

# ***BOUND FOR GLORY***

## **"Closing with the Pros" HOW TO SELL VALUE**

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### ***LET'S MAKE A DEAL***

I will do everything I can do today to help you be a better sales person, increase your closing average, increase your average sales price and increase your income. In return, I'm going to ask you for a few things:

1. Take copious notes
2. Use your notes and the handouts to teach someone back at your office
3. Give me some feedback. Email me. Make comments. I'll inspire you if you inspire me.
4. Write down your goals and give them to me at the end of this session.
5. Add to the How To Improve Your Sales 100 percent handout and send your thoughts to me

## **1. YOU'VE GOT IT MADE**

Everybody needs a better quality of water, and you've got it!

It's as simple as supply and demand.

There is a growing demand for RainSoft Water Treatment Equipment and you're the qualified professional in the water treatment business that can provide it to them. You've got a bird nest on the ground!

Water is an absolute miracle. It's the essence of life. It is the only element that can take three forms: gas, liquid and solid. The human body needs at least a half a gallon of clean water a day, and we usually get it in our foods and beverages. Water carries nutrients throughout our bodies, carries oxygen to the brain, helps in muscular and nerve activity, assists in digestion and elimination, helps flush toxins out of our systems, and it helps the production of disease-fighting antibodies. And the better the water, the better the results.

We sell a better quality of water and therefore a better quality of life and lifestyle. Good water helps everyone. It protects their home and their families. It saves on plumbing, clothing, energy, soaps and bottled water. It makes their skin soft and healthy, their hair beautiful and easier to manage, and it's healthy and delicious for cooking and drinking.

As the concern over our nation's water increases, the demand for RainSoft Water Treatment equipment will continue to increase. Both you and our customers are in the catbird seat. You are the qualified professional people will turn to when they need their water problems solved. And RainSoft's equipment is what it takes to solve their water problems for the rest of their lives.

Our equipment would be affordable at twice the price. It not only pays for itself while our customers are buying it, but it continues to save them money and make them money, and it does it for the rest of their lives.

And, since it's free, you might as well give away the best system you have in stock.

### *THE BEST EQUIPMENT WITH THE BEST WARRANTIES*

RainSoft makes the best equipment in the world with the best warranties in the industry. Most of you could sell any product you wanted to, but you've chosen to sell only the best: RainSoft. We are the best!

No other company and no other equipment can compare to the quality of our equipment, the strength of our manufacturer and the service, reliability and dependability of our local dealerships.

We've developed a comparison sheet, and the factory has created a "Dare To Compare" sheet that you should be using. Show this to your dealer and see if he would like to modify it for his office.

## THE MONEY

But wait, there's more: You can make a really good living selling RainSoft equipment. With our company, you can make enough money to buy new cars and new houses, put your children through college, live the lifestyle you and your family so richly deserve, and retire with all the things you and your family will need.

### *AND YOU:*

You are our most valuable resource. You are the best and the brightest in the industry. You're intelligent and for the most part beautiful. You have the world by the tail. In fact, the world is your oyster and RainSoft Equipment is your pearl.

### *YOU'RE LUCKY*

Luck is when preparation meets opportunity. The opportunities are practically endless, and sessions like this will prepare you for the success that awaits you.

### *COMING TO THE DOOR WITH A CHECKBOOK*

Has anyone said to you: "What did you expect? Did you expect them to be waiting at the door with a check in their hand?"

Yes, these days sometimes we do expect that and sometimes it happens. One night a customer actually did come to the door with his checkbook in his hand. I remember thinking that no one would believe me. "Listen," he said, "I don't have a lot of time. I have company here and all. How much are your systems?"

I quoted him our best value, of course, and he said, "Who do I make this check out to?"

I said, "Hey, wait a minute, don't you even want me to test your water?"

"No," he said. "We know it's bad. And my boss bought one of your systems about three weeks ago, and he hasn't quit talking about it since, so how soon can you get it installed?"

Another night, not too long ago, a fellow came to the door and when I introduced myself he said "We're going to get one of these."

"One of what?" I asked, still standing outside.

"One of your systems," he said. "You sold one to a co-worker last week, and me and my wife want one too. How much are they?" He wrote a check about five minutes later.

### *HAROLD KAMINSKI*

"Ski," as we call him, is one of the more unique sales reps in our office ("You're unique, just like everybody else."), and I mean this in a good way. Ski keeps telling us outrageous stories of how he sometimes sells. He knocks on a lot of doors and one afternoon he saw a guy out working in his yard. Ski always carries some RainSoft bottled water iced down in a little igloo cooler. He walked up to the guy and handed him a chilled bottle of our delicious water.

"Here, I'd like you to test my water and see what you think about its taste and purity," Ski said. The guy would have probably drunk some ditch water. He opened the little bottle and drained it quickly. He then thanked Ski profusely.

Then Ski said, "Now that you've tested my water, would like me to test your water?"

"No," the guy says, "I know it's bad. What are you selling and how much is it?"

Ski explained what our systems do and immediately started doing a soap survey. The fellow figured he was spending a hundred dollars a month on soap, so Ski sold soap like a maniac, and the guy put the equipment on a credit card and had it installed the next day, and Ski never even went into the house.

You're not to going to find lay-downs that often. Most of your sales will be earned the old-fashioned way, through hard work and perseverance. But if you're prepared, and if you find the opportunities, then you too can be "lucky" at sales.

*"You can make things happen; you can let things happen; or you can wake up one day and say 'What happened?'" -- Richard Brouse*

You've definitely got it made.

## **2. GOAL: MAKE THE MOST OF IT *"Be all that you can be"***

*"You only live once, but if you do it right, once is enough". Frank Sinatra*

*"Regrets, I have a few, but then too few to mention." Frank Sinatra*

*Life is lived one moment at a time. Make each moment count.*

With the overwhelming abundance of positive things in your favor, it's imperative that you make the most of it. Learn everything you can from anyone willing to teach you. Motivate yourself by listening to tapes and keep getting better. Take every appointment, knock on every door, and learn to sell without having to close.

Stay positive and energetic. Stay consistent and productive. Be a team player. Inspire and motivate everyone around you. Take care of yourself and your family. Be a good person and get as many people as you can the good water everyone deserves.

### BE POSITIVE; CREATE A GOLDEN ATTITUDE

Life is like a battery gauge. Your needle is either in the positive side of the gauge or in the negative side. You can't be both at the same time, and you can't be positive if you're negative.

*"A man who rows a boat has no time to rock it" -- Confucius*

Life is too short to be unhappy. Enjoy every moment. Make every moment count.

### BE A PROFESSIONAL; BE A PRO

Try to imagine someone you really admire and do your best to emulate that person in your own life. Professionals are admirable.

Being professional means to be the best you can be in every aspect of your life. Professionals are attractive people. I'm not talking about the curve of a cheek or the turn of an ankle; no, I'm talking about the things you can do to make yourself more attractive.

- A. People who are upbeat and positive are more attractive than people who are always negative. Professionals are never negative.
- B. Professionals dress properly; they keep their hair cut and their clothes clean. They have clean teeth, use light cologne and use a lot of breath mints.

Be professional. Be credible. Be sincere. Be stern when you should be. And you'll get the business.

### TAKE RESPONSIBILITY

Professionals take responsibility for their lives and for the lives of their families and for the success of their companies. *If you fail, you have only yourself to blame.*

## DEMEANOR

Along with professionalism is demeanor. It's the way you carry yourself and the way you react to things; it's what you say and how you say it.

People want to buy from professionals. Carl Brenner, GM in Houston, asks "Has anyone ever told you, 'Hey, you gotta go see this guy, he's a lousy salesman?'" No, people only recommend professionals to their friends.

### *The Story of the Termite Inspector*

You call a termite inspector and he comes out to your house. He's dirty and needs a haircut and a shave. His truck is run down, and his boots are worn out.

Using a flashlight, he looks under your house and starts laughing. "You've got a serious termite problem," he says, "and it's gonna cost you \$5000 to fix it."

You can see the dollar signs in his eyes and you're not impressed, so you call out another company. The new guy shows up in a nice new clean truck. He's wearing a crisp uniform, is clean-shaven and well groomed.

His boots are not new, but they're clean.

He takes out a clipboard and with a stern look starts making notes. He methodically goes around your house, still making notes and occasionally making what seems like concerned comments to himself.

Finally, he looks up and says: "Sir, I'm afraid you have a very serious termite problem. It really needs to be addressed as soon as possible, before any further damage can occur. It will only run \$5000 and I think I can get my crew started on it the first thing in the morning. Would you like to pay cash or would you prefer a credit card?"

Which of these two sales people would you do business with? How come?

Which of these two sales people would you rather be? Which one will get the most business?

Be professional. Be credible. Be sincere. Be stern when you should be. And you'll get the business.

### *UNDERSTAND SELLING AND THE POWER OF COMMUNICATION*

Selling is the process of transferring your beliefs to someone else. The method for transferring your beliefs is communication.

All sales are made through communication, and over 90 percent of our communication is non-verbal. *"Body language speaks louder than words."*

The importance of body language, voice inflection and facial expressions can't be overstated. *"You can lie with your mouth, but not with your body."* Zig Ziglar.

But we've always thought of non-verbal communication in terms of how we communicate to our customers. We've been taught to transfer our beliefs by talking with our bodies and not just with our words, and this is true and it's invaluable.

But of just as much value is how the customer communicates with us. People tell us what it takes to sell them using their body language, voice inflection and facial expressions. If we would only listen and watch closely, we'll know what it takes to make the sale.

But don't just listen to their words; watch the customer closely. Watch what they do and how they do it. Listen to what they say, but more importantly listen to how they say it. They may try to hide their feelings, but they don't always know that we can see beyond their words and almost into their souls. They can't lie with their bodies.

An observant sales person can sometimes know more about what the customer is thinking than the customer does. I can almost predict whether I have a sale or not by the way the customer takes my pen when I offer it to him. And I can usually tell, without asking, what kind of credit they have and how much of it they've got left, just by being observant.

### PERSISTANCE VS. PERSEVERANCE

Mark Morton told us at our regional meeting in Vegas last year that persistence is good but perseverance is better.

He explained that persistence means you'll keep working on something, but perseverance is when you keep working on something UNTIL YOU GET IT.

That's the difference. Most people do get what they truly want and what they work hard to get.

So be persistent and persevere until you accomplish your goals.

## HEALTH

Since you've got it made, try to stay healthy so you can run more appointments and make more sales. If you don't smoke, don't start. If you do smoke, try to cut down. Try the patch. Try the gum. Maintain as healthy a lifestyle as you can and you'll be around longer to watch your grandkids grow up. But just as importantly you'll have the financial means to take care of them.

Remember, if you're sick you can't work, and if you don't work you won't make any money.

## BE CONSISTENT

Bill McGraw, my Houston RainSoft dealer, says BEING CONSISTENT is what made me Number One in the World.

I don't have really great months all the time, but I have good months EVERY month, and that's because I do as many presentations as I can. And I get a lot of referrals. And I get better at closing.

This is a numbers game, and the more people you see the more people will buy. And the more people you see the better you get at what you do.

So be consistent. Work every day and every night. Work weekends. Take the leads no one else will take, and you'll probably sell them because you have more confidence in yourself, and you'll have conviction it takes to sell.

If your prospect is not home when you get to their house, park in front of their house until they get home if that's what it takes to get in. The person who makes the most money is usually the person who does the most demos.

Learn about sales and sales techniques. *Be all that you can be!* Be the best at what you do.

## SAVE MONEY

*"A man who can't save has no character."*

Set up a retirement account. Put one commission a month in a savings account. A professional is financially sound. Get life and medical insurance. Get disability insurance. Don't take chances with the future. Prepare for it and it will take care of you.  
*"Be hard on yourself and life will be easy on you."*

## BE MORAL

Professionals are good people. Professionals have a lot of confidence because they know they're working on good things. They sell a good product, make a fair profit, and take care of their customers, themselves and their families. They have neither the time or the inclination to squander their valuable resources on unworthy activities.

Be a good person and you'll know you deserve the best life has to offer.

## ASK QUESTIONS

The easiest way to find out how someone feels about something is to ask them. Our presentation is chock full of questions in the form of commitments. I'm generally shocked to find out how many sales people still miss the commitments even after years of selling.

Asking for a commitment is not enough. You have to get a response. In fact, you have to insist on a response. And you have to insist on a response from both the husband and the wife, and you have to do it all through the presentation.

By getting commitments and asking questions, any objections your customers may have will come up at the sink. You can then overcome them at the sink and not have any objections later when you ask for the order.

There are three reasons for asking questions:

1. To get information.
2. To control the conversation. The person who asks the questions controls the conversation.

3. To make a statement. "Wouldn't it be nice if your skin were that soft every time you stepped out of the tub or shower" really means "Your skin will be soft every time you step out of the tub or shower."

People don't like to be told things, but they don't mind answering questions.

## THE POWER OF CONVICTION

Conviction can sell when nothing else can.

*"You can't be convincing unless you're convinced." Zig Ziglar*

### *The Story of Ken Taylor and Karen Turney*

We had an older, very experienced salesman who had worked in our office years ago. Ken, we'll call him, asked if he could come back and work for us again. He had been very productive in the old days, and we were glad to have him back with us.

But something had changed. He'd been out of work for a while and had squandered all of his savings. In fact, he was, like so many others who first come to us, broke and in debt. Since he was broke, he reasoned that everyone else was too, so he projected his situation onto his customers.

So, this time he could only sell smaller, less expensive systems, and he usually included whatever discounts, promotions or free goods we had to offer, often without being asked and without actually needing them to make the sale.

He invariably complained that his paycheck was always too small.

I explained that our pay scale is based on our average sales price, and our bonus system is based on production. And here's why: A higher average sales price increases overall profits, which allows the dealership to pay a higher commission (and helps all of us at the end of the year if you have profit sharing.)

As far as production is concerned, the more appointments a sales person sells, the fewer leads he needs, and therefore the lead cost is lower and the profit is higher, which allows the dealership, once again, to pay a higher commission.

He then explained to me that the way he was selling them was the **ONLY** way they could have been sold at all, and (and here's the point) he didn't think they were worth that much money in the first place.

*Ah-Ha*

I'm here to tell you that these systems are worth at least twice as much as what any of us sell them for. They will save your family an absolute fortune, and that'd be plenty even if they didn't allow you to live and bathe in absolute comfort and cleanliness for the rest of your life.

*Karen Turney*

The last person we hired and trained is Karen Turney. That was over 7 months ago. She was recommended to us by her neighbor, Carol Litchhult, who is consistently one of the top sales people in our office and who is also the Number Five Sales Person in the World (and since there were no women ahead of her, she's also the Number One Sales **Woman** in the World).

Now Karen, Carol's neighbor for 15 years, had raised seven beautiful children and helps out with two grandchildren, and to my knowledge had never sold anything in her life. In fact, I'm not sure she'd ever had a job before.

But boy was she enthusiastic! She loved everything about RainSoft and what our system does. She couldn't wait to learn all she could and get out there and show this to someone.

On the night of about the third day of training she did a demo for her mom and dad. They bought our top of the line system and paid cash and had it installed the next day. Within another week or so, she bought herself the same system, our best value. And within 6 months she bought another one and put it in her daughter's house.

Ninety-five percent of her sales are the top of the line system. And she's sold a lot of them, too. Karen made VIP in her first quarter!

And do you know why?

Karen says that she loves her mother and father very much and they deserve only the very best that life has to offer. And so does Karen, and so does her daughter, and so does every other family she sees!

Karen has conviction. Ken didn't. Karen is on her way to a six figure income, and Ken can't find a decent-paying job anywhere.

*Be a Karen, not a Ken.*

### **3. DON'T LET YOURSELF GET IN YOUR WAY**

*"We have met the enemy and he is us." Pogo*

*"You are your own worst enemy!" -- Everybody in Authority*

*"The only thing standing between you and success is you ...and success."*

The biggest problem most people have is themselves. And most people's problems are between their ears.

What happens is that we forget what we're doing and we let our ego or our insecurities get in the way.

Most people flounder because they have an unreasonable fear that they lack self-worth and inner strength. Very often people don't allow themselves to succeed because somewhere inside of them they don't really believe they deserve to succeed. They get in their own way. Their subconscious holds them back.

Some people feel guilty because they don't think they're good enough, or have accomplished enough, or they regret that they could have done more or done it better. There's not one person in this room that can't be Number One in the World. All you have to do is GOYA and show your miracle equipment to just one more family.

We have enough challenges in life without creating our own unproductive challenges. Don't let yourself get in the way of your own success.

Some people blame their failure on their parents, or their childhood, or something that may or may not have happened to them in their past. They blame life, the government, or some other real or imagined wrong that's been done to them.

Let me tell you right now that you deserve the highest level of success that's possible to man. *"What is conceivable and believable is achievable." "What's past is past."* Your old way of stinking thinking needs to be thrown out with the trash and forgotten about. You are a new person. You are hereby pronounced reborn.

I want to assure you right now that you deserve the very best life has to offer. You deserve to make A LOT OF MONEY. You and your family deserve to have the finest things in life.

If you want to improve yourself, take a look at the "Strengths and Weaknesses" handout and rate yourself. Then you can find out where you need improvement.

### ***DON'T TAKE ANY SHORTCUTS***

Sometimes you can't tell what your customers are thinking, or even if they're thinking at all. Sometimes you think they love us so much that they'll buy two of our systems, and then they don't buy at all. This usually happens because we start taking things for granted, take a bunch of shortcuts, leave necessary things out and end up not *really* selling them at all.

Sometimes their voices AND their body language tell you there's no interest, but there really is; they're just good at hiding it. Sometimes they've agreed before you got there NOT to show any interest. Sometimes, what you show them is so incredible that they go numb and show no emotion at all. Sometimes they're so impressed they can't react. A lot of sales people give up when this happens, and they might even try to figure out a way to get out of doing the presentation altogether.

But don't quit. Stick with it.

I can't tell you how many sales have been made because the sales person ignored the customer's apparent lack of interest, cranked up their enthusiasm level, used a lot of contrast, got really sincere about helping the customer rather than themselves, and in the end the customer insists that you help them and their precious families get the wonderful and delicious water and lifestyle they deserve.

I've been surprised more times than I'd be willing to admit.

So do the demo and do it thoroughly. Don't take shortcuts. If you went to a play and the actors left out Act II, would you be able to understand the play? If one of the reels of a movie were left out, would you enjoy that movie? Would it move you to action? Would you want to rent and put it in your home?

Probably not. So don't shortchange the customer by omitting any of the tests, or by hurrying through the demo or skipping the comparisons or giving up on trying to close. Don't lose your perseverance. Do the full job and you'll get the full pay.

## *IN FURTHERANCE OF THE SALE*

One of the things that keeps getting in the way of our success is our BIG MOUTH.

*If it's not "in furtherance of the sale," then don't say it and don't do it!*

Please keep trying to remember why you're here. You're here to change the way people think about their water, to demonstrate to them the health and beauty benefits it provides, to prove to them that it will pay for itself and then to get it installed on their home so they can start enjoying the benefits as soon as possible.

*Anything else is superfluous and will get in the way.*

You don't need to tell jokes, recite poetry or tell them a hundred stories or share with them more about yourself than is professionally appropriate. You need to say less, not more. You need to know when to talk and when to ask questions and when to SHUT UP and let *them* tell *you* what they want.

## SELLING NOT TELLING

*Quit telling your customers what they think and start asking them how they feel.*

Control the conversation and make your statements through the use of questions. "You won't have to scrub that shower door all the time" would be better as "Wouldn't it be great if you didn't have scrub that shower door all the time?" AND THEN LET THEM RESPOND. Then ask the same question to the husband and let him respond.

## **4. CLOSING**

Closing is NOT when you come up with some great story that saves the day after your customer gives you an objection. Closing is doing everything else right so that you don't get any objections. It's easier to overcome an objection before it comes up.

Of course we teach closes in the form of stories, but as it turns out most of the stories are to sell the sales person, not the customer. Closes give the sales person the confidence and the conviction to sell with enthusiasm, and enthusiasm sells. Knowing the closes allows you to overcome objections without even thinking about it.

If you do everything else right, you shouldn't need to close.

## *HOW TO DO EVERYTHING RIGHT*

Don Miller tells us that we can improve ourselves 100 percent if we just improve 100 things just one percent. We've compiled a list of 60 things you can improve upon. One of your assignments is to add 40 more things and email them to me.

### UNDERSTANDING THE ART OF CLOSING

#### A. SITUATIONAL

No demo is done in a vacuum. Every situation is different. You must be very observant and really see the situation. From what you can detect, what is their income level? What type of lifestyle are they living? Are they living beyond their means? Do they have the best furnishings? The best electronic toys and gizmos?

What type of personalities do they have? Do they have a specific problem with their water? What are their hot buttons? Does the wife go on and on about how soft her skin is after the hand wash? Listen and watch closely and you'll know more than you think you know.

#### B. EMOTIONAL

Our sink presentation is designed to create "want." You create want by being enthusiastic. This is where you get to use your body language and your voice inflection and your facial expressions to their best advantage..

Do you romance our water? Do you use a lot of contrast? Do you smile when you're talking about RainSoft water and kinda go sour when you refer to their "raw tap water?"

Do you romance the soaps? Do you go on and on about them, showing (not telling) how much you really like them?

Does our equipment satisfy their wants? Does it provide the personal benefits their family needs? Can it offer them security and a feeling of well being?

It's your job to make sure it does.

*Anthony Klonaris*

*"The best close is a good sink demo!"*

Anthony is one of the best closers in the business. He usually averages three or four sales a week, every week, and closes at about 75 percent. Of course, we mere mortals are always impressed, and that's usually because he only sells our best system, every time.

It's almost amazing. In fact, he has been a great inspiration to all of us. In part, due to his incredible selling ability and the influence he has had on us, we as an office have increased our closing average by about 10 percent and our average sales price by over several hundred dollars in the past twelve months.

Anthony keeps claiming he doesn't know any closes. He claims he usually doesn't need to close. He always tells us that "there were literally no objections."

Anthony overcomes objections before they come up and as they come up, not at the end.

### C. Logical

If want is created at the sink, the logic is shown in the T-wrap and with the soaps.

It's easier to close if your prospect wants what you've got and if he understands that it will surely pay for itself many times over.

### CHINESE MATH

Demonstrating logic is best done with a calculator, because numbers are logical and believable when they're presented properly.

#### a. T-Wrap

It's a fairly simple process to add up the customer's tangible hard water costs. Soap and bottled water, along with home maintenance, energy and clothing can be added up and spread out over the next year, five years, ten years, 20 years, or 40 years or more.

Even the highest-priced system has got to be a lot cheaper than that.

#### b. Selling Soap

Our most powerful close is the soap close, and you must be an absolute expert at selling soap.

This is where the true character and success of a sales person comes into play. You get to use all your enthusiasm, excitement, and emotion. Now we get to see how well you do romancing each product, using your best voice inflection, facial expressions, the works.

It's best if you have a large brochure and fresh soap samples to show the customer. You should handle each bottle carefully and lovingly, like it's the best thing in the world, because it is.

Ninety-nine percent of our sales are made because of the soaps, so make the most of them. When you talk about each product, inhale the wonderful aroma and let your face light up. Smile a lot.

After showing each item, lay them out in an attractive array. Make them look as good as you can. Our soap products really will replace the old, smelly, toxic and polluting products they're currently using.

If you're smart, you'll include a second soap package to be purchased later at a discounted price. We like to attach that offer to our referral program by offering a discount coupon in return for some qualified referrals.

Now you've got twice as much soap to give away and twice as much money to put in the hard water cost column.

## SOME PEOPLE STILL DON'T BUY

As incredible as it may seem, some people still don't buy, even though they want good water and you've proven without a doubt that your equipment will more than pay for itself. Assuming for a moment that you've properly demonstrated want, and most people honestly want a better quality of water and lifestyle, then you'd think that by making it free should certainly result in a sale.

But sometimes it doesn't. And here's why. They don't believe YOUR numbers.

## AREA OF AGREEMENT

Carl Brenner, our GM, is a big proponent of coming to an area of agreement. If your customer "is not comfortable" with the numbers you've come up with, they just may not believe much else you have to say.

"Folks, obviously if this system more than paid for itself, you'd certainly want this quality of water in your home, wouldn't you?"

"So obviously you must not be comfortable with what we've determined to be the costs of your tap water."

"So how much money do you really feel that this system would save you?"

It's amazing to see that even though they had agreed with every hard water cost you discussed with them, now they'll tell you THEIR real number, and it's usually not what you came up with or they would have already bought.

Carl says, "You can't demonstrate a transfer of dollars until they agree with the numbers you're using."

Once you've determined what THEY think they're spending on hard water, you can use the 10-40 with that number, and since that number is THEIR number it's more believable to the customer, and a sale is more likely to be made.

## HOW TO OVERCOME OBJECTIONS

Carl Brenner says the toughest part of overcoming objections is finding out what the objection is in the first place.

Very often you can do this with the closing formula.

## THE CLOSING FORMULA

You were probably taught some version of a closing formula during your training, but it's scary how much we forget, and how infrequently we forget to use what we've learned.

1. Listen
2. Acknowledge, expand or question the objection
3. Isolate the objection
4. Set the condition
5. Close
6. Little yeses
7. Ask for the order

## EMOTIONAL VS. LOGICAL OBJECTIONS

"I want to think about it" and "We never make a decision the first night" are emotional objections and it's virtually impossible to overcome an emotional objection with logic.. It's our job to turn an emotional objection into a logical objection that we can overcome.

Of course, we, the sales person, already know what the real objection is: It's The Money! But it's our job to get the customer to come to that realization on his own.

The easiest way to do this is to simply say: "How come?" It's surprising sometimes to see how easy this is.

Or you may need the longer version: "Folks, I understand what you're saying, but let me ask you this: You would like to have this quality of water in your home, wouldn't you?"

Get a response and then continue. "Just to clarify my thinking, what is it that you need to think about? Is it the quality of the equipment, the integrity of the company, is it me, or is it something else?"

Once you get the customer to conclude that it's the money, then you simply find out if it's the monthly investment or the overall investment. And your closing manual should have plenty of closes for each of those objections.

Another way to get a customer off the fence is to use Zig's series of questions:

1. Do you see our system will save you money?
2. Do you like to save money?
3. When's the best time to start saving money?

## CONSUMER CONFIDENCE AND CONDITIONS

There are times when they don't buy, and you don't know why they don't buy. Sometimes you can find out why and sometimes you can't. Perhaps a prospect knows he has no credit, but is too proud to say it. Many people don't have good credit and as we well know they sign up anyway knowing full well they won't get approved.

Perhaps they have a condition they don't want to talk about. Do your best, don't take any shortcuts, and at the very least ask for referrals.

## FLUSH IT

One of the toughest things for a sales person to do is to stop dwelling on a lost sale. Do everything you can do in the house. Do the best demo you can. Be enthusiastic and professional. Use every trick in the bag, before you leave the house. Be sincere and persistent and have perseverance. Close all you can and then use drop systems if you have them. Call on third-party assistance if you have it available. Use the Americana Shopper III and showerheads if you have them. Give them an extra soap package if you can. Do everything you possibly can while you're there.

If you know you've done everything in your power, and you know know in your mind that even John Grayson couldn't have closed this sale, then flush it, pump yourself up for another appointment, sell it, and then go home and get a good nights' sleep

## SELL BEFORE YOU DROP

There are only two ways of making more money selling RainSoft Water Treatment Equipment:

- A. Sell more of them
- B. Make more commission

Here's how you can make more commission:

- A. Sell the systems you make more commission on

Most of us have more than one system to show to our customers. Our customers, just like you, deserve the best life has to offer. Since the systems are free, your customer might as well get the best one. Your job is to logically demonstrate that it's free and the rest will take care of itself.

- B. Earn more production bonuses

Most offices have production bonuses for volume sales. Don't just meet the quotas for production bonuses; beat them by a mile.

- C. Earn more self-set and referral bonuses

Some offices don't set any appointments for their reps; the sales people set all the appointments. If your office provides appointments and if they offer self-set bonuses, do everything you can to earn them. And always ask for referrals.

D. Don't give anything away unless you absolutely have to.

Weak sales people give things away and strong sales people usually don't. Your office may be able to buy down the interest rates, or offer deferred payments or maybe even have used or reconditioned systems available.

## JUST SAY NO

But that doesn't mean you have to use them. Sure, use them if it takes them to get the sale, but if you demonstrate want and the equipment pays for itself, you shouldn't need specials very often. In our office we can only offer specials with approval from our third-party manager, and we have to pay for them out of our commissions.

So, if a customer asks something like, "Do you have a better price?" your first answer should be "No."

"Do you have a better interest rate?" "No."

"Do you have any discounts?" "No."

It may seem incredible to you, but there are some sales people who end up giving all their money away by selling their lower end models and by giving away a lot of free goods.

*Remember, Be a Karen, not a Ken.*

## **CONCLUSION**

If you realize you've got it made, and if you're the best you can be, and if you keep yourself out of your way and if you understand the basic concepts of communication and enthusiasm, you'll get what you want, your dreams will come true, and I will see you on stage.

