

“Closing for Network Marketing: Getting Across the Finish Line”

March 19, 2018

- Check out the No Limits tour on events.mannatech.com. Get people there! Use the Dallas No Limits replay for those who cannot get to an event.
- Are you registered for Mannafest 2018? An event not to miss. Register at www.mannafest.com
- Mannatech websites will be back around noon today.
- The next TNL March 27th at Ray Robbins House and streamed on www.allaboutmannatech.com

Book by Keith and Tom “Big Al” Schreiter

1. Is there a magic one-sentence close?

a. Closing does not happen at one time at end of presentation.

It happens before the presentation, then their decision is reconsidered in the middle of presentation and they confirm their decisions by the end.

b. But you can make a difference every step of the way.

2. What are we doing now? Asking for close at the end?

a. Then we hear all the objections...

b. It is not about the perfect statement at the end of the presentation. ccp.12

There is not one special close that will work every time.

We need to improve not only our last (closing) sentences but also our entire timing and strategy on closing.

3. Ask an easy question.

a. When we close we don't want to do all the talking. Get the prospect to talk and that means ask a good question.

b. We hate rejection, so what kind of question. “You seem to like what I showed you...would you like to know how to get started?”

c. Another: “So, what would you like to do next?” or

“What would you like me to do next?” or

“What works best for you?”

d. When we give the prospect permission to close, we get to hear their real objections and concerns.

When you know your product and your business well, you want to hear their concerns/objections. Then help them make their decision.

e. “So, what are you going to do if you don't join us?” Or “How else....”

Allow them to explain what their other alternatives are...if any. Refocus on their issues.

Closing prospects is problem-solving, NOT solution pushing.

- f. If dealing with an analytical personality, “Doesn’t it make sense...?”
4. When prospects are not sure,
 - a. People hate making decisions. They want to procrastinate, which means they make a decision to stay where they are. Your job: Point out future consequences of not moving forward:
 - 1) “Yes, I understand that you have to make a choice...to either move forward with this business or not. Consider this. Five years from now you don’t want to look back and think “Gee I wonder what would have happened if I had taken that opportunity.”
 - b. Closing does not have to mean high pressure or life or death consequences. We could reframe the word “closing” to mean “Helping support our prospects to overcome their fears and insecurities so they can move forward...”
 5. Getting people ready for the close
 - a. How to comfortably enter the closing part of our conversation. Practice will always help us not be so nervous.
 - b. Words to use to introduce your prospect to closing:
 - “Now I would like to show you how I work with new distributors like you.”
 - “Let me show you how our customers make their orders with us.”
 - “So, if you would like to partner with me in this business, would it be okay if I showed you the next step?”
 - “Would you like to know the next step?”
 6. A Close you can use.... EVERYWHERE; Nine word close
 - a. It stops the chit chat, gets to the decision with no rejection, shows your prospect you want to serve them, relaxes your prospects by giving them choices, takes advantage of a subconscious mind program – we choose what is easier, not what is harder.
 - b. The Close: “So, what is going to be easier for you?
The first is that they delay or make the decision to not go forward.
The second is our solution.
 - c. Example: “So, what is going to be easier for you? To continue working that job you hate every day for the rest of your life? Or to get started with our business now, so maybe next year you can tell your boss good-bye?”
 - d. Closing means moving our prospects forward to make a decision.
So, what is going to be easier? Learning these 9 words or continuing to feel badly when it’s time to close.
 7. Managing the Decision-Making Funnel
 - a. Prospects hate complexity so keep it simple.
 - b. Make the choices simple.
 - i.e. “Life as is or build yourself a repeating income stream.”
 - c. Offer the prospect the chance to keep their problems
 - d. Put a sense of urgency for them. “How long can you wait?”

8. Be Careful: two kinds of decisions
 - a. One of convenience and one of commitment
 - b. When we push our agenda and needs above theirs, then they make a decision of convenience...easier to say yes than no
 - c. Focus on what's in it for them, how their life will be different, now its commitment

9. Two basic motivations: seek pleasure or avoid pain
 - a. Which motivation to close our prospect? AVOID PAIN
We oversell our breakthrough technology, testimonials, beautiful future
Instead, what are the real needs of the prospect, where is their pain
 - b. Decisions are emotional activities. Case studies show emotion is a requirement to move people forward. Pain creates emotion effortlessly.
 - c. When pain is big enough, the prospect will close themselves.
"ARE YOU OKAY WITH..."

10. Well, what do you think?
 - a. Tells you everything going on in their mind.
 - b. Lots of feedback with one simple question
 - c. They will feel respected because you care what they think.

11. Inside the minds of our prospects
 - a. Our prospects current state of mind is key to getting a "yes". SO maybe consideration on rescheduling if say panic is in the air.
 - b. The Likeability factor: the most obvious things we should do is
 - 1) Smile,
 - 2) Don't argue or correct our prospects,
 - 3) Be a great listener
 - 4) Compliment our Prospects
 - 5) Be respectful of our prospects choices.

12. Objections: The Big Picture
 - a. Why do prospects have objections:
 - 1) They are not interested in what you are offering
 - 2) They don't need what you are offering
 - 3) They are content where they are
 - 4) They have another solution in mind
 - 5) They hate change
 - 6) They have no money
 - 7) They don't have the authority to make decisions.
 - b. The first rule of objections is to agree at first...only then can communication continue. Convert the objection into the reason why...
 - c. How to overcome the toughest objection: "I want to think it over."

Limit the choices:

Become a Customer

Start your new Business

Or do nothing?

d. "I don't know." Be ready to review their options.

e. If they don't have confidence, most presenters keep showing more benefits, talk about 3 way, more brochures, etc. But they are missing the point.

Solution: Just show them how simple it can be to do our business. Build their confidence.

13. A very dangerous word

a. Must be careful about using the word "why"

Final Points:

Lots of different methods of closing are taught in his book...they are all interesting and many I would never try but what a great lesson on ones I am not using. The psychology of closing is important for your success so educate yourself.

Do not use used car salesmen closing and the like. These are people we are looking to build relationships for life in our business.

If we cajole, plead, bargain, manipulate, and force prospects to commit...we become the high-pressure salesman.

Look at top network marketers...they are mothers, teachers, or social workers...many from the nurturing professions. People in network marketing are volunteers...they must want to work the business.