price and the ability to shop in their name. I made many sales in which a great benefit was getting buyers renewed, and the product was secondary. See: Funding closes, all second Baseman closes, all rates closes and all budget closes closes survival
quide 177 proactive learning: Write exactly how you customize it nearby to present your product, service, suggestion or idea: Write down what new close you could use: 178 closes MOMENTUM CLOSE I put all the numbers together for you and that's what we can do for you
(publish the numbers). I need your approval here and here. Present the numbers, go through them, ask for approval, hand over the buyer and shut up. Great for shoppers, hard buyers and people who can compare your prices with something else they received before. Be sure to be in control, professional, and look the buyer in
the eye. See: closes, discount closes, go ahead anyway closes that's the best reason to buy Close Closes Survival GUIDE 179 PROACTIVE LEARNING: Write exactly how you'll customize it nearby to present your product, service, suggestion or idea: Write down what objections you might get from using this close, and what new close
you could use: 180 closes need to pray for it close And Mr. I appreciate it. I pray for every decision I make on my own. How do you feel about praying? Let us pray together, I believe that God will not deceive either of us. I'm willing to accept God's will for both of us. Grant's tip: You honor the buyer's faith and be with him while he
establishes contact with his God. While some may think it's taboo that you shouldn't break it, I disagree. Buyers brought God up, and you should pay him respect and sincerity for the buyer's faith in greater power. Note: It has never failed
me in my career. See: All Think About it Closes, Time closes, and now and later close to present your product, service, suggestion or idea: Write what objections you might get from using this close, and what
new close you could use: 182 closes think about it close I thought that is instantaneous. Think of the elephant. Did you get it? You know, the thought is instantaneous. Now you have to make a decision. Yes or no. Do it or don't do it. I don't mind with both of them. What is it? This is a very strong conclusion. I never believed that people
need to think because it's a stand for some other considerations. They are more likely to need more information than time to think about It closes, all time related closes survival guide 183 proactive learning: Write exactly how you
customize it close to present your product, service, suggestion or idea: Write what objections you might use: 184 closes think about closing II I understand. However, you are thinking that this will not change the fact that this product will save you money, your company needs it, and
sooner or later you will do it. Let's do this so you can think about other things that need attention. I need your approval here and here. GRANT TIP: Show understanding and then enter into this invalid objection. If you think it's reasonable for people to add time to make decisions, then you have to handle it yourself, because when people
are sold, they don't think they're buying. See: Discount closes, all think about it closes, all time related closes closes survival quide 185 proactive learning: Write exactly how you customize it close to present your product, service, suggestion or idea: Write what objections you might get from using this close, and what new close you could
use: 186 closes think about closing III Great! Do you think 2-3 days would be long enough, or is 2-3 weeks better? (Buyers will probably say 2-3 days is plenty.) The truth is that no matter how long you take, you will face the same three questions. Can I share them with you? 1) Does this product give you what you wanted? 2) Can you
afford this product? 3) Am I the kind of person you'd like to do business with? If so everyone, go to the signature line, let's roll! This is one of my favorites. While this alleviates the feeling that you have to do something right now with an offer of up to 3 weeks to think, it allows you to present only the reasons why people won't buy. It also
provides for the identification of the actual objection. See: All Think About It Closes, All Time Related Closes SURVIVAL GUIDE 187 PROACTIVE LEARNING: Write exactly how you'll customize it close to present your product, service, suggestion or idea: Write down what objections you might get from using this close, and what new close
you might use: 188 closes to think about it (1-10) CLOSE IV Great, most people want to have time to think about their decision before making it. Let me ask you on a scale of one to ten, ten are you absolutely sure and ready to go, and 1 is you going to get it no matter where you stand at this time? Get an answer. Then ask: What would
make it a ten? This allows you to determine what the real objection is, and believe me, it exists. By agreeing with their need to think and then asking how they stand now, you can feeling where the buyer is and the real objection. While it momentarily eases the buyer's sense of having to do something right now, it positions you to figure out
what it means to get the buyer to the point of doing something now. See: All Think About It Closes Survival Guide 189 PROACTIVE LEARNING: Write exactly how you will customize it nearby to present your product, service, suggestion or idea: Write what objections you might receive from using this loved one, and what new loved ones
you could use: 190 CLOSES THINK ABOUT IT CLOSE In I understand and as a consumer myself I said the same thing when I... a) did not want to disappoint him or c) there was a concern that it was still not addressed. Which one is for you? Grant's tip: Take the time to show understanding and then
use the agreement to figure out what the real objection is like all you're getting right now is a stand and you need to clarify what the real objection is. To use these types closes successfully you need to be convinced that there is an agreement and do not give up.
Sell them; Don't let them sell you out. See: All Think About It Closes closers survival guide 191 PROACTIVE LEARNING: Write exactly how you customize it nearby to present your product, service, suggestion or idea: Write down what objections you might receive from using this loved one, and what new close you could use: 192 closes
RE-PRESENT/RE-DEMO CLOSE Come see-I want to show you how close we are to making the wisest and most enjoyable investment of your life, (re-demonstrate the benefits of your product, not the price or terms. Go back to the product
and sell it. Sell the features and benefits of the product, and then return to the conclusion. Be excited about the product. If it's a consumer product. If it's not and feel it again if it's a consumer product, and then return to the conclusion. Be excited about the product by
writing down what you're going to get out of that product. See: Comparison Closes, Better Live Rich Close, Quality Close, Work Hard to Earn Close Survival Guide 193 PROActive Learning: Write exactly how you'll customize it close to present your product, service, suggestion or idea: Write what objections you
might get from using this close, and what new close you could use: 194 closes excuse to close I really need to apologize for not being able to come up with you. May I ask - was that something I did? Was it something I couldn't do? Then let me prepare the product versus going home, or having to go through this process of finding another
solution. Follow me. Grant's tip: You should always apologize first for not making a deal because it was your fault and because you were unable to handle the customer's desire to do something. Also always walk your buyer back to where they came from, don't let him leave alone because it gives you the opportunity to sell it again. Every
buyer regrets his decision and argues with himself. An apology to Close puts you in a position to close what you haven't close to present your product, service,
suggestion or idea: Write what objections you might receive from using this close, and what new close you're not going to do it. It's the right product, the price is great and I know you want it. Here we go. (Turn the contract and put a pen) You have to deliver it in a very
optimistic. positive way and with complete faith and conviction, because you know it's the right decision and press for that right decision. People don't make decisions easily: they need help. See: Re-Demo Close, Apology Close, Can't Quit Close and Ascense Closes
Closes Survival Guide 197 PROActive Learning: Write exactly how you customize it close to present your product, service, suggestion or idea: Write exactly how you customize it close to present your product, service, suggestion or idea: Write exactly how you customize it close to present your product, service, suggestion or idea: Write exactly how you customize it close to present your product, service, suggestion or idea: Write exactly how you customize it close to present your product, service, suggestion or idea: Write exactly how you customize it close to present your product, service, suggestion or idea: Write exactly how you customize it close to present your product, service, suggestion or idea: Write exactly how you customize it close to present your product, service, suggestion or idea: Write exactly how you customize it close to present your product, service, suggestion or idea: Write exactly how you customize it close to present your product, service, suggestion or idea: Write exactly how you customize it close to present your product, service, suggestion or idea: Write exactly how you customize it close to present your product, service, suggestion or idea: Write exactly how you customize it close to present your product, service, suggestion or idea: Write exactly how you customize it close to present your product, service, suggestion or idea: Write exactly how you customize it close to present your product, service, suggestion or idea: Write exactly how you customize it close to present your product, service, suggestion or idea: Write exactly how you customize it close to present your product, service, suggestion or idea: Write exactly how you customize it close to present your product, service, suggestion or idea: Write exactly how you customize it close to present your product, service, suggestion or idea: Write exactly how you customize it close to present your product, service it will be a suggestion or idea: Write exactly how you customize it will be a suggestion or idea: Write exactly how you c
until you do. It's the right thing to do. This is a lot for you, and I'm not quit. Here we go! Grant's tip: Again, you have to deliver it very optimistically, positively and with complete conviction. You communicate that you know it's the right thing to do. This is a hard-sell close and one that requires you to sell, not them! You must be sold yourself
on this right decision and press for that right decision. Share your beliefs and they will be convinced! See: Re-Demo Close, Apology Close, Can't Quit Close, Apology Close, Can't Quit Close, Refuse to Believe Close and Assumption Closes, All Pressure Closes Survival Guide 199 Proactive Learning: Write Exactly How You'll Customize It Close to Present Your Product,
Service, Suggestion or Idea: Write Down What Objections You Might Get From Using This Close, and What New Close You Could Use: 200 Closes Three YES and Then I need you here and here. Grant's tip: Yes, it's the
strongest word in the English language. Let the buyer say it. Just ask questions you get yes to and then ask for the order. You could ask a shopping question like yes or no. Suppose close and ask for a signature. Yes, it has prepared a signature. That'll get you impulse to the
end. See: Closes, Momentum Close, Think About It Closes, Three Agreements and Then Closes The Survival Guide 201 Proactive Learning: Write Exactly How You'll Customize It Nearby to Present Your Product, Service, Suggestion or Idea: Write What Objections You Might Receive From Using This Close, and What New Close You
Might Use: 202 Closes Recommendations Close Before We Get Involved in The Number who do you know that can be on the market for a new or used car or truck? GRANT'S TIP: It gives the buyer leverage to negotiate because the buyer believes that the more people send your way, the more they are entitled to a better deal. People
also want to help others and believe that they should be helped in doing so. See: Important Person Close Survival GUIDE 203 PROACTIVE LEARNING: Write exactly how you'll customize it close to present your product, service, suggestion or idea: Write down what objections you might get from using this close, and what new
close you could use: 204 closes per penny close we're up to $48.50 as you get exactly what you want. Compared to the price and length of time you'll own, $48 is a minuscule amount. Here we go. GRANT TIP: Used when you're on a small price difference. It would be great to have a glass of money on the table to show them how little the
amount really is. Works great on monthly payment objections and price objections. Let's say the objections and the length of ownership is ten years. Then it's $300 a year or $25 a month. This conclusion assures the buyer that the deal is good. See: Cut to Ridiculous Close, Payment Breakdown Close and Ben Franklin
Close Closes Survival GUIDE 205 PROACTIVE LEARNING: Write exactly how you'll customize it nearby to present your product, service, suggestion or idea: Write what objections you might receive from using this close, and what new close you might use: 206 closes reduce the ridiculous close of $1000 per month is only $30 per day.
You will live in your house, wake up in your house and go to sleep here every day and night. You're going to build a life here, and your family's only going to be safe here for $30 a day. GRANT TIP: Always reduce objections to smaller numbers. The buyer always focuses on the big numbers and you shouldn't! As soon as the buyer
decides almost always goes well. And when buyers are done buying something from you, they always spend more money with someone else. Your job is to justify and make sense of the numbers so the buyer can say yes. See: Until Penny Close, Payment Breakdown Close and Ben Franklin Close Closes Survival GUIDE 207
PROACTIVE LEARNING: Write exactly how you'll customize it nearby to present your product, service, suggestion or idea: Write what objections you might get from using this close, and what new close you could use: 208 closes better live rich close Better pay something extra and get it what you want than to pay a little less and make a
mistake. Better to live rich than to die rich. I need your OK here, and I get your new product ready so you can start enjoying it right away. This is a great conclusion and one of my favorites. A Mexican jewelry dealer in Acapulco taught me this. He reminds the buyer that he can't take it with him. I agree and close! See: Can't take close with
you, congratulations close, all deals closes, do it anyway Close, no lack of money Close & EARNING: Write exactly how you customize it close to present your product, service, suggestion or idea: Write what objections you might get from using this close, and what new
close you could use: 210 closes can not take with you close I agree that it's a lot of money, but you can not take with you when you go. Obviously great for closes on discretional consumer products. Money is a very special thing for most people. They put
more importance on it than on their own pleasure. That is why you want to face this phenomenon with one that is even more mysterious - death! See: Better Live Rich Close, Congratulations Close, No Shortage of Money Close and Be Thankful Close Closes Survival GUIDE 211 PROACTIVE
LEARNING: Write exactly how you'll customize it close to present your product, service, suggestion or idea: Write what objections you might get from using this close, and what new close you could use: 212 closes no shortage of money, but there's no shortage of money on this planet. There is a
shortage of people who are happy and love their lives. Here we go. Grant's tip: This tight reminds the buyer of what is really important. Like Can't Take It With You Close, it's great for optional consumer products. It can also be
used for business purchases, as the prospect of more money in the future is more important current budget. Focus on the positive, not the expenses. See: Better To Live Rich Close, Congratulations Close, All Deals Close, Do It Anyway Close, Can't Take It With You Close and Be Thankful Close closers survival guide 213 PROactive
learning: Write exactly how you'll customize it close to present your product, service, suggestion or idea: Write what objections you might use: 214 closes the reason to buy close Sorry, but May I ask, are you looking for reasons to decide how to do this or are you looking for
reasons why not? What are the reasons for this? Grant's tip: This close one needs to be used when you have a difficult buyer who continues to throw objections endlessly with an effort apparently just to get it right. Be careful with this. Once you get the buyer to agree that he is looking for reasons to do so, then ask him about these
reasons and pay attention to the positives, not the negatives. Use it late in the meeting. See: Eleventh inning closes, what would it take close, justify closing and if you could, you would close the survival guide 215 PROactive learning: Write exactly how you customize it close to present your product, service, suggestion or idea: Write what
objections you might get from using this close, and what new close you could use: 216 closes if I could, You close if you could handle every objection you have would you decide to buy this product? Grant's tip: Always save it for the end game, never soon. Your attempt is to see if you can get the buyer to see a way to make a positive
decision. Once you get yes, then get a list of objections and see if you can handle each. The most important step in any close is the decision maker being able to see himself say yes. Until that happens, no loved ones are possible. Be careful not to use this. See: Justify Close, Looking for reasons to buy Close, What would it take close to
and eleventh shift close to survival guide 217 PROACTIVE LEARNING: Write exactly how you will customize it nearby to present your product, service, suggestion or idea: Write what objections you might get from using this close, and what new close you could use: 218 closes eleventh shift close What data and conditions would it be
necessary for you to say 'yes' to this purchase? Grant's tip: Used when commitment seems unattainable. Always use late, never early, and be careful not to overuse by short cutters and poorly trained closeers. See: Justify Close, Looking for Reasons to Buy Close, What Would It Take Close To,
and If You Could, You'd Close The Survival Guide 219 Proactive Learning: Write Exactly How You'll Customize It Nearby to Present Your Product, Service, Suggestion or Idea: Write Exactly How You'll Customize It Nearby to Present Your Product, Service, Suggestion or Idea: Write Exactly How You'll Customize It Nearby to Present Your Product, Service, Suggestion or Idea: Write Exactly How You'll Customize It Nearby to Present Your Product, Service, Suggestion or Idea: Write Exactly How You'll Customize It Nearby to Present Your Product, Service, Suggestion or Idea: Write Exactly How You'll Customize It Nearby to Present Your Product, Service, Suggestion or Idea: Write Exactly How You'll Customize It Nearby to Present Your Product, Service, Suggestion or Idea: Write Exactly How You'll Customize It Nearby to Present Your Product, Service, Suggestion or Idea: Write Exactly How You'll Customize It Nearby to Present Your Product, Service, Suggestion or Idea: Write Exactly How You'll Customize It Nearby to Present Your Product, Service, Suggestion or Idea: Write Exactly How You'll Customize It Nearby to Present Your Product, Service, Suggestion or Idea: Write Exactly How You'll Customize It Nearby to Present Your Product, Service, Suggestion or Idea: Write Exactly How You'll Customize It Nearby to Present Your Product, Service, Suggestion or Idea: Write Exactly How You'll Customize It Nearby to Present Your Product, Service, Suggestion or Idea: Write Exactly How You'll Customize It Nearby to Present Your Product, Service, Suggestion or Idea: Write Exactly How You'll Customize It Nearby to Present Your Product, Service, Suggestion or Idea: Write Exactly How You'll Customize It Nearby to Present You'll Customize It Nearby to
size? GRANT TIP: It can be used as a trial close or lock nearby to have the buyer close himself by telling you how it makes sense to make this purchase. It is used by very professional closeers who welcome to know the truth about things, not wish shops closed, but who actually close. This close also eliminates the buyer's remorse. It also
allows the buyer to rationalize the decision, which is important because the buyer must make sense of even the most emotional purchase for the solution to remain closed. See: Lock Close, Payment Breakdown Closes, Cut to Ridiculous Close, Ben Franklin Close, Re-Demo Close and Comparison Investment Closes Survival Guide 221
PROACTIVE LEARNING: Write exactly how you'll customize it close to present your product, service, suggestion or idea: Write what objections you might use: 222 CLOSES CLOSE Would there be any reason why you would change your mind about this decision? or
Is there any reason why you couldn't do it tonight (for meetings/deliveries)? GRANT TIP: Checks unspoken objections and ensures that the transaction has actually been agreed. Even big sales people complain about the buyer who later rests. It's better to find considerations now. This conclusion, usually, is not compromised by young
sellers because they want deals closed rather than locking them down. Protects against unwinding. Great for situations where you can't notice delivery. See: Justify Closes, Payment Breakdown Closes, Cut to Ridiculous Closes, Re-Demo Close and Comparison Investment Closes Survival Guide 223 Proactive Learning: Write
exactly how you customize it close to present your product, service, suggestion or idea: Write what objections you might get from using this close, and what new close you could use: 224 closes all the same CLOSE If everything was the same, which product and from whom would you rather buy? Why? Why else? Why else? (until no
response) Grant's tip: Used when a buyer says they found the same or similar product for less money. Get money from the objection by asking if everything is the same from whom you would rather buy. At this point, half of them will tell you who
they'd rather buy from, and then find out why. Don't take the first reason, keep looking for other whys. Sometimes they'll support you, and other times, they won't. At least you will know what the deal is and whether there is one to be made or not! See: What would it take close when the price exceeds close, money equals close and To buy
Close Closes Survival Guide 225 PROACTIVE LEARNING: Write exactly how you'll customize it nearby to present your product, service, suggestion or idea: Write down what objections you might get from using this close, and what new close you could use: 226 closes money equals close if the money was the same which product you'd
rather own, or who would you rather trade with? Why? Why else? (until no new answer) GRANT'S TIP: This is the same as the previous close (All same close). This will force a decision on who the buyer would rather do business with. Find out why, and you're coping. This conclusion, like the previous one (Everything The
Same Close), will give you objections that you didn't even know were there. WARNING: When it is suggested that the price is the same, never ask a question that could force the buyer to misrepresent, i.e. the price is the same, never ask a question that you didn't even know were there. WARNING: When it is suggested that the price is the same, never ask a question that you didn't even know were there.
price exceeds close. who would rather trade with close and reason to buy Close closers survival guide 227 PROactive learning: Write exactly how you customize it close to present your product, service, suggestion or idea: Write what objections you might get from using this close, and what new close you could use: 228 CLOSE COPIES
CLOSE (Make me a copy and I'll think about it.) I'll be more than happy to make you a copy, give me a minute, and I'll be back. (Create a copy for you that if this product was exactly what you wanted, and the numbers were exactly correct, I wouldn't make a copy, instead I'd sed the
delivery and installation date for you. What's wrong? Grant's tip: This is a master's close because he uses an objection, and it seems to give the buyer a moment to be left on the hook. When you return with a copy, you start closing again. People don't want more things to look at, they usually use it as a reason to avoid making decisions.
This is also a good time to get another person involved in flushing out the real objections. See: Time To Think Closes, Leave Me Some Paperwork Close, and Won't Quit Close to
present your product, service, suggestion or idea: Write down what objections you might use: 230 closes leave me some paperwork close (Leave me some paperwork, and I'll think about it.) I'd love to think he'd help you, but I expect a guy like you to have six inches
of paperwork on the table right now. Let's make a decision and move on. so you can deal with the rest of your desk. Sign here and here. Grant's tip: You're just really going to help the buyer by closing it so he can keep working on things other than having one more thing to think about. You agree and then come back by reminding the
buyer that he already has a bunch of things he's thinking about. The best thing you can do for the buyer is get him to make a decision. See: Copy Close, Discount Closes, all Price Closes, Think About It Closes and Going To Wait Closes, all Price Closes, Think About It Closes and Going To Wait Closes, all Price Closes, Think About It Closes and Going To Wait Closes, all Price Closes, Think About It Closes and Going To Wait Closes, all Price Closes, Think About It Closes and Going To Wait Closes, all Price Clo
loved one to present your product, service, suggestion or idea: Write what objections you might receive from using this loved one, and what new loved 
need your OK here and here. GRANT TIP: Always take the time to truly acknowledge each buyer, but whenever you have someone with influence, use it. People want to feel important, and that's a good reason to do something special, or at least a reason to justify or glamorize and build even more value around what you offer. See:
Momentum Close, Do It Anyway Close, Congratulations Close, and Be Grateful Close the CloserS SURVIVAL GUIDE 233 PROACTIVE LEARNING: Write exactly how you will customize this close to present your product, service, suggestion or idea: Write what objections you might receive from using this loved one, and what new close
you could use: 234 CLOSE THIRD PARTY CLOSE If I manage to get a seller to agree to it, do you agree to close now? Sign here and here and see if I can approve it with the seller. GRANT TIP: While third party Close can be very effective, use selectively as buyers get tired fairly quickly of cat-and-mouse games. To focus on you and
show that you are working for them to get it done! Many buyers like the idea that you are a broker are trying to do something for them. See: Referral Close survival guide 235 proactive learning: Write exactly how you customize it close to present your product, service,
suggestion or idea: Write what objections you could get from using this close, and what new close you could use: 236 closes heal you could get every day. Treat yourself to it. I need your OK here and here. The whole world seems to think they're suffering and not enjoying life
enough. Use it! When the buyer gets tied up in money, remind them to live, enjoy life and heal themselves. See: Better to live rich close, and Grateful Close the closers survival guide 237 PROACTIVE LEARNING: Write exactly how you customize it
nearby to present your product, service, suggestion or idea: Write what objections you might get from using this close, and what new close you could use: 238 closes work hard to earn the right to have something so nice. I need your approval here
and here. The whole world seems to think they're suffering and not enjoying life enough. They also think they're working too hard. Use it! When a buyer gets tied up in money, remind him that's why he works so hard. Only two segments of society are not over budget: very rich and hungry. The rest of us are going to over it. See: Better to
live rich close, can't Take It With You Close, No Lack of Money Close, Treat yourself to close and be thankful to close the closing survival guide 239 proactive learning: Write exactly how you will customize it close to present your product, service, suggestion or idea: Write what objections you might get from using this loved one, and what
new close you could use: 240 closes deserve it close I know that it's a lot of money, and you deserve it. And if you don't deserve it, I don't know anyone who knows. I need your approval here and here. GRANT TIP: Like the two above (Treat yourself to close and work hard to get it closed), it plays on peoples' need to believe they deserve
to reward themselves. It is used by people daily to indulge themselves with things they don't need. It's middle class America is a great justification for oversupply, and you have to take advantage of it or the guy on the street will. See: Better To Live Rich Close, Can't Take It With You Close, No Lack of Money Close, Do Yourself Close, Do
It Anyway Close, Work Hard to Earn This Close and Be Thankful To Close Close Close Close Close Close you could use: 242
CLOSES DISCOUNT CLOSE (The price is too high.) That's exactly why you do it now and get it for yourself so you can start enjoying it now. I need your approval here, here and here. Grant's tip: This conclusion, while it doesn't make sense to most when they first see it, is very powerful and almost backwards in its use. Like a wrestler
who uses the weight of his opponent to pin him, use the objection to close. The reason for the objection is the reason to do it! When you learn how to use this one successfully, you have come across a new status in sales. See: Do It Anyway Close and All Contracts Close, Do It For Me Close, Next Service Close and All Pressure Closes
SURVIVAL GUIDE 243 PROACTIVE LEARNING: Write accurately, as you customize it close to present your product, service, suggestion or idea: Write down what new close you could use: 244 CLOSE SUMMARY CLOSE Henry, let me remind you what you have gained here: 1)
you have obtained a full library of training materials 2) complete audio version 3) complete video version 4) all workbooks 5) 800 support number. Now I need your approval here and here. GRANT TIP: Take the time to write and summarize everything the buyer is getting, point-by-point, before closing. It magnifies your attempts in favor of
the buyer and the complete range of value. Write down the summary points as you scroll through each. It creates value, makes it real and creates urgency. See: Discount Close and All Contract Conclusion, Ben Franklin Close, Quality Close, Either Way Close Soften Survival GUIDE 245 PROACTIVE LEARNING: Write exactly how you'll
customize it close to present your product, service, suggestion or idea: Write what objections you might get from using this close, and what new close you could use: 246 closes no equity close (I have no money at this time.) Do you agree to own your new product, provided we secure the funding without the money down? If so, I need you
to be okay here, that all the numbers are pleasant. GRANT TIP: The proposal could be set up to support this objection and get the buyer some financing. It amazes me how many sellers still do not assume responsibility for obtaining the buyer's money. Sales are
only half today. Give me the money and I'm a buyer! See: No Cosigner Close, Everything Agreeable Close, If I Could, Would You Close, and What Would It Take Close to the CloserS Survival GUIDE 247 PROACTIVE LEARNING: Write exactly how you will customize this close to present your product, service, suggestion or idea: Write
what objections you might receive from using this loved one, and what new loved ones you might use: 248 CLOSE BEN FRANKLIN CLOSE I understand how difficult it is to make this decision, would write pluses and minuses of the decision on a piece
of paper so he could get a real evaluation of the right things to do. (Get a sheet of paper) So what are the positives, do it. If not, do not invest! Pros 1) Saves Us Money 2) Expands Business 3) We Need It Cons Cost $10,000 GRANT TIP: This is
supposedly what Franklin did every time he was confronted with a tough decision. You use pure logic for the buyer to assess in writing why he should do this. it is very close, which allows the buyer to physically see the reality. See: Justify Close and Compare Investment Closes Survival Guide 249 Proactive Learning: Write exactly how
you'll customize it nearby to present your product, service, suggestion or idea: Write down what objections you might use: 250 CLOSES COMPARISON INVESTMENT CLOSE Let's compare what you have now on what you're moving up to. The reality is that you are paying
$2,600 a month now, and your new payment will be $5,000 a month. Let's logically look at what you're getting... Better Neighborhood Safer Newer Home All new appliances Better Sale Value Difference only $80 per day GRANT TIP: Physically write it down for the buyer to see his answers because it allows the buyer to see what he gets
for the increase. Always show positives and negatives as well. See: Ben Franklin Close, Justify Close, You Deserve to Close, Compare Close, Better Live Rich Close, Better Live Rich Close, Ben Franklin Close, Surgiestion or Idea:
Write What Objections You Might Receive From Using This Close, and What New Close You Could Use: 252 CLOSES Comparison CLOSE I'd rather see you pay an extra $1000 a month for something to love than paying $4000 a month for something you've outgrown and already meets your needs when you know it's only a matter of
time before you make a change. Here we go. GRANT'S TIP: A strong conclusion where we use comparisons between what they have now and what they buy. Close to improving what they're doing and also selling the idea that
it's inevitable. See: Ben Franklin Close, Justify Close, You Deserve to Close, Compare Close, Better Live Rich Close, Better Live Rich Close, Better Live Rich Close, Softener Survival Guide 253 Proactive Learning: Write exactly how you will customize this close to present your product, service, suggestion or idea: Write what objections you might receive from
using this close, and what new close you could use: 254 closes the same product close: YOURS (Better price from competitor) OK which one would you rather own if the money was the same? Why? (With you) (Because I like it better) Why? (It's bigger and plusher) Why else? (Since it has heating built in) Why else? (Because you have a
lifetime warranty) Okay, then you understand why we have more money. I need your approval here and here. Grant's tip: Let the customer sell here would rather buy. Then he will tell you all the reasons why buy yours. See: Got You Beat Close,
and same Product Close (Their) CLOSURE SURVIVAL GUIDE 255 PROACTIVE LEARNING: Write exactly how you customize it nearby to present your product, service, suggestion or idea: Write exactly how you customize it nearby to present your product, service, suggestion or idea: Write exactly how you customize it nearby to present your product, service, suggestion or idea: Write exactly how you customize it nearby to present your product, service, suggestion or idea: Write exactly how you customize it nearby to present your product, service, suggestion or idea: Write exactly how you customize it nearby to present your product, service, suggestion or idea: Write exactly how you customize it nearby to present your product, service, suggestion or idea: Write exactly how you customize it nearby to present your product, service, suggestion or idea: Write exactly how you customize it nearby to present your product, service, suggestion or idea: Write exactly how you customize it nearby to present your product, service, suggestion or idea: Write exactly how you customize it nearby to present your product close it nearby to present your product your product close it nearby to present your product your
from competitors) OK which one you'd rather own if the money was the same? Why? (Theirs) (Because I like it better) Why else? (Because they have a lifetime warranty.) Follow me, I want to show you something. Grant's tip: Get out of the end; you're on the
wrong product. When a buyer says that the reason is a better price, it does not always mean a lower price, but many times says better value. Your buyer is not selling on your product. It is not uncommon for buyers to take too little product and miss them because of it. See: Got You Beat Close, Same Product Close (Yours), all Prices
closes and stocks closes survival guide 257 proactive learning: Write exactly how you will customize this close to present your product, service, suggestion or idea: Write down what objections you might receive from using this close, and what new close you could use: 258 closes now and close later Let me show you the cost of it now and
the cost of it later... The price is now $300,000. The cost later is approximately 6% more with a new price increase at the end of the year. This price equates to an additional $18,000 and a monthly cost of nearly $400, which you don't have to waste. Not to mention that with this new product, you, the company and your clients will benefit
without paying additional costs. Let's do the smart thing. Please sign. GRANT'S TIP: Use emotion to sell and logic to close, never the best time to close the survival guide 259 proactive learning: Write exactly how you will customize it
close to present your product, service, suggestion or idea: Write what objections you might get from using this close, and what new close you could use: 260 CLOSE FLUSH OBJECTION CLOSE If everything was ok would you decide to buy the product right now? (yes) So what is it: price, financing, product, terms, me, company? Grant's
tip: To flush out an objection, use late in the deal, never soon. This close tests the validity of the desire not to buy, and reveals real objections. Yes, it means something's missing. Start over. See: Justify Close, Reason to Buy Close What It Would Take To Close Cloud survival guide 261 PROACTIVE LEARNING: Write exactly how you'll
customize it close your product, service, suggestion or idea: Write down what objections you might receive from using I agree it's a lot of money, and you knew that before you got here. I need your approval here and here. GRANT TIP: Stop
changing complaints about objections. The rich complain that it's a lot of money. You have people and companies that go over budget and then complain about their next purchase being too expensive just to buy all the things they claim are too expensive. I agree, discount and make a deal. If this is really valid, then you will use other
inventory to move in the direction. See: Price Close, Store Closure, Discount Close, Momentum Close and Gratitude Close The Closure Survival GUIDE 263 PROACTIVE LEARNING: Write exactly how you'll customize it nearby to present your product, service, suggestion or idea: Write down what objections you might get from using this
close, and what new close you might use: 264 closes gratitude close Mr. Buyer, I agree that it's a lot of money. Be thankful that you and your company are in a position to consider the product. There are businesses that close their doors, and people don't even know where they're going to get their next meal. They'd like to be in your place
You are able to own and enjoy your new ones. You deserve it, you've worked it and you're in a position to do so. Be glad you can do it. I need your approval here, here and here. This is for heavy closing times like you. Stop shopping, stop being sold rather than do sales. Agree and recognize the buyer's ability to make big decisions. See:
Price closes, discount closes, deal closes survival guide 265 PROACTIVE LEARNING: Write exactly how you customize it nearby to present your product, service, suggestion or idea: Write what objections you might get from using this close, and what new close you could use: 266 closes unwind close (We changed your mind, we think
we're going too fast.) No problem. I'll tell you what we can do. Let's put the decision on a little longer. How does it feel? It feels good, doesn't it? I always go through the wrong thing. Tell me this... 1) Do you really think it will satisfy all your
needs? 2) Is this car affordable for you? 3) The big question is whether you deserve to reward your own, or is it time for society to expand)? Grant's tip: This unwinding from buyers' doubts happens often, demoralizing sellers who for a while thought they had a deal. It requires very professional handling, and it close does. I agree, then go
back and close! See: All husband stalls, all wait closes, Way Close the CloserS Survival GUIDE 267 PROACTIVE LEARNING: Write exactly how you'll adapt it nearby to present your product, service, suggestion or idea: Write down what objections you might receive from using this loved one, and what new loved ones you might use: 268
CLOSE WILL WAIT You can definitely do this, let me share with you what happens while you wait. 1) You and your company still need the product. 2) It costs you that you do not have a product. 3) Nothing changes when you leave, except the prices go up Let's do it and get it done as you have many other things to your attention. I need
your OK here and here. Grant's tip: I agree, then present what happens when someone waits, which is nothing positive, really. You want to expose the real objection. See: Think about It Closes, Discount Close, and now and later close the softening survival guide 269 proactive learning: Write exactly how you will
customize it close to present your product, service, suggestion or idea: Write what objections you might get from using this close, and what new close you could use: 270 closes when the value exceeds the close price (Better price with your competitor) I understand that and I assure you that there is a big difference between what my
competitor supplies and what we supply. And once you see exactly what it is, you'll see that I'm actually offering a lot more value than what they presented, and when the value exceeds the price is no longer a problem. GRANT TIP: This is where you need to know your product and your services and how much you will offer to
the buyer in the form of services, commitment, and what else you are doing. You'd better find out what it is and sell it, or you'll always beat it to the price. I saw buyers say they could buy the exact same product from someone else, and it wasn't even remotely similar. Don't argue. Create a value, view the difference in value, and you won't
have to close the price. See: Price closes, all the same close and got you beat close softens survival guide 271 proactive learning: Write exactly how you customize it nearby to present your product, service, suggestion or idea: Write exactly how you customize it nearby to present your product, service, suggestion or idea: Write exactly how you customize it nearby to present your product, service, suggestion or idea: Write exactly how you customize it nearby to present your product, service, suggestion or idea: Write exactly how you customize it nearby to present your product, service, suggestion or idea: Write exactly how you customize it nearby to present your product, service, suggestion or idea: Write exactly how you customize it nearby to present your product, service, suggestion or idea: Write exactly how you customize it nearby to present your product, service, suggestion or idea: Write exactly how you customize it nearby to present your product, service, suggestion or idea: Write exactly how you customize it nearby to present your product, service, suggestion or idea: Write exactly how you customize it nearby to present your product, service, suggestion or idea: Write exactly how you customize it nearby to present your product, service, suggestion or idea: Write exactly how you customize it nearby to present your product, service, suggestion or idea: Write exactly how you customize it nearby to present your product, service, suggestion or idea: Write exactly how you customize it nearby to present your product, service, suggestion or idea: Write exactly how you customize it nearby to present your product, service, suggestion or idea: Write exactly how you customize it nearby to present your product, service, suggestion or idea: Write exactly how you customize it nearby to present your product, service, suggestion or idea: Write exactly how you customize it nearby to present your product, service it nearby to present your product, service it nearby to present your product, service it nearby to present you
agreements and close do you agree that this is the right product for you? Do you agree that sooner or later your company will have to make this purchase? Do you agree that this is the right product for you? Do you agree that sooner or later your company will have to make this purchase? Do you agree that this is the right product for you? Okay, then do it as you agree it's the right thing to do. Sign here and here. Grant's tip: Here you link a series of agreements to get a big
deal. This polling gets momentum moving in the right direction and cools the buyer's thinking to the positive. See: Minor Point Closes a Three Yes's SURVIVAL GUIDE 273 PROACTIVE LEARNING: Write exactly how you'll customize it nearby to present your product, service, suggestion or idea: Write what objections you might get from
using this close, and what new close could you use: 274 CLOSES MINOR POINT CLOSE Do you like the size? Do you see yourself using it every day? All right, let's wrap this up and get it ready for you. Sign here and here, please. Grant's tip: Look at all the tiny points you know you can get yes to. Once you get yes
to the minor questions, then go close. See: Three Yes is close and all Assumptive Closes survival guide 275 proactive learning: Write exactly how you will customize it nearby to present your product, service, suggestion or idea: Write what objections you might get from using this close, and what new close you could use: 276
closes who taught you that close (We can't afford it.) Who taught you to think like that? You can do whatever you want and afford what you want to afford what you want to afford it.) Who taught you to think like that? You can do whatever you want to afford what you want to afford what you want and afford what you want to afford what you wan
the rule of the agreement, the reality is that you are acknowledging that this person can do whatever he wants to do. To pull it out of you you need to be straightened out for money for yourself and stop telling others that you can't afford anything. Think big; close the large one. See: Agreement closes and quality Close, did you know that
before closing, better to live rich close survival guide 277 proactive learning: Write exactly how you will customize it close to present your product, service, suggestion or idea: Write exactly how you might get from using this close, and what new close you could use: 278 CLOSES ABLE CLOSE Sir, forgive me but when you say
That you can't do it today I have to say it shocks me. You're one of the most capable, capable, intelligent people that's ever sat in front of me. I have people who don't have near your funds who buy this product every day. Now lets do it ... sign here and here, please. Grant's tip: This is again when you empower a client by not believing
what they are telling you, thus discounting the validity of the answer. Many things that have been heard in close proximity are mere reactions, not actual reactions to the situation. Discount them and close them. See: Quality Close, who taught you that close, intelligence close and better live rich close cloud survival guide 279 proactive
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learning: Write exactly how you will customize it nearby to present your product, service, suggestion or idea: Write what objections you might use: CLOSES INTELLIGENCE CLOSE Sir, you're one of the most intelligent people who's ever sat across from me, and you know you've
had your whole life made up of intelligent and well-thought-out decisions. It's going to be another smart decisions. Here we go. Sign here and here, please. Grant's tip: Once again, you recognize the intelligence and ability to
believe in themselves when making decisions, and making a deal requires you to be able to inspire someone to make a decision. See: Quality Close, who taught you that close, intelligence close and better live rich close to present your product,
service, suggestion or idea: Write what objections you could get from using this loved one, and what new close you are a person who prides himself on always doing the right thing. You've built your life with the right actions and decisions. If
this purchase does not fit the right things, then do not do it, but I do not believe that this is the case. Let's do it if you think it's the right thing to do. (If not, then what is not right?) Grant's tip: This close shows understanding and recognizes the person who wants to make a good decision. This helps flush out hidden objections as to why this
may not be the best decision for them. This is very close to being used with someone who is very insistent on being right, which is even arguing with you. See: Able Close, Ben Franklin Close, Scale from 1 to 10 Close Closing Survival Guide 283 PROactive Learning: Write exactly how you'll customize it nearby to present your product,
service, suggestion or idea: Write what objections you might get from using this loved one, and what new close you could use: 284 closing to do the right thing as I believe you are a person who prides yourself on always doing the right thing. You've built a life of good actions and decisions and avoided
the wrong. If this purchase does not fit under the right things, then let's not do it, logically let's look at it so that you can make the right decision. Why is that the right thing to do? Why is that wrong? (Create a list and specify which one to make.) GRANT TIP: Once again, we show understanding and recognize an individual's ability to make
the right decisions. Then make a list similar to Ben Franklin Close. See: Do The Right Thing Close I, Able Close, Intelligence Close, Ben Franklin Close Users Intelligence Close, Ben Franklin Close Users I, Able Close, Intelligence Close, Ben Franklin Close Users III customize it nearby to present your product, service, suggestion Idea: Write what objections you can get from
using this close, and what new close you could use: 286 CLOSES THE GAP As you are aware, the limited availability of this particular product is a huge requirement and I want to be sure that I am able to give you what you want, so let's get the paperwork and do it! Grant's tip: This tight exploits the lack and hope of being the first, and
even the fear of losing as his momentum. Be careful with these types of closes, however, as today's consumers get worn out on it quickly. See: Nachka closes, you want to be the first or last to closes, however, as today's consumers get worn out on it quickly. See: Nachka closes, you want to be the first or last to closes, however, as today's consumers get worn out on it quickly. See: Nachka closes, you want to be the first or last to closes, however, as today's consumers get worn out on it quickly.
product, service, suggestion or idea: Write what objections you might get from using this close, and what new close you could use: 288 closes take away close Let me, I suggest you do it now. If you come back tomorrow, and they're already talking about it, take it as a sign that it was never meant for you. (sit away from your desk)
GRANT'S TIP: Similar to Lack of Close, but opposite. This is a riskier close when you offer to take the product and the decision to close and suggest that they leave at this time. Better to know that the buyer is selling on the product before you start trying this one. Just for the brave! See: Lack close, sooner or later Close, first or last close
do the right thing closes and alternative closes the survival guide 289 proactive learning: Write exactly how you customize it close to present your product, service, suggestion or idea: Write exactly how you customize it close to present your product, service, suggestion or idea: Write exactly how you customize it close to present your product, service, suggestion or idea: Write exactly how you customize it close to present your product, service, suggestion or idea: Write exactly how you customize it close to present your product, service, suggestion or idea: Write exactly how you customize it close to present your product, service, suggestion or idea: Write exactly how you customize it close to present your product, service, suggestion or idea: Write exactly how you customize it close to present your product, service, suggestion or idea: Write exactly how you customize it close to present your product, service, suggestion or idea: Write exactly how you customize it close to present your product, service, suggestion or idea: Write exactly how you customize it close to present your product, service, suggestion or idea: Write exactly how you customize it close to present your product, service, suggestion or idea: Write exactly how you customize it close to present your product, service, suggestion or idea: Write exactly how you customize it close to present your product your
either going to buy it now or buy it later, but you know you need it and sooner or later you will do it. The guestion is, do you want to be the first. GRANT TIP: Like all closes, buyers must be on the product they are sold on. When you get to this point you have a buyer
who just doesn't want to make a decision but you know they want the product. This is especially good to use when you are going to do it sooner or later. Also particularly suitable for products that are just coming or where competitors of the company might be considering your services later. See: Lack close, think about it
closes, get it done and through close, sooner or later close, take away close cloud survival guide 291 proactive learning: Write what objections you might receive from using this close, and what new close you could use: 292 closes OR
LATER CLOSE The reality is that you are going to do it sooner or later and you know it. You need a product, you love the product and you can afford the product and you can afford the product. Let's do it sooner rather than later and finish it now. GRANT TIP: You need to know the difference between valid objections and just responding to a decision. Most of what you
get hit with are just reactions. So stay confident, focus on what you're sure of and make a deal. See: Lack close, think about it closes, get it done and over close and want to be the first or last to close, think about it closes, get it done and over close and want to be the first or last to close, think about it closes, get it done and over close and want to be the first or last to close, think about it closes, get it done and over close and want to be the first or last to close, think about it closes, get it done and over close and want to be the first or last to close, think about it closes, get it done and over close and want to be the first or last to close, think about it closes, get it done and over close and want to be the first or last to close, think about it closes, get it done and over close and want to be the first or last to close, think about it closes, get it done and over close and want to be the first or last to close, think about it closes, get it done and over close and want to be the first or last to close, think about it closes, get it done and over close and want to be the first or last to close, think about it closes, get it done and over close and want to be the first or last to close, think about it closes, get it done and over close 
product, service, suggestion or idea: Write what objections you might get from using this close, and what new close you could wait and not make a decision now, but I want you to get it done so you can put your attention on things that are more important to you. Sign here and
here, please. Grant's tip: Do you think I'm too persistent and never take it as the right buyer's decision? You're right. I believe the buyer is sold, I will make a deal and I will not give up until it happens. I know enough about people to know they're not sure until they're locked up. Once you close them, they stop creating reactions as to why
they can't buy them. See: Sooner or Later Close, Never A Good Time To Close and All Assumptions Closes Survival Guide 295 Proactive Learning: Write Exactly How You'll Customize It Close, Never A Good Time To Close, and What New Close
You Could Use: 296 Closes Never The Best Time to Close Never Is the Best Time to Make This Decision as you will always have things going on. Let's do it now and let it handle it for you so you can start mining now. Sign here and here, please. GRANT'S TIP: People tend to want to add time to their actions to avoid making decisions
today, thinking tomorrow or later will be a better time. Also to the extent that you put off in your life, you will be convinced that the buyer should wait. People who come to power in their lives make decisions and move on to the next thing. Confront
the fact that there is never an ideal time. Now it's time. Let's do this and finish it. Rest assured, you'll make a deal. See: First or last close, sooner or later close, think about it closes, and get it done and through close closures survival guide 297 proactive learning: write exactly how you will customize it nearby to present your product,
service, suggestion or Write what objections you might receive from using this close, and what new close you could use: 298 closes will not allow you to own this product. It's the right thing to do for you and your company. I would never deceive you, and you know it's the right thing
to do. I need your approval here and here. Grant's tip: This close requires tremendous confidence on your part and you have to use it with speed and performance. You must also have a strong relationship with the buyer, as well as be completely convinced that this product is for the buyer. See: Closes, Ownership Close, Sooner or Later
Close Confused Survival GUIDE 299 PROACTIVE LEARNING: Write exactly how you'll customize it nearby to present your product, service, suggestion or idea: Write down what objections you might receive from using this loved one, and what new close you could use: 300 CLOSES OWNERSHIP CLOSE I'm putting my name on it and
won't let anyone else get it how do I know it's the right thing for you and perfect for you. How are you going to pay for this? Grant's tip: This is an assumption that's close to you insisting on owning them. It requires a lot of trust and a great relationship with the buyer and you have to be completely sold on the concept that it's the right
product. Move at speed when using this conclusion. See: closes, won't allow you to close, sooner or later close and take away close cloud survival guide 301 proactive learning: Write exactly how you customize it close to present your product, service, suggestion or idea: Write what objections you might receive from using this close, and
what new close you could use: 302 closes the post close while you are making your own decision, I want to share with you that your decision doesn't just affect you, but also benefits others when you say yes to it now. Your purchase goes a long way to helping others (the list is) and I know you like the idea of contributing to others. I need
your approval here and here. Grant's tip: This close includes others, not just decision makers. You are using the fact that this person will create a good influence on others in the hope that it will affect decision makers to take action now. See: Personal Kindness Close, Important Person Close, and Do It for Me Close The Survival Guide
303 PROActive Learning: Write exactly how you'll customize it nearby to present your product, service, suggestion or idea: Write what objections you might use: 304 CLOSES PERSONAL FAVOR CLOSE EVEN IF ultimately it's your decision, I would ask you to consider one more
thing. The fact that you would do it now would be a personal favor to me, because I certainly benefit from it. I need help right now, it would be greatly appreciated by me and my family. Could you please talk to me and agree to do it now? GRANT'S TIP: Some people will do more for others than they do for themselves. Personally, I hate
saying no to a salesman when he asks me for help. You need to have time to build a relationship and really work for the buyer before this loved one will benefit you. Once you have a relationship, then it's very effective close. See: Do it for me Close, Post Close, Beg Close The Closures Survival GUIDE 305 PROACTIVE LEARNING: Write
exactly how you will customize it nearby to present your product, service, suggestion or idea: Write what objections you might receive from using this close, and what new close you could use: 306 CLOSES BEG CLOSE I'm begging you to do it now. It will all make a difference to me, my moon and my family. GRANT TIP: While America
frowns on beggars and because all of us have been properly socialized (suppressed), most who read it will defend using this as a way to get our products and services into the hands of our customer. I'll do anything to finish my job, including connecting to that part of every human
being who wants to help another human being! I'm willing to beg to get a deal and I know that just because I beg, it doesn't make me a beggar! This should not be used as a first option, but late in the game, when you can not understand why the buyer does not say yes and you have exhausted something useful that will do the job! See: Do
It For Me Close, Post Close, Post Close, Personal Kindness Close, All Pressure Closes Survival Guide 307 Proactive Learning: Write Exactly How You'll Customize It Nearby to Present Your Product, Service, Suggestion or Idea: Write What Objections You Might Receive From Using This Close, and What New Close You Could Use: 308
Closes The Game Close I ask you to do it now rather than wait because we're playing the game here and your decision today will go a long way to my team (which you're on) winning the game when we all benefit in a big way and beat our opponents. I'm counting on you on our team as a key player to make sure we win this game. Be on
our team and help us win... sign here and here. Grant's tip: This tight match takes advantage of everyone's desire to play games and be on the winning side. We keep a lot of games going on in my office for this purpose and in many cases call our clients to engage them in the game. It also keeps things very positive and very high tone.
Like Beg and the Commission, it will close. Don't be shy about using what it means within ethical limits to get a deal done! Be creative! See: Beg Close, Commission Close, and Do It For Me Close the CloserS SURVIVAL GUIDE 309 PROACTIVE LEARNING: Write exactly you customize it close to present your product, service,
suggestion or idea: Write what objections you might get from using this close, and what new close you could use: 310 CLOSE COMMISSION CLOSE Already the discount will result in me not getting paid for this transaction, and know you don't want to. What remains as a profit is my commission and that's the only way I get compensated
and how to take care of my family. Come on, boss, help me. I work day and night to take care of my family with little hope that if I work hard enough, I might one day get to where you are. GRANT TIP: People are more likely to help another person and reduce the need for a bigger discount because of the human element than the product
itself. See: Game Close, Beg Close, all Pressure Closes, Do It For Me Close, Either Way Close, Sooner or Later Close the CLOSERS SURVIVAL GUIDE 311 PROACTIVE LEARNING: Write exactly how you will customize this loved one to present your product, service, suggestion or idea: Write what objections you might receive from
using this loved one, and what new loved ones you might use: 312 CLOSES LEAVE IT UP TO THE BANK CLOSE It is clear that you are concerned about money. Let me suggest, because money is a problem we leave it to the bank. If the lender/bank (or credit card company) approves the deal, (and I know they won't approve you if I
don't think you can do it), then we're dealing with it. If not, then nothing happened. Sign here and here and we'll leave it to the creditors. GRANT TIP: This conclusion is used when the buyer says it all about the money and doesn't think they or the company can afford to buy at this time. Use lenders as an approval point. See: Payment
closes, installment closes, all rates closes survival guide 313 proactive learning: Write exactly how you customize it nearby to present your product, service, suggestion or idea: Write what objections you might get from using this close, and what new close you could use: 314 CLOSE PUPPY DOG CLOSE Let me suggest you take it home
tonight and when you wake up tomorrow to decide if it's right for you or not. If you decide that this is not the case, then bring it back and no problem! Grant's tip: This conclusion can more than be used as a way not to make a deal, so make sure you do it with one last desperate effort. The strength of this loved one is especially with those
items for which people really have an affinity. It won't work well with products that don't have any heart connections. And again a weak seller will tend to overuse it as a way not to close. See: Re-demo Close, Think About Close, All Do The Right Thing Close, Future Date Close Closures Survival GUIDE 315 PROACTIVE LEARNING: Write
exactly how you will customize it nearby to present your product, service, or idea: Write what you may receive from using this close, and what new close you could use: 316 CLOSES FEEL-FELT-FOUND CLOSE I appreciate how you feel. I felt the same way until I found out that I don't have another coming, the price won't get lower
and the bottom line is you'll need them now! Here we go. Grant's tip: This close is about empathy and understanding. Feel and find and then go back to why they should do it anyway. Great close and easy to remember. I don't know who originally created it, but the first time I heard it was from a great sales coach named Jackie Cooper.
See: The whole deal closes the survival guide 317 proactive learning: Write exactly how you will customize it nearby to present your product, service, suggestion or idea: Write what objections you might get from using this loved one, and what new close you could use: 318 CLOSE QUALITY CLOSE I know it's more money than you
imagined and I would expect it to be the same thing what happens to you when you buy other products. Obviously, you are a person who illustrates quality goods, lives in quality goods, lives in quality and knows that quality products cost more than other products. Let's do it now so you can start enjoying it. Grant's tip: That's when
you continue to sell your product and the reason the price is a caveat. You will use the objection as a reason to close! See: All Prices Closes, Intelligence Close, Did You Know That Before Closing, Better Live Rich Close Softens Survival Guide 319 Proactive Learning: Write Exactly How You'll Customize It Close to Present Your Product
Service, Suggestion or Idea: Write What Objections You Might Get From Using This Close, and What New Close Future Date Close Future Date Close Future Date Close Future Date Close Future? GRANT TIP: This is used
when you are unable to make a deal now and want to get buyers to give you some future commitment to do so. If they don't give it to you, the time of the deal is not a problem, and you're more likely not to have uncovered a real objection. See: Puppy Dog Close, Speed is Power Close, Get More Done Close, the Handshake Close, All
Pressure Closes, Rash Decision Close the CLOSERS SURVIVAL GUIDE 321 PROACTIVE LEARNING: Write exactly how you will customize this close to present your product, service, suggestion or idea: Write what objections you might receive from using this loved one, and what new loved ones you could use: 322 THE CLOSES
PRICE GUARANTEE CLOSE that price is your only concern, I would like to offer you our price promise guarantee, which is that if you left here with our product and found a better price, we could compare or beat this price. This is our way of giving you make sure you get the best price. Since I have now resolved your only concern, I need
your consent here and here. GRANT TIP: This close must of course be coordinated with management, where the company will stand by the lowest price promise/guarantee. This has become a very popular way to legitimize prices in retail today and should be seen as a way to support decisions. Almost everyone would later match the
deal if that's what it took to save one so launch it as a way to close it out. See: All Price Closes SURVIVAL GUIDE 323 PROACTIVE LEARNING: Write exactly as you customize it close to present your product, service, suggestion or idea: Write down what objections you might receive from using this loved one, and what new loved ones
you might use: 324 CLOSE NOW OR NEVER CLOSE This is an offer I'm making to you for the right at the moment in time, and it is now or never to offer as I will not be able to make it available today, tomorrow or even later today. Since we have an incentive now, I'm able to offer it to you, but it expires when you leave here. Let's do this
so you can take advantage of the incentives. Grant's tip: It can be a very strong conclusion that needs to be used selectively and carefully, because if the buyer refuses, you lose face to offer the same later. It will usually be offered at the same time as you proceed with your actions with special dismay, and for that you will be asking for a
decision right now. Also, you need to be very positive when you offer it (avoid making this confrontational) and be careful not to overuse it. See: Price Guarantee Close The Survival Guide 325 PROACTIVE LEARNING: Write exactly how you customize it nearby to present your product, service, suggestion or idea: Write what objections
you might get from using this close, and what new close you could use: 326 closes did everything for you in the way of service. Now I
need you to do something for me... sign here and let's do it See: Handshake Close, Price Guarantee Close, and other services Close survival guide 327 PROactive learning: Write exactly how you customize it nearby to present your product, service, suggestion or idea: Write what objections you can get from using this close, and what
new close you could use: 328 closes get more done close the sooner we finish it, the more you will be able to get other things done and the more time you can focus on those things you haven't done yet. Let's do this so you can continue everything other things that require your attention! GRANT TIP: This is very successful for high-
powered individuals who know the more they get done, the more they get done the more they get done.
Write exactly how you will adapt it to present your product, service, design or idea: Write what objections you might receive from using this loved one, and what new loved on
let's do it now... (reach with your hand open provided handshake for deal and shut-up) Grant's tip: There is a point in every agreement when it comes to this: a shift towards an agreement with a presumption of conclusion. Look buyers in the eye, reach out with an open hand, stop talking and get buyers to shake hands. Keep it there as
long as you have to and don't say a word! See: closes, speed is power closes, refuse to close the survival guide 331 proactive learning: Write exactly how you customize it nearby to present your product, service, suggestion or idea: Write what objections you could get from using this close, and what new close you could use: 332 closes
other services CLOSE Even if I did everything I could for you on the money I'm willing to offer you additional services beyond what we normally commit to, such as annual free inspection services, personal visits for teaching staff, and calling on you every week to make sure you're getting what you need from your new investment. Here we
go! GRANT'S TIP: The service, for most people, is worth more than a discount. Discounts have no long-term value and should be avoided except in rare cases where the buyer is only price sensitive. What you want is a value exchange rather than a price reduction, so use additional services to give the buyer what will feel like a winner
and added value to your offer. See: All pressure closes, decision to close, quality close, game close, and what new close you and added value to your offer. See: All pressure closes, decision to close, quality close, game close, and what new close you are close your product, service, suggestion or idea: Write what objections you might receive from using this close, and what new close you
could use: 334 closes the pressure close as well (Are you pushing me?) Not yet. But I'm willing to resort to it to make it tonight. I need your approval here and here. Grant's tip: This acknowledges and confirms your willingness to go there if necessary. There is nothing wrong with applying pressure in the right amounts when prospects are
unable or unwilling to make a decision. More transactions are lost due to unwillingness to exert pressure than are lost because it is used. Being ready to handle pressure closes, either way close, the decision closes, does not allow you to close cloud survival guide 335
proactive learning: Write exactly how you will customize it close to present your product, service, suggestion or idea: Write what objections you could get from using this close, and what new close you could use: 336 close pressure II (Are you pushing me?) Please do not confuse my enthusiasm, my insistence and my confidence in my
proposal with pressure. I'm sure it's the right thing for you. Now let's do it. Grant's tip: Quickly answer this question with a smile on your face and tell your prospects that he confuses pressure with enthusiasm. No one hates someone who's confident and enthusiastic. You would never blame a child for putting pressure on their parents
because he insisted with enthusiasm that they did. See: All pressure closes, either way close, the decision closes, does not allow you will customize it close to present your product, service, suggestion or idea: Write what objections you could get from
using this close, and what new close you could use: 338 closes pressure CLOSE III (Are you pushing me?) Not yet, but don't think I won't take the lead if you prove you're incapable of doing the right thing. Now let's do it (Pass pen) GRANT TIP: A strong close that recognizes the pressure and your willingness to resort to it if necessary.
Sometimes recognition and the threat of pressure alone can make a deal. Remember that in this situation your buyer/prospect is guestioning what is going on, but there is no objection to it. See: Pressure closes, either way close, the decision closes, does not allow you to close cloud survival GUIDE 339 PROACTIVE LEARNING: Write
exactly how you customize it close to present your product, service, suggestion or idea: Write what objections you might receive from using this close, and what new close you could use: 340 closes rash decision to close (Don't make rash decisions...) I understand, and the reality is that at the moment it would not be possible to regard any
decision you have made at this point as a hasty decision. You and I have met on three occasions regarding this proposal. You, your employees, and my people have spent hours considering options. Now let's do it. Grant's tip: This is the latest attempt by your prospect to convince you not to make a decision, and your answer to that is
based on how reasonable you are with the facts. Most of the time, when this happens more than a reasonable time, presentation and proposal, and an agreement on this would not be hasty anyway. Laugh and smile while delivering this close and watch the magic. See: Pressure closes, do it now closes, time to think closes, either or
close, and rash Close closes survival guide 341 PROACTIVE LEARNING: Write exactly how you customize it close to present your product, service, suggestion or idea: Write what objections you might get from using this close, and what new close you could use: 342 closes rash decision to close II (We never made a hasty decision...) I
agree and say yes right now should never be considered a rash/snap decision. At this point, it's not just a rash decision, but absolutely the most reasonable, logical and frankly the only thing you can do. I need your approval here and here. Show me you're not going to get out of the game. Use the buyer's attempt for a reason and close by
stating the facts. Most people don't make rash decisions, and it actually takes too long to do anything. Feel free to tell the truth in the end. See: Pressure closes, do it now closes, and the rash closes, one way or another closes, and the rash closes survival guide 343 proactive learning: Write exactly how you will customize it close to
present your product, service, suggestion or idea: Write what objections you might receive from using this close, and what new close you could use: 344 closes nothing to do with the decision to CLOSE (Never make a hasty decision...) I hear you and I agree, but the reality is that there are only a few reasons why you won't do it tonight,
none of this has anything to do with your ability to make decisions. Can I share them with you? 1) Lack of confidence in the product 2) Price or conditions are not correct 3) You do not have confidence in the product 2) Price or conditions are not correct 3) You do not have confidence in the product 2) Price or conditions are not correct 3) You do not have confidence in the product 2) Price or conditions are not correct 3) You do not have confidence in the product 2) Price or conditions are not correct 3) You do not have confidence in the product 2) Price or conditions are not correct 3) You do not have confidence in the product 2) Price or conditions are not correct 3) You do not have confidence in the product 2) Price or conditions are not correct 3) You do not have confidence in the product 2) Price or conditions are not correct 3) You do not have confidence in the product 2) Price or conditions are not correct 3) You do not have confidence in the product 2) Price or conditions are not correct 3) You do not have confidence in the product 3) You do not have confidence in the product 3) You do not have confidence in the product 3) You do not have confidence in the product 3) You do not have confidence in the product 3) You do not have confidence in the product 3) You do not have confidence in the product 3) You do not have confidence in the product 3) You do not have confidence in the product 3) You do not have confidence in the product 3) You do not have confidence in the product 3) You do not have confidence in the product 3) You do not have confidence in the product 3) You do not have confidence in the product 3) You do not have confidence in the product 3) You do not have confidence in the product 3) You do not have confidence in the product 3) You do not have confidence in the product 3) You do not have confidence in the product 3) You do not have confidence in the product 3) You do not have confidence in the product 3) You do not have 2) You do not have 2) You do not have 3 You do not have 3 You do not h
stand is? This is very close and you get the buyer's respect when you use it. People avoid making decisions because something is still wrong with them. See: Pressure closes, do it now closes, time to think closes, one way or another closes, decision
closes, and rash closes survival guide 345 proactive learning: Write exactly how you customize it close to present your product, service, suggestion or idea: Write what objections you might get from using this close, and what new close you could use: 346 CLOSES EITHER SO CLOSE (Don't make a decision now...) I understand, but let's
make that decision. You will either make the decision to continue with what you have or decide to get what you deserve. Either way you'll be spending money one way or another obligation and make a decision in both directions. The question is whether you will reward yourself with something you need/want and deserve, or continue to do
something old. GRANT TIP: Your prospects are no longer valid before you engage with you, the guestion is really what they will pay. All decisions cost something new costs something new costs something. Use this close to correct the buyer's thinking by explaining that all decisions have costs. See: Time closes
rash closes, decision closes, ability to make decision close, stall close, Do the right thing Close survival guide 347 PROACTIVE LEARNING: Write exactly, as you customize it close to present your product, service, suggestion or idea: Write what objections you might receive from using this close, and what new close you could use: 348
BASIC CLOSES INDEX CLOSES BASIC CLOSES: Delivery Close Payment Close Payment Close Payments To Numbers Close Payments To N
Close II Congratulations Close Do Anyway Close Varehouse Close - Move Down Model Stocks Close - Move Up Model Budget Close II Re-Present Close Three Yes and then close 92 94 98 100 102 104 106 108 110 112 118 126 130 132 134 142 144 150 152 160
16 176 182 184 192 200 CLOUD SURVIVAL GUIDE Referral Close to Penny cut to ridiculous close better live rich close and take with you close and take with you close third party close hard earn this close deserves to close no capital close ben
250 254 256 260 264 272 27 4 286 288 296 300 310 312 350 BASIC and advanced closes puppy dog close feel-felt-found close price quarantee close even rash decision to close ii advanced closes: Scale from one to ten spouses Stall Close III Husband Stall Close IV Unavailable Party II
Insurance Close Other Party Assist Second Baseman Close II Agreement Close III will not last close be grateful close Budget Close Budget Close III Budget Close IV Budget In Assume Zero Balance Close Payment Close Payment Close Momentum Close 314 316
322 328 340 342 96 114 116 120 122 124 128 136 138 140 146 146 14 154 158 164 166 168 168 170 172 174 178 CLOSERS SURVIVAL GUIDE Need To Pray About It Close III Think About It Close IV Think About It Close IV Think About It Close Close Close Close Close Leave Me Some Paperwork Close Important Person Close Discount Close Now
and Later Close You Knew That Before Close Unwind Close You Will Wait Close When Value Exceeds Price Close Unwind Close I Do The Right Thing Close I Want to Be First Or Last Close Sooner Or Later Close Get It Done And Over Close Don't Allow Close Post
Close 351 180 186 188 190 194 196 198 214 220 222 228 230 232 242 252 258 262 266 268 270 276 278 280 282 284 290 292 294 298 302 352 ADVANCED, CLASSIC AND MONEY CLOSES Personal Kindness Close Beg Close The Game Close Quality Close Future Date Close Now or Never Close All Possible Handshake Close
Other Services Close Pressure Close I Pressure Close II Pressure Close II Nothing to Do With Decision Close So By The Way Clos
Found Close Handshake Close 304 306 308 318 320 324 326 320 332 3 34 336 338 344 346 200 202 216 218 222 248 272 286 314 316 320 Guide to closing money: Payment Close rate Close deal Close I Deal Close II Agreement Close III will not last time close be grateful close congratulations close close
do it close disease close stock - move down model stock - move up model selection alternative close package alternative close ii budget close at end in end in assume zero balance near penny close cut To ridiculous close better live rich close can not take with you any
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Think About It Close IV Think About It Close V Apologize Close Reject 118 120 180 182 184 186 188 190 194 196 214 228 230 356 STALL and the product closes will wait Close In Take Away Close Insurance Close Insurance Close Immediate Delivery Momentum Close Re-current
Close All Same Close Summary Close Comparison Investments Close Minor Point Close Ownership Close 268 280 282 284 288 298 308 340 342 344 34 6 92 94 96 104 106 108 122 130 178 192 224 244 250 274 300 GLOSSARY Below are many words that I use in this book, along with the best definition of how the word was used. I
deliberately did not include all possible definitions. I also usually include what is referred to as origin (where the word came from) to give the reader an example of the word nice:ORIGIN Middle English, from the Latin nescius 'ignorant,' from nescire 'do not know.
No wonder when someone says you're a nice seller, you know they're not buying from you! That explains the saying: Nice guys finish last! It's about using a glossary because it gives you an even greater understanding of the material written and my intention. ABILITY- a talent that allows someone to achieve a lot - a man of exceptional
ability. (in the context of education) the level of mental strength of ORIGIN late middle English: from the habilis 'able.' ACCELERATE — cause faster driving. ORIGIN early 16. (in the sense of [accelerate occurrence]): from latin accel357 358 CLOSERS SURVIVAL GUIDE erat-
'hastened.' from verb accelerare, from ad- 'k' + celery 'fast.' CONFIRM - show that one of them (someone) by gesture or greeting. ORIGIN of the end of the 15th make a difference, touch the feelings (of someone); move emotionally origin of late middle English (meaning [attack as a disease]): from French influential or Latin affect-
'influenced, influenced,' from the verb afficere. AGREEMENT - harmony or consensus in opinion or feeling; or the outcome of the agreement. ORIGIN late middle English: from the verb afficere. AGREEMENT - harmony or consensus in opinion or feeling; or the outcome of the agreement. ORIGIN
early in the 16th century (denoting the dock for shipbuilding and repair) ALTERNATIVE - (one or more things) available as another ORIGIN option in the mid-16th century (meaning [alternately]): from the French alternatif, -ive or medieval Latin alternative, from the Latin alternate exchange (see alternative). APOLOGY -
regrettable recognition of a crime or failure- ure. ORIGIN in the mid-16th (denoting formal defense against accusations): from French apologia 'speech in its own defense,' from apo GLOSSARY 359 'gone' + -logia (see -logs). ASSUMPTION — a thing that is accepted as true or certain to
happen. ASSIST - help by providing money or information. ORI- GIN late middle English: probably from old English bedecian, Germanic
origin. BENEFICIARY — a person receiving an advantage from a thing, in particular a trust fund, credit or life insurance policy. ORIGIN early 17th cent.: from Latin beneficiarius, from ben franklin benefit - American diplomat, printer, author and scientist. BUDGET - estimate of revenue and expenditure for a specified period of time. ORIGIN
late middle English: from old French bougette, diminutive bouge 'leather bag,' from Latin bulga 'leather bag, backpack,' of Gallic origin. The word originally meant your pilgrimage or wallet and later its contents. CALM — (person, action or manner) that does not manifest or feel nervousness, anger or otherwise. (places) quiet, especially
unlike recent violent activity. ORIGIN OF LATE Middle English: through one of the Romanesque languages of greek kauma 'warmth (from 360 closers survival quide day).' CATAPULT — a device in which the accumulated voltage barrel- denly released to hurl the object some distance [intrans.] to move suddenly or at high speed, as if
throwing a catapult. ORIGIN late 16. from the executioner- 'down' + pallein 'pounce.' CAUSE — the person or thing that leads to the action, phe-nomenon, or condition. reasons for it, think or feel something, a principle, objective or movement that is prepared to defend or defend because of a deep commitment. ORIGIN Middle English
from old French, from Latin causa (noun), causare (verb). CHECK — check to correct any detected defect or probe. ORIGIN Central English (originally used in chess): noun and exclamation point from the old French eschec, from medieval Latin scaccus, through Arabic from persian śāh 'king'; verb from old French CLOSE — to
successfully complete the transaction. ORIGIN Middle English: from the old French clos (as noun and adjective), from the Latin clausum 'wardrobe' and clausus 'closed,' past subaper to claudere. CLOSER – someone who completes transactions as a success, someone who can make trades consistently. COMPARISON — quality of
similarity or equivalence, ORIGIN Middle English; from old French comparesoun, from GLOSSARY 361 Latin comparatio(n-), from comparatio (n-), from comparat
French complaine, women's past charge complaindre 'to lament' CONCERT - together, in conbination, in the league, side by side; in unsound. CONCLUSION - end or end of action or process ORI-GIN late middle English: from latin conclusio(n-), from verb concludere CONFIDENT - feeling or
displaying certainty about something. ORIGIN from the end of the 16th century CONSULTANT — a person who provides professional advice to professors- sionally. ORIGIN late 17th (in the sense of [the person who consults]): probably from French, from the Latin consultare POST - the part played by a person or thing in achieving a
result or helping something in advance. ORIGIN of late middle English (indicating tax or fee): from late Latin contributio (n-), from latin contribute or control people's behavior or course. too much to limit something, esp. their own emotions or actions.
ORIGIN from the Anglo-Norman French contreroller keep a copy of the role of CO-SIGNER accounts - someone who signs a loan, lease or other agreement - together with someone else to ensure that the terms of the contract are met by that person. DECISION — conclusion or order, to be investigated. Late Middle English: from Latin
decisio(n-), from decidere 'determine'. DEDICATION — dedication (time, effort or self) to a particular task or purpose. ORIGIN of late Middle English (in the sense of [dedication- 'devoted, ored,' from the verb dedicare. DEMO - an abbreviation for prove-clearly prove
existence or truth (something) by taking evidence or evidence. • provide a practical exhibition and explanation (how the machine, skill, or craft works or is performed) ORIGIN in the mid-16th (in the sense of [point out] ); from the Latin demonastrat- 'pointed.' from the verb demonstrare, RELIABLE - trustworthy and reliable, DESERVES - to
do something, or to have or show qualities worthy (reward or punishment) ORIGIN Middle English: from the old GLOSSARY 363 French merit, from the Latin merits 'to serve well or zealously.' DISCOMFORT - to make (someone) feel restless, anxious, or em-barrassed. ORIGIN Middle English (as a verb in the sense of [depress, anxiety]
): from the old French desconforter (verb), desconfort (noun), from des- (expressing conversion) + conforter 'to comfort' DISCOUNT - goes (option, fact, or person) as is unworthy of reasoning because it lacks credibility. ORIGIN early 17. (indicating a decrease in the amount or value of something DISEASE - a disorder of structure or
function in human, animal, or plant, esp, one that produces specific symptoms or symptoms, or which affect a particular place and is not just a direct result of physical injury ORIGIN Middle English (in the sense of [lack of lightness, discomfort]); from the old French desaise 'lack of lightness,' from des- (expressing conversion) + aise
'ease.' Dreaded - anticipate with great fear or fear. OR- IGIN old English adrædan, ondrædan; in connection with the OldMet high German intratan. DRILL — instruct (someone) in something using re-peated exercises or practice. ORIGIN early 17th cent.: from central Dutch drillen 'drilling, turn in a circle.' EARNED - earn or spend
deservedly in return for someone's behav- ior or achievements. ORIGIN Old English earnian, from base 364 CLOSURES SURVIVAL GUIDE shared old English earnian, from base 364 CLOSURES SURVIVAL GUIDE shared old English earnian, from base 364 CLOSURES SURVIVAL GUIDE shared old English earnian, from base 364 CLOSURES SURVIVAL GUIDE shared old English earnian, from base 364 CLOSURES SURVIVAL GUIDE shared old English earnian, from base 364 CLOSURES SURVIVAL GUIDE shared old English earnian, from base 364 CLOSURES SURVIVAL GUIDE shared old English earnian, from base 364 CLOSURES SURVIVAL GUIDE shared old English earnian, from base 364 CLOSURES SURVIVAL GUIDE shared old English earnian, from base 364 CLOSURES SURVIVAL GUIDE shared old English earnian, from base 364 CLOSURES SURVIVAL GUIDE shared old English earnian, from base 364 CLOSURES SURVIVAL GUIDE shared old English earnian, from base 364 CLOSURES SURVIVAL GUIDE shared old English earnian, from base 364 CLOSURES SURVIVAL GUIDE shared old English earnian, from base 364 CLOSURES SURVIVAL GUIDE shared old English earnian, from base 364 CLOSURES SURVIVAL GUIDE shared old English earnian, from base 364 CLOSURES SURVIVAL GUIDE shared old English earnian, from base 364 CLOSURES SURVIVAL GUIDE shared old English earnian, from base 364 CLOSURES SURVIVAL GUIDE shared old English earnian, from base 364 CLOSURES SURVIVAL GUIDE shared old English earnian from the from the first old English earnian from the first old English earni
exhausted. EMOTIONAL - based on emotion, rather than reason. ORIGIN in the mid-16th (indicating public unrest or commotion): from the French émotion, zémouvoir 'excite', based on the Latin emovere, from e- (variant ex-) 'out' + movere 'move.' EXCEED - be better than; Overcome. ORIGIN late middle English (meaning [go over
(border or specified point)]): from old French exceder, from Latin excedere, from ex-'out' + cedere 'go.' EXCHANGE — act of granting one and receive- other (especially the same type or value) in return origin late middle English: from the old French eschange. APOLOGY — reason or explanation submitted for defence or justification for
  vrongdoing or offence. ORIGIN Middle English: from old French escuser (verb), from Latin excusare 'to acquittal,' from ex-'out' + causa 'accusation, cause.' EXPECTANT - with or shows an enthusiastic feeling that something will happen, esp. something nice and interesting. ORIGIN late middle English: from latin exspectant'expecting
from the verb exspectare, FIELD — specific field of study or field of activity or GLOSSARY 365 interest, ORIGIN Old English feld (also denoting the great tract of open earth; compared to veld), of West German origin, FINANCIAL PLAN - a detailed proposal to achieve or achieve financial objectives. FLUKE - unlikely coincidence
occurrence, esp. a surprising piece of luck. FLUSH — drive from its cover: pictorial cause for re-veal; into the open space. ORIGIN Middle English (in the sense of [fast moving, spring,] esp. bird [fly up suddenly]): symbolic, fl- often beginning words associated with sudden movement; possibly affected by lightning and blush. GRAND
MASTER — top-class chess player, esp. the one who won the international tournament. GRATEFUL — feeling or expressing appreciation to be-ing grateful: ORIGIN middle English: from medium low German harsch to 'rough,' literally 'hairy,' from haer
'hair.' HIT-OR-MISS — just as likely to be unsuccessful as successful as successful. HUMOR — quality of being fun or comic, esp. as ex-pressed in literature or speech. ORIGIN Middle English (as humor): through old French from Latin humor humidity, from 366 THE CLOSERS SURVIVAL GUIDE humere (see damp). INSTANT - occurring or executed
at once; Instant. ORIGIN of late middle English (meaning [closest in the universe or order]): from old French immediatus, from late Latin immediatus, from late Latin immediatus, from late Latin immediatus, from late Middle English: from late Latin immediatus, from late Latin immedi
medieval Latin important- 'is a consequence,' from the verb importane (see import). INSISTENCE – insists or challenging something; does not allow-rejection. ORIGIN of the late 16th century (in the sense of [persist, persevere]): from the Latin insistere 'persist', from in- 'to' + sistere 'stand.' INSURANCE – Financial protection against loss
or damage, an arrangement by which the company provides protection to a natural person against loss or damage for insurance premiums. ORIGIN late middle English (originally as collateral within the meaning of warranty) INVENTORY - quantity of goods stored in stock. ORIGIN OF LATE Middle English: from a medieval
Latin inventor, a change of late Latin inventor, literally 'a list of what is located,' from the Latin inventor, literally 'a list of what is located,' from the Latin inventor, literally 'a list of what is located,' from the Latin inventor, literally 'a list of what is located,' from the Latin inventor, literally 'a list of what is located,' from the Latin inventor, literally 'a list of what is located,' from the Latin inventor, literally 'a list of what is located,' from the Latin inventor, literally 'a list of what is located,' from the Latin inventor, literally 'a list of what is located,' from the Latin inventor, literally 'a list of what is located,' from the Latin inventor, literally 'a list of what is located,' from the Latin inventor, literally 'a list of what is located,' from the Latin inventor, literally 'a list of what is located,' from the Latin inventor, literally 'a list of what is located,' from the Latin inventor, literally 'a list of what is located,' from the Latin inventor, literally 'a list of what is located,' from the Latin inventor, literally 'a list of what is located,' from the Latin inventor, literally 'a list of what is located,' from the Latin inventor, literally 'a list of what is located,' from the Latin inventor, literally 'a list of what is located,' from the Latin inventor, literally 'a list of what is located,' from the Latin inventor, literally 'a list of what is located,' from the Latin inventor, literally 'a list of what is located,' from the Latin inventor, literally 'a list of what is located,' from the Latin inventor, literally 'a list of what is located,' from the Latin inventor, literally 'a list of what is located,' from the Latin inventor, literally 'a list of what is located,' from the Latin inventor, literally 'a list of what is located,' from the Latin inventor, literally 'a list of what is located,' from the Latin inventor, literally 'a list of what is located,' from the Latin inventor, literally 'a list of what is located,' from the Latin inventor, literally 'a 
'list of what is located,' from latin invenire 'to figure it out.' JOB – 1 paid position in regular employment. ORIGIN late middle English: apparently symbolic short energetic action (compared to the punch). JUSTIFY – 1 show or show that it is right or reasonable to be a good reason origin of late middle English: through old French from Latin
justus, from jus 'law, right.' LOCK — a hold that prevents opponents from moving limbs usually used as a match term. ORIGIN Of Old English loc, of Germanic origin; related to the German Loch Hole. LATER — at a time in the near future; Then. LEARN — acquire or acquire knowledge or skills in (something) by studying, experience or
teaching, LIABILITY — the thing for which someone is responsible, in particular debt or financial liability, ORIGIN late middle English; maybe from Anglo-Norman French, from Latin ligare, LIMITED - limited in size, quantity or range; several, small or short, (person) is not great in ability or talent, ORIGIN late middle
English: from Latin lime. limit- 'borders.' The verb is from latin limitare, from latin limitare, from latin lecturia, from latin lectu
characterized by clear, healthy reasoning. ORIGIN late middle English: from medieval Latin logies, from late Latin logies, from late Latin logies, from late Latin logic (see logic). LOSE - fail to win a game or competition. ORIGIN Old English losian [perish, destroy,] also [become able to find,] from moose [loss.] MISINFORMED — give (someone) false or inaccurate infor-mation.
MISSION — strongly felt goal, ambition, or call. ORIGIN in the mid-16th (denoting the broadcast of the Holy Spirit to the world): from the Latin missio (n-), from mittere 'send.' MODEL - specific design or version of the product. ORIGIN in the late 16th century (denoting a set of motivate building plans – provide (someone) with a motive for
doing something: stimulate (one's) interest or enthusiasm for doing something. ORIGIN late Middle English: from old French theme, from movere 'to move.' NEGATIVE EQUITY — situation caused by the amount owed to the bank being higher than the value of the asset it causes is a
commitment to the bank GLOSSARY 369 NICE — pleasant; acceptable; satisfactory, (persons) in a pleasant manner; good-natured; kind of ORIGIN Middle English (in the sense of [stupid]); from old French, from Latin nescius 'ignorant,' from nescire 'do not know, NOW — at present or at the moment, ORIGIN of Old English nu.
Germanic origin; related to the Dutch nu, a German nun, from an Indo-European root shared by a Latin nun and a Greek nun. MAKE-BREAK — be the factor that decides whether (some-thing) will succeed or fail. MANIAC - an enthusiast, a person who is obsessively inter-ested or enthusiastic about something. ORIGIN early 16th (as an
adjective): through late Latin from late Greek maniacos, from mania (see mania). OBJECTION – action to challenge or disagree with something. PERSISTENT – continuing firmly or stubbornly during the negotiations despite difficulties or resistance.
ORIGIN medium 16.cent.: from latin persistere, from per- 'through, relentlessly' + sistere 'state.' PLAYBOOK - a book containing games or strategies that will be used during any game or contest that will be used during any game or contest that will be used during any game or strategies that will be used during any game or strategies that will be used during any game or strategies that will be used during any game or strategies that will be used during any game or strategies that will be used during any game or strategies that will be used during any game or strategies that will be used during any game or strategies that will be used during any game or strategies that will be used during any game or strategies that will be used during any game or strategies that will be used during any game or strategies that will be used during any game or strategies that will be used during any game or strategies that will be used during any game or strategies that will be used during any game or strategies that will be used during any game or strategies that will be used during any game or strategies that will be used during any game or strategies that will be used during any game or strategies that will be used during any game or strategies that will be used during any game or strategies that will be used any game or strategies that will be 
or other subject of worship ORIGIN Middle English (in the sense of [ask seriously]): from the late Latin precare, changing the Latin precare, from the old French head, from the Latin precare, from the late Latin precare, changing the Latin precare, changing the Latin precare, from the old French head, from the late Latin precare, changing the Latin precare, changing the Latin precare, from the old French head, from the old French head, from the late Latin precare, changing the Latin precare, changing the Latin precare, changing the Latin precare, from the old French head, from the late Latin precare, changing the Latin precare, changing the Latin precare, changing the Latin precare, from the old French head, from the late Latin precare, changing the Latin precare, changing th
'go.' PRESENTATION — sample or view a product or idea: a sales presentation. ORIGIN late middle English: through old French from late Latin praesentare 'place before'. PRESSURE - the use of persuasion, influence, or intimacy to make someone do something. ORIGIN late middle English: from old French.
from Latin pressur, from press'pressed,' from the verb premere. PRIVY — sharing with the knowledge of something secret or pri- vate. ORIGIN Middle English (originally in the sense [belonging to one's own private circle] PUSHY - excessively or uncomfortably self-assertive or ambi- tious. QUALITY — the standard of something that is
measured against other things of a similar kind; the level of perfection of something. ORIGIN Middle English (in the senses [character, disposition] and [specific property or feature] ): of old French characteristics, of Latin qualitas (translating Greek poiotes), of qualis 'what kind, of this k
(action or activ-ity). ORIGIN Middle English (in the sense of free) RANGE — the extent of a person's knowledge or abilities. ORI- GIN Middle English (within the meaning of people or animals]); from the old French assortment of 'row, rank,' from rangier 'put in order,' from ran
a percentage of another amount or as a basis for calculation. RATIO — a relationship between two amounts that shows the number of times that one value contains or is contained in another. ORIGIN in the mid-17,000. REALITY - a thing that is truly experienced or seen. ORI- GIN late 15th cent.: through French from medieval Latin
realitas, from late Latin to realize 'related things' REASON - the power of mind to think, understand, and form judgments by the process of logic. ORIGIN Middle English: from the variant of the Latin ratio (n-), from the verb reri 'consider.' RE-DEMO — (re= once more; again; again) Once
again, again, again- fresh (2nd, 3rd or even 4th time) and show existence or truth about something by ing proof or proof through practical exhibition and explanation. The purpose is to create a value. 372 CLOSERS SURVIVAL GUIDE REDUCE – bring someone or something to a lower or weaker state, state or role. In this case, make the
objection less or less important. ORIGIN late middle English: from Latin reducere, from re- 'back, again' + ducere 'bring, lead.' REFERRAL – the act of referring someone or someone
suggest that a person is not willing to accept or provide (something that is offered or required). ORIGIN Middle English: from the old French refuse, 'influenced refutare 'refuse,' influenced refutare 'refuse,' influ
repeated. ORI- GIN late middle English: from old French repeticion or Latin repetitio (n-), from the old French requere, from the Latin requirere, from the re- (expressing intense forces) + quaerere 'seek. RESULT — the
result, effect or result of something. ORIGIN of late middle English (as a verb): from medieval Latin resultare (frequentative salire 'jump'). REVERED - feel a deep respect or admiration for ORIGIN in the middle of the 17th
century. RIDICULOUS — deserves or inviting ridicule; Absurd. ORI- GIN in the mid-16th century. — a system of measuring something. ORIGIN OF LATE Middle English: from the Latin scala 'ladder' (verb through the old French escaler or
medieval Latin scalare 'climb' ), from the base of the Latin skendere 'climb.' CHECK - critical observation or examination. ORIGIN late middle English: from scrutari 'search' (originally 'sort garbage,' from scruta 'trash'). Early use concerned the acceptance of individual votes in electoral proceedings. SECOND
BASEMAN - this is a baseball link, but used in this context it is the other party that is assisting the buyer in the decision or who will provide the information. MEANING - with great meaning or meaning. ORIGIN at the end of the 16th (sense 2); from latin meaning - 'denoting,' from the verb significare 374 THE CLOSERS SURVIVAL GUIDE
STABILITY — state of stability (not likely to change or fail); stall – speak or act in a deliberately vague way to give you more time to solve a question or problem. ORIGIN Old English steal [stables or cattle shed,] of Germanic origin. STUDY — devotion to time and attention to acquiring knowledge of an academic subject, especially through
books. ORIGIN Middle English: shortening of the old French estuary (noun), estudier (verb), both based on Latin studies 'zeal, careful application.' SUICIDAL — can have a catastrophically harmful effect on yourself or on your interests. ORIGIN IN MID-17TH CENT: from the modern Latin suicide, the suicidie, the suicidium 'the person
who commits suicide, from the Latin sui 'self' + caedere 'kill.' SUMMARY — a brief listing or description of the main points of something, especially an undesirable situation. ORIGIN late
Central English synthcoma, from medieval Latin, based on greek sumptoma coincidence, symptom, since sumpitein 'happened'; later affected by a French symptom. TECHNIQUE – a skillful or effective way to do or achieve- ing. Something. ORIGIN soon 19.cent.: from French, from GLOSSARY 375 Latin technicus. Think about - take
into account or take into account when deciding on a possible action. Also the general character of a group of people or a place or event. ORIGIN Middle English: from the old French ton, from the Greek tonos 'tension, tone,' from teinein 'to the stretch.' THIRD PARTY – or related to a person or group except for two
primarily involved in the situation. Transactions - an example of a purchase or sale; trade agreement. ORIGIN late middle English term in Roman law): from transactions - an example of a purchase or sale; trade agreement. ORIGIN late middle English term in Roman law): from transactions - an example of a purchase or sale; trade agreement. ORIGIN late middle English term in Roman law): from transactions - an example of a purchase or sale; trade agreement. ORIGIN late middle English term in Roman law): from transactions - an example of a purchase or sale; trade agreement.
ability, or power of someone or something. ORIGIN Middle English: from the old traust, from the old traust, from the obtained or presented. EDUCATION — treatment and instruction received by the child 376 THE CLOSERS SURVIVAL GUIDE from his
parents throughout childhood. ORIGIN late 15. UNWIND — To undo or undo. UP-TONE — (invented word) to bring up or improve mood, air, spirit, attitude, etc. Unreasonable, as I mentioned, it means to get something achieved no matter what, even outside of
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doing things based on common sense. VALUE - material or monetary value something ORI- GIN Middle English: from the old French, the female past dot is worth it, from the base line or model for which the buyer is ready to pay extra. MISCELLANEOUS — change from one

condition, form or status to another. ORIGIN Middle English: from old French varier or Latin variare, from varius 'diverse'. VITAL — absolutely necessary or important; basic, ORI-GIN late middle English (describing the animation principle of living beings, also within meaning 2). Old French from Latin variare, from variare, from variare, from variare, from variare 'valori' valori' valori

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