Part I SECRETS



Secret #1: Ask a Question When You Are Lost

If a prospect says YES and becomes a customer you don't need my training, right?

I agree, so let's start with a NO!

"We have decided not to go with your firm."

"No, no, no, no, no, no, no, ..."

My teaching methods are based on math principles. Once you have been told NO, what is the percentage that you will still win the deal without my training? Zero percent. Why? You were just told you LOST. Want to still win the deal?

Want to increase your odds when you hear the question, "What are the chances of winning this deal?" If you ask your prospect a question with a YES or NO answer, how much have you increased your odds of winning? Fifty percent? Not

exactly. You will have a 50/50 shot at achieving an answer from the prospect. This answer will lead to the next question, which in a few minutes will open up the deal again so you can attempt to win. So the first "secret of closing" is to ask a question whenever you hear a negative (clue: NO is a negative).

I refer to this part of the training as The Crossroads. When you reach a crossroads and you are lost ... ask a question.

The real secret is to run your entire sales career based on simple math principles. Every time you have to make a decision, simply apply a percentage to the consequences. I'm talking about basic common sense math. You don't need a calculator for this.

Are prospects more apt to believe you HAVE TO CLOSE a deal at the end of a month? Yes, so use that knowledge you have of people to your advantage. Construct a close and call the prospect. The odds are in your favor when the prospect believes you are offering a terrific deal. Attempt to close the deal by utilizing "Buy before the end of the month." It works



What are the odds? Try cold calling, tele-cold calling, e-mailing, blogging, and so on. Apply a percentage to each of the above and concentrate your efforts on the highest percentage actions.

4 SalesBURST!! Contact CEOs, CFOs, UFOs (whatever), and also contact the users of your product or service. Apply a percentage to who responds best to your pitch and keep calling on them at other firms. Now you are ready for secret #2.