

SALES BELIEF SYSTEMS

THE OFFICIAL

The Closer Bible

MASTERY EDITION

*"Objections are not rejection. They are requests
for reassurance."*

SALES BELIEF SYSTEMS | FOR INTERNAL USE

Contents

6 MODULES · 44 SECTIONS · MASTERY EDITION

MODULE 01 · SECTIONS 01-02

Identity & Foundation

Closer Mindset

The 6-Stage Framework

MODULE 02 · SECTIONS 03-08

The 6-Stage Call System

Frame & Open

Pain Excavation

Goals & Gap

Commitment Close

The Pitch

Objections

MODULE 03 · SECTIONS 09-14

Core Closer Skills

Payment Creativity

Power Reframes

Emotional Intelligence

Follow-Up

MODULE 04 · SECTIONS 15-18

Human Mastery

Tonality

The Art of Silence

Buyer Archetypes

Psychology of Buying

MODULE 05 · SECTIONS 19-31

Objection Mastery

6 Deep Objections

Stacking Protocol

Advanced Payment

Multi-Decision Maker

Visualization Close

MODULE 06 · SECTIONS 32-44

Elite Performance

Pre-Call Systems

Post-Call Debrief

KPIs & Review

Closer's Creed

SBS Philosophy

01 Closer Mindset

Before you learn a single script or framework, you need to understand the beliefs that drive elite performance. Skill without mindset is a house with no foundation. Read this section first. Come back to it often.

GABRIEL

I begged one man for a shot and told him I'd outwork anyone he'd ever hired. When I got it, I closed my first million in seven months. Not because of the best scripts. Because.

◆ THE CORE BELIEF

A closer is not a salesperson. A closer is a **professional problem solver**. Your job is to find out what someone genuinely needs, understand why they have not made the move yet, and help them see why today is the day to change that. If you walk into a call trying to sell, you will lose. Walk in trying to help, and everything changes.

THE NON-NEGOTIABLES

CONVICTION **You must believe in what you sell.** If you do not believe the product changes lives, the prospect will hear it in your voice. You cannot fake conviction. You can only build it by studying the results.

OWNERSHIP **Every lost deal is a lesson, not an excuse.** The moment you blame the lead, the price, or the market, you stop growing. Elite closers ask: what could I have done differently?

CURIOSITY **Ask more than you talk.** The closer who talks most wins least. You are not there to impress. You are there to understand. Every question you ask is more valuable than every statement you make.

CERTAINTY **You carry more certainty than the prospect.** That is your job. If they are unsure, your certainty is the bridge. Uncertain language from a closer destroys deals instantly.

THE GOLDEN RULE

**Every lead is closable. Your job is not to find the ones who are ready.
Your job is to create readiness.**

◆ WHAT SEPARATES THE TOP 1%

The top 1% do not have better scripts. They have better **beliefs**. The deal is always possible. Price is never the real objection. And they push through resistance without taking it personally. That is what you are building here.

02

The 6-Stage Framework

Every world-class close follows a structure. Not a script a structure. Know the stages cold and you always know where you are and what comes next. That awareness is what separates composed closers from reactive ones.

#	STAGE	WHAT YOU ARE DOING
01	FRAME	Set the agenda, build trust, take control of the call from the very first second
02	PAIN	Surface the real pain, go emotional, time-stamp it, show its real-life impact
03	GOALS	Get the target number, find the current situation, quantify the gap, anchor the emotion
04	COMMIT	Get them to commit to change before you ever pitch a thing this is non-negotiable
05	PITCH	3–4 pillars tied directly to their stated goals. Back-and-forth only. Not a monologue.
06	CLOSE	Temp check, drop the price, silence, handle objections, get creative with payment

THE CARDINAL RULE

Every stage feeds the next. **Skip one and pay for it at the close.**
 A weak pain stage means the commitment falls apart.
 A skipped commitment means objections pile up at the price.

♦ HOW TO USE THIS FRAMEWORK

The stages are not a rigid script they are a **navigation system**. Real conversations jump around. Prospects skip ahead. Your job is to know which stage you are in at all times and steer back when needed. A closer who knows the framework can go off-script and always find their way back. One who does not know it gets lost the moment the prospect goes sideways.

01

STAGE ONE

Frame & Open

The first 60 seconds of a call determine whether the prospect trusts you or guards themselves. You must **own the frame immediately**. Do not let them set the tone you set it.

▶ THE AGENDA OPENER

"Before we dive in, let me tell you how I like to run these calls. I am going to ask you some questions about where you are and where you want to go and then based on what you share, I will tell you honestly whether I think we can help and how. Sound good?"

Why this works: You take control, set expectations, and build a collaborative frame all before you have asked a single discovery question.

GETTING EARLY YES'S

In the first 60 seconds, collect 2–3 agreements. By the time you ask for the big yes at the close, saying yes feels natural because they have already been doing it.

◆ THE FRAME OPENER SEQUENCE

1. Confirm they are still interested in solving their problem
2. Set the agenda and ask for permission to run the call
3. Confirm time: "We have about 45 minutes does that still work?"
4. Ask them to be in a quiet space with no distractions

By the end of the open, they have said yes 3 times and handed you the wheel.

02 STAGE TWO Pain Excavation

Surface-level pain does not close deals. **Emotional, specific, time-stamped pain does.** Your job is to dig until you reach the feeling not just the fact. Most closers stop too early. The real pain is always one or two more questions away.

GABRIEL

People buy when they feel understood, not when they're pressured. *The moment I stopped trying to convince and started trying to connect, my close rate changed overnight. Pain excavation is genuine curiosity — not a.*

▶ THE PAIN SEQUENCE

"What does a typical day look like for you right now?"

"How long has it been like that?"

"And what impact is that having on your life not just work, but everything?"

"What does it feel like when you think about still being in this situation in two years?"

◆ TIME-STAMPING PAIN WHY IT MATTERS

Always put a number on how long someone has been stuck. "Some time" means nothing. "Five years" means everything. When you say it back slowly "so five-plus years of this..." you hold up a mirror. That reflection creates urgency. Never let vague time language slide. Pin it to a specific number. Then say it back slowly. Let them sit in it.

INTERNAL VS EXTERNAL BLAME

Listen for whether a prospect blames external circumstances or takes ownership. This tells you everything about their readiness to change.

EXTERNAL BLAME "The market is terrible." "Nobody helps me." This person needs to be **gently challenged** to take ownership of their situation.

INTERNAL BLAME "I haven't pushed hard enough." "I kept stopping." This is a sign they are ready. **Validate it, then build on it.**

CUTTING THE TANGENT

▶ TANGENT-CUT SCRIPT

"Let me pause you there for a second."

"When you say [specific thing] what do you mean by that exactly?"

This gets you the precise information you need AND trains them to give sharper, more concise answers for the rest of the call.

03 STAGE THREE Goals & Gap Discovery

Once you have excavated the pain, flip to the future. This is where they see what is possible and **feel the gap** between where they are and where they want to be. That contrast makes the investment feel necessary, not optional.

THE GOALS SEQUENCE

- 1 **Get the number:** "What does success look like financially, a year from now?"
- 2 **Find current reality:** "Just so I can see the gap where are we right now?"
- 3 **Quantify the gap:** "So that additional X what does that allow you to do that you cannot do right now?"
- 4 **Anchor the emotion:** "What would it actually feel like to be there?"
- 5 **Ask why now:** "You have wanted this for a while. What makes right now the moment you are finally ready?"

▶ THE WORTH QUESTION

"I know we are not there yet but let's say a year from now you are hitting [their number]. What would that actually be worth to you? Not just financially what would that mean for your life?"

Then slow your pace. Let them paint the picture. The more they describe it in their own words, the more they have sold themselves.

▶ THE WHY NOW QUESTION

"You have known this for a while. Something changed. Why do you feel you are finally ready to draw the line in the sand today?"

After they answer, stack it:

"[Name] 2.0 the version hitting those numbers are you ready to become that person today? And I want to make sure you are not just saying it for the call."

Say the last line with a slight smile. It lightens the moment, but the challenge is real.

● KEY INSIGHT

INTERNAL VS EXTERNAL MOTIVATION IN GOALS

When goals are entirely external — stats, numbers, trends — push for the internal driver:

"That is the external picture. What is this actually about for you personally?"

Family. Identity. Self-worth. These are what close deals. Statistics do not.

RULE: Never let the conversation stay at the surface. Go internal. Always.

04 STAGE FOUR The Commitment Close

This is the stage most closers skip and it is why deals fall apart at the end. The commitment close happens **before the pitch**. You are not getting them to say yes to the programme yet. You are getting them to say yes to **change**.

GABRIEL

*My mom told me I was ruining my life. She wasn't wrong to be scared — I had no proof, no income, no track record. But I had made a real decision. **The day I.***

THE RULE NEVER BREAK THIS

Commitment Before Pitch. Always.

Without commitment → Price equals the obstacle
With commitment → Price equals just a logistics question

▶ THE COMMITMENT LANGUAGE

"Whenever you see the most successful people in the world elite athletes, top earners they believed they were worth that level before they ever got there. They were champions in their mind before they became champions on paper."

"Are you ready to become [Name] 2.0 today to actually draw the line in the sand?"

When they say yes: "And I want to make sure you're not just saying it for the call. Why would you say you're actually ready today?"

◆ CALLING OUT UNCERTAIN LANGUAGE ACT IMMEDIATELY

If you hear "I think so" or "probably" or "maybe" at the commitment stage stop immediately.

"That's two 'I think so's'. We're using a lot of uncertain language here. I need people who have conviction because with the right mindset, tools, and support, this is a proven recipe. So let's leave the 'I think' behind are we doing this?"

▶ PATTERN INTERRUPT

"The way you're thinking right now waiting for more information, the perfect moment that's the same pattern that has kept you in the same place."

"If nothing changes, nothing changes."

"Is that the version of yourself you are willing to settle for?"

05

STAGE FIVE The Pitch

Most closers pitch like they are reading a brochure. The best closers pitch like they are having a conversation tying every part directly to what the person told them they care about most. There is no fixed script. Every pitch should feel personalised because it is.

G A B R I E L

Your prospect is not chasing the programme or the features. *They are chasing proof that who they believe they can become is actually possible. Pitch to that. Everything else is noise.*

THE 3-4 PILLAR FRAMEWORK

Structure your pitch into 3 or 4 clear pillars. YOU decide which pillars matter most based on what the prospect told you in discovery. For each pillar: explain it simply, tie it to their specific pain or goal, then ask a mini tie-down before moving on.

PILLAR 1 The core training / skill component tie to their desire to actually develop the skill, not just acquire a certificate

PILLAR 2 Credibility / positioning tie to their fear of being overlooked or not taken seriously

PILLAR 3 Results / placement / outcome tie to their actual goal, not just theoretical knowledge

PILLAR 4 Ongoing support / accountability tie to their pattern of starting and stopping

▶ MINI TIE-DOWN AFTER EACH PILLAR

After each pillar: "Does that make sense?" or "Do you see how that helps you get there?"

Then: "Which part of that do you see benefiting you the most?"

This keeps them active. They are not listening they are participating. By the time you finish, they have sold themselves on every part.

TEMP CHECK BEFORE DROPPING THE PRICE

▶ TEMP CHECK SCRIPT

"Before I walk you through the investment on a scale of 1 to 10, how confident are you that this is what you need right now?"

7 or below: "What would it take to get you to a 10?" Handle that NOW before dropping the price.

8 to 10: Drop the price. Stay silent. Let them speak first.

06 STAGE SIX Objection Handling

Objections are not rejection. They are requests for reassurance. Every objection is someone saying "I want this but I'm scared." Your job is to make it safe for them to say yes.

GABRIEL

I know what fear of commitment feels like from both sides. I've been the person on the edge of a decision that terrified me walking away from architecture, betting on myself with zero.

THE OBJECTION HANDLING FORMULA

- 1. ACKNOWLEDGE** "I hear you, and that makes complete sense."
- 2. ISOLATE** "Is that the only thing holding you back?"
- 3. REFRAME** Use an analogy, story, or mirror to shift their perspective
- 4. TIE DOWN** "So if we could solve that, is there anything else?"
- 5. CLOSE** Move forward as if it is already happening

► FINANCE ASIDE TIE-DOWN USE THIS EVERY TIME

"Finances aside is there anything else keeping you from being less than 100% certain that this is what you want and now is the right time?"

They say no.

"Good. I'm more than willing to help those who've said enough is enough. In order for me to help you best what do you have available to invest into yourself right now?"

KEY: Get full commitment first. Then go to open wallet. Never discuss finances until you have isolated it as the only remaining objection.

PROSPECT SAYS	YOU SAY
"I need to think about it."	Totally understand. What specifically? Is it the programme, the investment, or something else? Because we've been on this call thinking about it together. At what point do we actually draw the line?
"I'm just shopping around."	I hear you. And we've been shopping around for [X years] and it hasn't moved us forward. Everything in this world works it comes down to the person doing it. The question is not which programme. It's whether you're ready to commit.

09 Payment Creativity

A closed deal that needs creative financing is still a closed deal. Your job does not end when you drop the price. The closer who gets creative keeps the lead. The one who gives up at "I can't afford it" loses it.

GABRIEL

I've invested five figures into myself mentorship, coaching, networking, health, mindset. Every time, the investment felt uncomfortable. Every time, it came back multiplied. Not because investing in yourself is magic. Because the decision.

♦ THE THREE STEPS

Step 1 Finance Aside Tie-Down First: Before any payment discussion, isolate finance as the ONLY remaining objection.

Step 2 Open the Wallet: "What do you have available to invest into yourself right now?" Then understand their income and expenses before choosing the route.

Step 3 The Payment Waterfall: Work through options in order. Always start at the top. Never default to loans before exhausting cash and card options.

#	METHOD	REQUIREMENTS	PRIORITY
1	Pay in Full (PIF)	No requirements	Always first no exceptions
2	Zelle / Direct Transfer	No credit check, instant, zero fees	Try immediately after PIF
3	Credit Card	2k limit cap cannot process over 2k	Try before loans
4	Payva / BNPL	Soft check, 90%+ approval rate	Good for lower credit scores
5	Upstart / Avant	Must have 600+ credit score + income	Backup personal loan
6	Seven Figure Funding	640–690+ FICO, business credit lines	Decent credit, business-oriented
7	Creative Split	Combine any of the above sources	Last resort get creative

► MONTHLY PAYMENT REFRAME

"If someone told you that at the end of the year, you would finally break through and be achieving [their goal] would you find a way to make [X amount] per month work?"

"And why would you?"

"Because at the end of the year I would have made it all back and more."

"Exactly. So if we can make [X amount] per month work are we ready to get started today?"

10

Power Analogies & Reframes

The best closers do not just ask questions. They tell stories and use analogies that shift how people see their situation. These are not scripts they are frameworks. Make them yours. Find 3 that feel natural and own them completely.



WALK VS FLY TO NEW YORK

"You can walk or you can fly. Walking might get you there eventually but it takes years, costs more, and you'll be exhausted when you arrive. Flying means you trust the pilot, leverage a proven system, and get there in a fraction of the time. All you have to do is buy the ticket. Which makes more sense?"

USE WHEN: They say they can figure it out themselves or go the DIY route.



CHAMPIONS BELIEVE FIRST

"Every great athlete, every successful entrepreneur they believed they were champions before they ever became champions. They had the six-figure number in their mind before it ever landed in their account. The version of you that is hitting that goal starts existing the moment you decide they do."

USE WHEN: Before the commitment close when they say they are not sure they are ready.



THE SLINGSHOT

"Think of it like a slingshot. You pull back that feels uncomfortable, like you're going backwards. But that tension is what creates the force. The further you pull back with intention, the further forward you're going to fly. This is not a step back. This is you loading the slingshot."

USE WHEN: When they are worried about investing, starting over, or losing ground.



STARTING THE GYM ON MONDAY

"The most popular day at the gym is Monday. Everyone is going to start on Monday. Then Monday comes, and it's always next Monday. A year goes by. Same Monday. Same intention. Same result. At what point does this Monday become the actual Monday?"

USE WHEN: When someone says it's not the right time or they'll do it soon.



LOW VS HIGH LEVERAGE

"In your current situation, no matter how hard you work, you can only go so far because someone else controls your ceiling. High leverage work is different. The better you get, the more you earn. There is no ceiling. You become irreplaceable and irreplaceable people write their own price tag."

USE WHEN: Prospects in stable but capped situations who feel they cannot earn more.

11 Emotional Intelligence

The ability to truly read a person and adjust your approach in real time is what separates good closers from great ones. This cannot be scripted but it can be developed. Study it. Practice it on every call.

GABRIEL

Sales forced me to learn things I never expected tonality, psychology, leadership, influence. I grew up in a small town in Ireland with no network and no roadmap. Reading people became a survival.

THE PUSH-PULL RHYTHM

The best calls have a rhythm. Challenge, warmth, challenge, warmth. You go hard, then you soften. This keeps people engaged, builds trust, and ensures no one shuts down.

PUSH & CHALLENGE WHEN...	PULL BACK & WARM UP WHEN...
They have been procrastinating for years	They have just opened up emotionally
They keep using uncertain language	You have been hard on them for 2+ minutes
They are making excuses that do not hold up	They seem shaken or defensive
They know what they need but are avoiding it	The relationship feels like it is cooling

SELLING TO DIFFERENT PERSONALITY TYPES

LOGICAL THINKER

Challenge patterns directly. Use logic and data. Go deep on pain. Use ROI framing. Push harder on procrastination. Be direct about why waiting has a cost.

EMOTIONAL THINKER

Allow them to talk. Make goals vivid and emotional. Focus on the dream and identity more than the data. Use family and legacy as motivators. Let them feel heard before you lead.

READING THE LOOPS

When a prospect starts repeating themselves "like I said" or "I told you" you are in a loop. Discovery has stopped progressing. Recognise it immediately and pivot.

SPOT IT Third time hearing the same thing? Change direction immediately. Do not wait.

SWITCH IT Move from pain to goals, or from past to future. Change the direction entirely.

BREAK IT Introduce a reframe or analogy to break the loop pattern from a new angle.

RESET IT Ask a completely different question from a completely different angle to restart the flow.

♦ THE 1% DIFFERENCE PROBING VS SUMMARISING

Most closers follow this pattern: prospect answers → closer summarises → asks next question. Summarise. then question.

12 Pre-Call & Follow-Up

Closing does not start when the call begins. It starts the moment a lead books. And it does not end when the call ends. The follow-up game is where deals get finished and where most closers leave serious money on the table.

PRE-CALL CHECKLIST EVERY CALL

- Contact the lead before the call. Confirm time. Send any pre-call resource.
- Review their application. Know their name, current situation, and stated goal.
- Set your intention: what outcome am I driving toward on this call?
- Check your energy are you in the right headspace? Reset if not.
- Have your payment options ready and open.
- Water, notes, zero distractions environment set before you dial.
- Remind yourself: every lead is closable. Find their selling point.

◆ THE FOLLOW-UP GAME

Most deals that do not close on call one are still closable. The difference between closers who earn well and those who earn exceptionally is the follow-up. This is where money is left on the table every single week.

The rule: Use the call notes to personalise every follow-up. Reference something specific. Remind them of the identity shift they committed to. Keep it warm, not salesy like a friend checking in.

▶ FOLLOW-UP MESSAGE FORMULA

"Hey [Name], just wanted to follow up from [yesterday/earlier]. What we spoke about around [their specific situation] really stuck with me. The fact that you're finally ready to [their stated goal] that's a big deal. I meant what I said about being here to help make this work. Let me know if anything came up."

If no response in 2 days: call. Hearing your voice reignites the connection.

If still no response: send one more personalised message. Then move on.

Practical tool: use the call notes with an AI tool to create a personalised message. Edit it so it sounds like you. The more specific and personal it is, the more they feel seen.

THE DEPOSIT STRATEGY

▶ DEPOSIT LANGUAGE

"What I want is to make sure we're finally aligning our words with our actions. Let's put a deposit down today even a small one to confirm that. It shows you and me both that this is real. When you speak to [partner/family] tonight, you come with conviction. You're not asking permission. You're telling them what you decided."

A person who has put something down is 10x more likely to follow through. A person who has put nothing down has nothing to lose by backing out.

13 Common Pitfalls

Every single pitfall below has cost a real closer a real deal on a real call. Study them. Recognise them when they happen in your own calls. Fix them one at a time.

01 PLANTING SEEDS OF DOUBT

THE MISTAKE: "Just so you know, you'll probably have to [sacrifice something]..."

THE FIX: Never mention challenges the prospect hasn't raised themselves. If they bring it up, use the Slingshot reframe. Never introduce it.

02 USING UNCERTAIN LANGUAGE

THE MISTAKE: "I think this could work for you..." or "Maybe this is the right time..."

THE FIX: You must carry more certainty than the prospect. Lead with absolute conviction. If you are not certain, they will not be either.

03 GOING FULL DOOM & GLOOM

THE MISTAKE: Making the entire call about pain, pressure, and negative outcomes.

THE FIX: Balance is everything. Go hard on the pain, then lift them to the vision. Push then pull. No one buys from someone who just makes them feel terrible.

04 NOT ASKING "WHY US"

THE MISTAKE: Pitching the programme without ever getting them to articulate why you are the right fit.

THE FIX: Before the price drop: "Based on everything we covered, why do you feel we are the right programme for you?" Once they say it, there is no logical objection left.

05 PITCHING AS A MONOLOGUE

THE MISTAKE: Going through every feature for 10 minutes without a single check-in.

THE FIX: 3–4 pillars. Mini tie-down after each. Back-and-forth only. 90 seconds uninterrupted and you have already lost them.

06 MISSING THE TEMP CHECK

THE MISTAKE: Dropping the price cold without knowing where their head is.

THE FIX: Always temp check before price. Scale of 1–10. Handle anything below 8 before you drop the investment.

14 Quick Reference

Print this page. Keep it on your desk. Read it before every single call.

THE 6 STAGES

#	STAGE	YOUR JOB
01	FRAME	Own the call, set the agenda
02	PAIN	Surface, dig, time-stamp
03	GOALS	Number, gap, emotion, why now
04	COMMIT	Yes to change, not the pitch
05	PITCH	3-4 pillars, back-and-forth
06	CLOSE	Temp check, price, silence

PAYMENT WATERFALL

METHOD	PRIORITY
Pay in Full	Always first
Zelle / Direct	Always first
Credit Card	2k max try before loans
Payva	Soft check
Upstart	600+ score + income
Creative Split	Last resort

POWER PHRASES MEMORISE THESE

" At what point do we draw the line in the sand?"

" Is that a reality you are willing to settle for?"

" The next five years will look exactly like the last five."

" You don't know what you don't know."

" Walk to New York or fly to New York."

" Champions believe it before they become it."

" Nothing changes if nothing changes."

" That's two "I think so's."

" Finances aside is there anything else?"

" What are you actually waiting for?"

" Let me pause you there for a second."

" The dopamine will fade hold onto what you told me today."

15 Tonicity Mastery

Two closers. Same script. Completely different results. The variable is tonality. It is not what you say. It is the energy behind every word, every pause, every drop in your voice before the most important question.

THE FIVE LEVERS OF TONALITY

PACE

Slow down on questions that matter. The slower you ask, the heavier the question feels. Speed signals anxiety. Slowness signals authority.

PITCH

Drop your pitch when you drop the price. A rising pitch signals uncertainty. A flat, confident tone signals this is just a fact.

VOLUME

Go quieter at peak moments. When the call is at its most important point, lower your voice. It forces them to lean in.

PAUSE

Hold silence after key questions. Every second of silence is a second they are thinking. Filling it is a habit that costs deals.

WARMTH

This is the one that cannot be faked. Genuine curiosity about the person changes your entire delivery without any technique.

CERTAINTY

You carry more certainty than the prospect at all times. If your voice wavers when price comes up, the deal is already gone.

♦ THE TONALITY MAP ACROSS THE CALL

Open: Warm, curious, upbeat. Like calling a friend who asked for help.

Pain Excavation: Slow. Empathetic. Go quieter as pain deepens.

Goals: Lift slightly. More energy. Paint the vision together.

Commitment: Direct. Measured. No uncertainty at all.

Pitch: Conversational. Back and forth. Not a monologue.

Price Drop: Matter of fact. No hesitation. Then silence.

Objections: Calm. Never defensive. "I hear you" with total certainty.

THE PRACTICE PROTOCOL

Record every call. Listen back with eyes closed. Feel the energy before you analyse the words.

Ask: Did I sound like I was reading, or like I genuinely cared about this person?

16

The Art of Silence

Silence is a weapon. Most closers are afraid of it. They fill every gap. They talk over the answers. They apologise for the price the moment they drop it. The closer who masters silence earns more than the one who memorises ten extra scripts.

THE FOUR MOMENTS WHERE SILENCE CLOSES THE DEAL

AFTER THE PRICE Drop the investment. Then say nothing. The first person to speak after the price loses leverage. This is not a technique. It is a law. Do not fill it. Do not soften it. Let the number land.

AFTER DEEP PAIN They have just told you something vulnerable. Something real. The instinct is to rush in with solutions. Resist it. Let the silence hold for 2 to 3 full seconds. It says: I heard you. It says: that mattered. It builds more trust than 10 sentences.

AFTER THE COMMITMENT QUESTION "Are you ready to become that person today?" Pause. Let them sit with it. They need to feel the weight of their answer. If you fill the silence, you break the moment.

AFTER AN OBJECTION They throw an objection. Before you respond, pause for 2 seconds. It signals you are not reactive. It signals you have heard this before. That composure is the answer before you even say a word.

▶ TRAINING THE SILENCE MUSCLE

Most closers who struggle with silence are afraid it will feel awkward. The prospect feels it too, but differently. What you experience as uncomfortable, they experience as space to think. That thinking is where the yes lives.

Practice: on your next 5 calls, after dropping the price, count to five in your head before responding. You will be amazed how many times they speak before you reach three.

THE IRON RULE

After the price: silence.
After the commitment question: silence.
After the deep pain moment: silence.
The closer who fills the gap loses it.

17

Four Buyer Archetypes

Not every prospect responds to the same approach. The closer who reads what type of buyer they are speaking to within the first 5 minutes and adjusts accordingly closes at a higher rate than the one who uses the same energy on every call.

THE ANALYST

Signals: Asks detailed questions, mentions having done research, uses words like "logically" or "in theory."

What they need: Structure, data, case studies, proof. Do not get too emotional too fast. Let them feel understood intellectually before going deep on emotion.

Approach: Use ROI framing. Walk through the logic. Then once trust is built, go to the emotional driver underneath the data.

THE VISIONARY

Signals: Talks in big pictures, uses emotional language, mentions wanting to change their life or their family's life.

What they need: Energy match, vivid descriptions of the future, identity language. They buy on emotion and confirm with logic.

Approach: Paint pictures. Use the visualization close. Let them describe the goal in their own words. Tie everything to identity.

THE SKEPTIC

Signals: Short answers, guarded tone, "I've heard this before," pushes back early.

What they need: Proof, patience, and genuine curiosity. Do not try to convince them. Get curious about their specific situation. Let your questions disarm them.

Approach: Do not over-pitch. Ask more, tell less. When they open up even slightly, mirror it and go deeper. Let trust build naturally.

THE PROCRASTINATOR

Signals: Says "I'm not sure yet," "I want to think about it," mentions researching multiple options. Has been looking for a while.

What they need: A clear pattern interrupt. They are stuck in analysis paralysis and need someone to hold up a mirror.

Approach: Go directly at the pattern. "You've been researching for [X months]. At what point does the research end and the decision begin?"

18 The Psychology of Buying

People do not make decisions because of features and benefits. They make decisions because of pain they want to escape or a future they want to reach. Understanding how decisions actually get made is the difference between a closer who pushes and one who guides.

FEAR VS DESIRE THE TWO DRIVERS

FEAR OF LOSS

More powerful in most people than the desire to gain. The fear of staying stuck. The fear of missing out. The fear of failing again. Surface it and let it sit. Never manufacture fear excavate the real one that already exists.

DESIRE FOR GAIN

The positive pull toward a better future. The life they described. The version of themselves they believe they can become. Lift them into this vision after the pain. You go down before you go up.

♦ THE DECISION-MAKING SEQUENCE

1. **Emotional trigger:** Something made them book this call. Find it.
2. **Identity conflict:** Who they are vs who they want to be. Widen that gap.
3. **Certainty transfer:** You carry the certainty they do not yet have. Give it to them.
4. **Logical justification:** After the emotional decision is made, give them the logic to explain it to themselves and others.
5. **Permission to act:** Many people need someone to give them permission. That is the commitment close.

WHY PEOPLE DON'T BUY THE REAL LIST

FEAR OF REGRET

Not fear of the investment. Fear of making the wrong decision and feeling foolish. Address the risk directly. "If at the end of this you felt it wasn't worth it, what would that tell you about yourself?"

FEAR OF FAILURE

They have failed before. They don't want to fail again. "What happened before wasn't a failure. It was information. It told you what does not work. Now you have that knowledge going in."

FEAR OF JUDGMENT

What will their partner, friends, or family think? "The people who have your back will celebrate this decision. The ones who don't what are their results?"

LACK OF SELF-WORTH

Deep down, they don't believe they deserve this outcome. "I need you to understand: the investment is not what's being questioned here. It's whether you believe you're worth it. That's the real decision."

19

Objection: "I Need to Think"

This is the most common objection in high-ticket sales. It almost never means they need more information. It means they are afraid of making the wrong decision. Your job is to find what is underneath it.

WHAT IT ACTUALLY MEANS

**"I need to think about it" = "I have a concern I haven't told you yet."
Your job is to find that concern. Not overcome it. Find it.**

▶ THE FULL RESPONSE SEQUENCE

Step 1 Acknowledge without collapsing:

"Totally understand and I want to make sure we actually address whatever's on your mind."

Step 2 Isolate:

"Can I ask what specifically do you want to think about? Is it the programme itself, the investment, or something else?"

Wait for the real answer. Do not fill the silence.

Step 3 If they say "all of it" or "I'm not sure":

"Here's what I know: we've been thinking about this together for the last 45 minutes. At what point does the thinking end and the decision begin?"

Step 4 Pattern interrupt:

"The pattern of thinking about something until the moment is perfect that's the same pattern that has kept things the same for [X years]. At what point does that cycle break?"

Step 5 Close:

"What I want for you is the same thing you said you wanted for yourself. Let's make that happen today."

● ADVANCED MOVE

THE PERMISSION FRAME

Sometimes "I need to think" is a politeness. They want to say yes but need permission.

"Let me ask you something: if you did not have to worry about anyone else's opinion and you just went with your gut right now.

The gut knows. Your job is to give them permission to follow it.

20

Objection: "My Partner"

This objection has two versions. The first: they genuinely need to consult a partner on a significant financial decision. The second: they are using the partner as a proxy for their own uncertainty. Learn to tell the difference. Handle both.

VERSION 1 GENUINE CONSULTATION NEEDED

▶ THE TOGETHER CLOSE

"That completely makes sense major decisions are better made together."

"Let me ask: if they were on this call right now and understood everything we discussed the [pain point], the [goal], and what this gives you do you think they'd support it?"

They say yes: "So the question isn't really about them it's about you having the conviction to bring this to them with full certainty. Can we at least confirm the investment and put something down today, so when you speak to them tonight, you come from a place of confidence rather than 'I might do this'?"

They say no: "What specifically do you think would concern them? Let's work through that now so you have the right conversation tonight."

VERSION 2 USING PARTNER AS A SHIELD

▶ THE MIRROR CLOSE

"I hear you. Let me ask a direct question is it that you genuinely want their input, or is part of you using that as a reason to slow down on a decision you're not 100% sure about yet?"

Wait. Let them sit with it. Most people, when asked directly, will admit the real concern.

"Because here is what I have found: when people have a real partner conversation, they don't say 'I might do this.' They say 'this is what I want to do are you with me?' That only happens when you've made the decision yourself first."

♦ THE DEPOSIT BRIDGE

If they are genuinely consulting a partner, a small deposit changes everything. "Let's put a refundable deposit down today so you have skin in the game for that conversation. When you approach it with 'I've already started' you come from conviction. When you approach it with 'I'm thinking about it' you get uncertainty back."

A person who has put something down is 10x more likely to see it through.

21 Objection: "Tried Before"

This objection comes from real pain. They invested before and it didn't work. They feel burned. They are not being difficult they are being protective. You need to honour that experience before you can reframe it.

▶ THE FULL SEQUENCE

Step 1 Honour it:

"I respect that. That actually tells me you've already taken this seriously and that means you're not someone who needs to be convinced of the value of growth. You just need the right vehicle."

Step 2 Diagnose what actually failed:

"Can I ask what was it specifically that didn't work? Was it the method, the support, the timing, or something about you at the time?"

Listen carefully. They will tell you exactly what to position against.

Step 3 Reframe the previous attempt:

"So it wasn't that growth doesn't work for you. It's that the last thing you tried didn't have [what they just told you was missing]. That's not a failure. That's a data point."

Step 4 Differentiate this from the last:

"Here's what's different this time: [specific differentiator tied to what they said failed]. This isn't the same vehicle. This is built for exactly the person who knows what doesn't work."

Step 5 The inaction cost close:

"If the last thing had worked, you wouldn't be here right now. But here you are. Which means staying where you are is no longer an option anyway. The question is whether you do it with the right system or not."

THE RULE ON PAST FAILURE OBJECTIONS

**Never dismiss what they went through. Never say "that was different." Always say:
"that was the right instinct in the wrong vehicle."**

22

Objection: "More Information"

This is usually a polite exit strategy, not a genuine request. The person has not made a decision and is using information as a reason to delay. Sending information without handling this properly is how deals go cold permanently.

▶ RESPONSE SEQUENCE

Step 1 Clarify what they actually need:

"Of course what specifically do you want to know more about? Because I want to make sure I send you something actually useful, not just a PDF that gets ignored."

If they struggle to name something specific, that is your signal. They do not actually need more information.

Step 2 Name the real issue:

"Here's what I find in most cases: when someone asks for more information, there's usually something specific that hasn't been answered yet. Can I ask is there a particular concern I haven't addressed?"

Step 3 If they still insist on info:

"I will send it. But can I ask one more thing: based on what we've talked about today the [pain] and the [goal] do you feel like this is the right direction for you, independent of whatever I send over?"

If yes: "Then the information is just a formality. Let's not let a formality stand between you and what you said you want."

If no: "Then let's figure out what the real block is, because sending information won't solve a decision problem."

♦ WHEN TO SEND INFORMATION

Send information when:

- 1 They have given you a specific question that the info answers
- 2 They have genuinely expressed interest and just need technical details
- 3 You have a follow-up booked and the info is a bridge to that call

Never send information as a substitute for handling the objection.

23

Objection: "Bad Timing"

There is never a perfect time. The closer who understands this and can communicate it without being dismissive will consistently turn this objection into closed deals.

▶ THE TIMING RESPONSE

"What specifically about right now makes this the wrong time?"

Let them explain. Most timing objections fall into a few categories:

If it's money:

"Finances aside for a second is the timing itself the issue, or is it that the finances don't feel aligned right now? Because those are different problems with different solutions."

If it's life circumstances:

"Here's the thing about timing: the people who are waiting for a quiet period to invest in themselves are usually waiting for something that never arrives. Life doesn't get quieter. It just changes shape."

If they're genuinely in crisis:

"I hear you, and I don't want to be someone who adds pressure to an already difficult moment. Can we talk about what needs to change for the timing to feel right, and when that realistically looks like?"

The core reframe for all timing objections:

"You booked this call during that same timing. Something in you decided to look into this now. What was that?"

**THE FIVE YEAR QUESTION**

"If you don't make a move now, where will you be in five years? Because the one guarantee is: if nothing changes, nothing changes. The timing will never be perfect. The question is whether now is good enough."

USE WHEN: They have been in the same situation for a year or more and keep citing timing.

24

Objection: "Do It Myself"

This objection is not about capability. It is about pride. They believe investing means admitting they cannot figure it out alone. Reframe it as leverage, not crutch.

▶ THE RESPONSE SEQUENCE

"I believe you you're clearly someone who figures things out. And that's actually exactly why this works for you."

"Let me ask: how long have you been trying to figure this out on your own?"

They give you a number. Then:

"So [X amount of time] of doing it yourself has got you to [their current situation]. That is not a failure. But it is data. The data says: going it alone costs you time. And time is the one thing you can't get back."

The leverage frame:

"The best athletes in the world have coaches. Not because they can't play without them. Because having someone who has seen the pattern hundreds of times cuts years off the learning curve. That's not weakness. That's how the smartest people operate."

The cost of time close:

"Every month you spend figuring this out alone is a month you're not earning at the level you described. What is that month worth to you? Because that's the real cost of going alone."

**WALK VS FLY EXTENDED VERSION**

"You can technically walk from here to your destination. You might get there eventually. But you have to carry everything yourself, find your own path, and it takes years. Or you can fly. Not because you couldn't walk but because flying is faster, more efficient, and lets you show up with energy to spare."

USE WHEN: They frame investing as unnecessary or as admitting weakness.

25 Objection Stacking Protocol

When objections come one after another, most closers either panic or cave. The stacking protocol keeps you composed, methodical, and in control regardless of how many objections pile up.

♦ WHY OBJECTIONS STACK

Stacked objections are almost always a sign of one thing: the commitment stage was not complete. The prospect never fully said yes to change. So at the price stage, every unresolved fear surfaces at once. The fix is almost always upstream. Go back to commitment.

But in the moment, here is how you handle it.

THE STACKING PROTOCOL

- 1. STOP** Do not try to answer them all. "Let me make sure I'm getting this right."
- 2. LIST** "I'm hearing three things: [objection 1], [objection 2], and [objection 3]. Is that everything?"
- 3. PRIORITISE** "If we could address all three of those, is there anything else that would stop you?" Wait. Isolate the real one.
- 4. IDENTIFY ROOT** "Of those three, which one is the most real concern for you right now?"
- 5. HANDLE ONE** Handle the root objection first. Once the main one falls, the others usually do too.

► THE RESET MOVE WHEN EVERYTHING STACKS

"Let me slow us down for a second."

"We've covered a lot, and I want to make sure we're not rushing past something important. Earlier you told me [their pain]. And you said [their goal]. And you said you were ready to do what it takes."

"Has anything changed from that point to now?"

This reanchors the whole conversation. Most of the time, they confirm they haven't changed their mind. Now you know the objections are fear, not genuine resistance. Handle the fear.

26

Advanced Payment Tactics

Once someone has committed to change and finance is the only thing standing between them and the decision, your ability to get creative with payment is the difference between a closed deal and a lost one.

CREATIVE COMBINATION SCRIPTS

▶ THE SPLIT METHOD

"Let's figure this out together. You said you have [X] available and [Y] on your card. That's [X+Y]. What if we split it across both right now and use [a loan / instalment plan] for the balance? Walk me through what you have access to and we'll build the plan."

▶ THE FUTURE-INCOME FRAME

"Let me ask: what would your first [month / deal] look like once you are running this? Because the investment pays itself back before most people finish the programme. So it's not a cost it's a prepayment on future income."

"If someone guaranteed you that you would make [3x investment] back in 90 days, would you figure out the [investment amount] today?"

◆ HANDLING "I DON'T HAVE IT" THE OPEN WALLET PROTOCOL

Never accept "I don't have it" at face value. Run the full open wallet sequence:

1. "What do you have available in savings right now?"
2. "What's the limit on your card?"
3. "Is there anyone family, partner who could support this investment?"
4. "What could you liquidate or move around in the next 48 hours?"

People who want something bad enough find a way. Your job is to help them find it.

27

Multi-Decision Maker Dynamics

When a partner, parent, or spouse enters the conversation, most closers lose their footing. The dynamic shifts. Learn to bring the third party into the conversation rather than letting them become an invisible objection.

THE IDEAL SCENARIO GET THEM ON THE CALL

▶ BRING THEM IN LIVE

"You mentioned wanting to speak to your [partner / parent]. Can we get them on this call right now? I can answer their questions directly and they can hear everything in context. It'll save you having to relay everything and give them the full picture. Is now a good time to grab them?"

This is almost always a stronger move than scheduling a new call. Most people who "need to check" are procrastinating, not genuinely waiting for input. Getting the partner on right now bypasses the delay entirely.

WHEN THE PARTNER CANNOT JOIN

▶ THE ARMING SCRIPT

"Here's what I want to do: let's figure out what questions they might have and work through them right now. That way when you speak to them tonight, you come with answers, not more questions."

"What do you think their biggest concern will be?"

Handle that concern on the call. Then:

"Perfect. So when they ask about that, here's what you tell them: [concise answer]. You go into that conversation with total clarity. How does tomorrow morning look can we pick this back up then?"

◆ THE CONVICTION TRANSFER

The person on the call is the key. If they leave the call uncertain, their partner will pick up on that and say no. If they leave the call convinced, they will be the closer in that household conversation.

"The only thing that matters in that conversation is whether you go in with conviction or doubt. What are you feeling right now?"

Their certainty is the product you are selling for that household conversation.

28

The Close Within the Objection

Every objection contains a hidden admission. Hidden within "I need to think about it" is "I haven't ruled this out." Hidden within "I can't afford it" is "I want this." Learn to extract the close that lives inside what they say.

◆ THE HIDDEN ADMISSION FRAMEWORK

"I need to think about it" = "I'm not completely against this."

Close: "So you're not saying no. You're saying not yet. What would need to be true for the answer to be yes?"

"I can't afford it right now" = "I see the value but finances feel uncertain."

Close: "So if we could solve the finance piece, we'd be moving forward?"

"I need to talk to my partner" = "I want to do this but I don't feel fully justified yet."

Close: "What specifically would make you feel justified in bringing this to them with full conviction?"

"I'm not sure this is the right time" = "I'm scared and looking for a reason to wait."

Close: "If not now, when? Give me a specific date."

▶ USING THEIR OWN WORDS TO CLOSE

The most powerful closes use the exact words the prospect used in discovery.

"Earlier in this call, you said [exact quote from their pain stage]. You said [exact quote from their goal stage]. And now we're at the point where you can actually do something about both of those things."

"Based on what you told me in your own words what is there actually to think about?"

When you quote their words back to them, they cannot disagree. They said it. It is their truth. Let it do the closing for you.

THE RULE OF REFLECTION

A closer who takes great notes closes more deals. Every pain point, every goal, every exact quote goes in the notes. Then at the close, you use their words to close them, not yours.

29

Advanced Pain Excavation

Most closers stop at level two. They hear the surface pain and move on. The deals that close easily are the ones where you went all the way to level five. Here is the five-layer excavation framework.

**LEVEL 1
THE FACT**

What is the situation? "I'm earning inconsistently." This is what most closers accept as the answer. It isn't. It is the starting point.

**LEVEL 2
THE
DURATION**

How long has this been the situation? "About two years." Now you have weight. Two years is not a minor inconvenience. Say it back slowly: "So two years of this."

**LEVEL 3
THE
IMPACT**

What is the real-life impact? "It's stressful. It affects my relationship." Now you are near the emotion. Keep going. "What specifically does that look like day to day?"

**LEVEL 4
THE
IDENTITY**

What does this say about who they are? "I feel like I should be further along by now." This is where the deal closes itself. They have told you the story they tell themselves. Validate and redirect it.

**LEVEL 5
THE FEAR**

What is the worst case if nothing changes? "I don't want to still be here in five years." Now you are at the core. Let it land. Then move to vision. This is the deepest motivator. Everything else is above this.

► TRANSITIONING FROM LEVEL 4 TO LEVEL 5

"You said you feel like you should be further along. I want to ask you something and I want you to be honest with me: if five years from now you are in the exact same place same income, same situation what does that tell you about yourself?"

Pause. Let them answer in full. Do not rush to comfort. Let them feel it. That feeling is the close.

30

The Visualization Close

The most powerful moment in a closing call is when a prospect stops answering questions and starts describing a future they can actually feel. Your job is to create that moment deliberately, then anchor it to the decision.

▶ THE VISUALIZATION SCRIPT

"I want you to do something for me. Close your eyes for a second."

(Some will, some won't. Either way, continue.)

"It's 12 months from now. You took the decision. You did the work. You're sitting somewhere and the results are real. What does that look like for you? Where are you? What's different about your day?"

Let them describe it in full. Do not rush. Do not interject. Let them build the picture in their own words.

When they're done: "That is what we're building. Not just a programme that version of your life."

"Now let me ask you: the decision to start that today is there any real reason not to make it?"

◆ WHY THIS WORKS

When a prospect visualizes their future in detail, the emotional cost of not doing it becomes real. They have just mentally lived the outcome they want. The pain of not pursuing it now feels greater than the discomfort of investing.

The visualization close works best with Visionary archetypes. With Analysts, replace it with a more grounded version: "Walk me through what your numbers look like 12 months from now if this works as described."

ALWAYS ANCHOR THE VISION TO THE DECISION

After they describe the future, always bridge back to today:

"That is the destination. Today is the first step. What's stopping us from taking it?"

31

Advanced Commitment Language

The commitment close is not a single script. It is a skill. Here are the advanced variations for different types of prospects and different moments in the call where commitment needs to be re-established.

WHEN THEY ARE CLOSE BUT NOT FULLY IN

▶ THE EDGE CLOSE

"I can feel you're right at the edge of this decision. And I want to ask you something: in your experience, when you've been right here before and stepped back how did that turn out?"

They will almost always say it didn't work out. Then:

"So the data in your own life says: stepping back from this moment doesn't serve you. What would it take for you to take one step forward instead?"

WHEN THEY COMMITTED EARLY BUT STALLED AT PRICE

▶ THE RE-ANCHOR

"I want to bring us back for a second. Earlier in this call, you told me [exact words from their pain stage]. And you said you were ready to be the person who changes that."

"That was real. Nothing that has happened since then has changed those facts. What changed is we hit a number, and your brain is now looking for an exit."

"That's normal. But the exit leads back to [their current situation]. Is that where you want to go?"

THE IDENTITY CLAIM

32

Pre-Call Preparation System

The closer who is prepared earns more. Not because preparation changes the script. Because preparation changes the energy. When you walk in knowing who you are talking to, you are already in a different conversation than the closer who reads the name for the first time when they dial.

THE 5-MINUTE PRE-CALL ROUTINE

- 1 **Read the setter notes** know the current situation, goal, trigger, financials, intent level, and any flags before you dial.
- 2 **Set the intention** ask yourself: what outcome am I creating in this call? Not "trying to close." Creating a specific result for a specific person.
- 3 **Identify one thing you will connect on** find something in their background or goal that you genuinely relate to or care about. This makes the call feel like a conversation, not a transaction.
- 4 **Check your energy state** are you present? If not, stand up, walk around, reset. Flat energy before the dial becomes flat energy on the call.
- 5 **Confirm all tools are ready** payment links, application, notes document, quiet space, water. Remove every possible distraction before you dial.

♦ THE SETTER NOTES PROTOCOL WHAT TO LOOK FOR

The trigger: what specifically made them book? This is your opening bridge.

The goal number: have it in front of you. Reference it naturally.

The financial picture: savings, credit, card limit. Know this before the money conversation starts.

Any flags: previous programs, partner involvement, financial concerns. Know what's coming before it arrives.

Intent level: 1 to 5. Start the call at that level of urgency.

THE NON-NEGOTIABLE RULE

**Never go into a closing call cold. The closer who reads the name for the first time on the dial has already lost a significant advantage. Read the notes. Know the person.
Show up prepared.**

33

The Pre-Call Identity Stack

Before every call, read these. Not as affirmations. As truths you have decided to operate from. The closer who internalises these walks into every call from a fundamentally different place than the one who does not.

- 01 "Every lead is closable." My job is to find their yes, not decide their outcome before I dial.
- 02 "I carry more certainty than the prospect." They are looking to me for the bridge. I am the bridge.
- 03 "Objections are requests for reassurance." There is nothing to fear in an objection. It is them telling me exactly where to go.
- 04 "The price is not the obstacle." The belief that they are worth the investment is. I am helping them make that decision.
- 05 "Silence is my ally." I will not fill spaces that need to be held. I will let the moment land.
- 06 "This call is a gift to the right person." My product changes outcomes. I am not selling. I am delivering.
- 07 "Lost deals are feedback, not failure." Every no teaches me something a yes never could.
- 08 "I ask more than I talk." The most powerful thing I can say is a question. I know this and I live it.
- 09 "I am genuinely here to help." When they feel this, the resistance drops. And I mean it every time.
- 10 "The version of me on this call is the best one." Everything I have learned is in this call. I am ready.

34

Post-Call Debrief Framework

The closer who debriefs every call grows faster than the one who moves straight to the next. Five minutes after every call, whether it closed or not, is how elite closers compound their learning faster than anyone else.

THE 7-QUESTION DEBRIEF EVERY CALL

- 1 Did I own the frame from the start? Did they set the tone or did I?
- 2 How deep did I go on pain? Did I accept a surface answer and move on, or did I dig to the emotional level?
- 3 Was my commitment stage real? Did they actually commit to change, or did I get an "I think so" and proceed?
- 4 How was my pitch? Was it back-and-forth, tied to their specific goals? Or did I monologue?
- 5 Where did the energy drop? At price? At an objection? Find the moment. Understand why.
- 6 What was the real objection? Not what they said. What was underneath it?
- 7 What would I do differently? One specific, actionable thing to take into the next call.

♦ THE LOST DEAL DEBRIEF

For every deal that does not close, ask one additional question:

"Was this deal actually closable, and if so, at what point did I lose it?"

Pin it to a specific moment. A specific line. A specific stage where the energy shifted. That moment is your homework. Every time you identify a pattern in your lost deals, you are identifying the next level of your closing ability.

THE COMPOUND GROWTH RULE

**One call reviewed deeply is worth more than 20 calls made blindly.
You are not just closing deals. You are building a system that closes faster over time.**

35

Deal Forensics

Lost deals carry more information than closed ones. A closed deal tells you what worked. A lost deal tells you exactly where your skill ceiling is. Approach every loss like an investigation, not a disappointment.

THE 5 MOST COMMON CAUSES OF LOST DEALS

01 INCOMPLETE PAIN STAGE

SIGNAL: They objected at price without much resistance earlier.

ROOT CAUSE: The pain was never made real enough. They felt no urgency because the status quo didn't feel painful. Go deeper next time.

02 SKIPPED COMMITMENT

SIGNAL: Multiple objections pile up at the price stage.

ROOT CAUSE: They never fully committed to change. Every unresolved fear surfaces when the price lands. Go back to commitment every time.

03 PITCH WAS A MONOLOGUE

SIGNAL: They went quiet during the pitch. Said "okay" a lot without emotion.

ROOT CAUSE: They disengaged. 90 seconds of uninterrupted talk loses people. Mini tie-downs after each pillar keep them participating.

04 FILLED THE SILENCE

SIGNAL: You said the price and then immediately started talking again.

ROOT CAUSE: The silence discomfort. Practice holding the price drop for 5 full seconds. The deal often closes in that silence.

05 WRONG FRAME AT OPEN

SIGNAL: They were guarded from the start. Never fully opened up.

ROOT CAUSE: The opener set a transactional tone instead of a collaborative one. Revisit the agenda-setting language.

36

The 30-Day Follow-Up Sequence

Most closers follow up once or twice and move on. The data says that a significant percentage of deals close on the 5th to 12th touchpoint. Here is the exact sequence to stay in the conversation without being annoying.

THE FRAMEWORK TOUCHPOINTS IN ORDER

**DAY 0
SAME DAY** Personalised message referencing something specific from the call. Not a form message. Quote something they said. Reference the goal they described. Keep it warm and short.

**DAY 2
CALL
ATTEMPT** Call, not message. Hearing your voice reactivates the emotional connection from the call. Leave a voicemail if no answer: "Just thinking about what we spoke about. I've got one idea I wanted to run by you."

**DAY 5
VALUE
DROP** Send something useful. A case study, a short insight, a question tied to their goal. Not a sales message. "Saw this and thought of what you mentioned about [their specific goal]."

**DAY 10
RE-OPEN** "Just wanted to check in. Last we spoke you were at [their situation]. Has anything changed?" Simple. Direct. Gives them an easy way back into the conversation.

**DAY 20
CHALLENGE** "I've been thinking about what you said on our call. You mentioned wanting [goal]. It's been [X] days since then. Have things moved? Or are you still in the same place?" Gentle pattern interrupt.

**DAY 30
FINAL** "I always reach out one last time because I care about the people I speak to. Where are you at? Either way, the door is always open." Then move on. Some come back months later. Keep the door open without chasing.

THE CARDINAL RULE OF FOLLOW-UP

Every single message must reference something specific from the call. Generic follow-ups get ignored. Personal ones get responses. The difference between the two is 30 seconds of thought and a closed deal.

37 Closer KPIs & Metrics

You cannot improve what you do not measure. These are the numbers every elite closer tracks weekly. Not to beat themselves up to find the lever that moves everything else.

WEEKLY TRACKING DASHBOARD

CR%

Close Rate target 30%+

SR%

Show Rate target 70%+

Calls

Calls Held This Week

Rev

Revenue Generated

CLOSE RATE

Closed deals / calls held. Target: 25-35%. If below 20%, the problem is almost always in the pain or commitment stage, not the objection handling.

SHOW RATE

Shows / booked. If below 60%, the problem is at the setter stage or the follow-up before the call. Fix it upstream.

AVG DEAL VALUE

Total revenue / closed deals. If this drops, it means you are caving on payment creativity. Get more creative before dropping the price.

CYCLE LENGTH

Average days from first call to close. If deals are cycling for more than 7 days, the follow-up game needs work. Or the commitment stage wasn't done right.

◆ THE ONE METRIC THAT PREDICTS EVERYTHING

Calls reviewed per week. Closers who review 3+ calls per week consistently outperform those who do not. This single habit drives every other metric upward over time. Track it. Prioritise it. Never skip it.

▶ WEEKLY SELF-ACCOUNTABILITY QUESTION

"If my numbers don't improve this week, what is the one skill I can point to as the reason?"

Answer that honestly. Then that skill is your only focus for the week. Not everything at once. One lever at a time.

38

The Weekly Self-Review

Great closers are students of themselves. The weekly review is not a performance appraisal. It is a calibration. It keeps you honest, sharp, and always moving forward rather than drifting into bad habits.

THE WEEKLY REVIEW TEMPLATE

CALLS REVIEWED

Listen back to 3 calls. One closed. One lost. One where you felt off. Write one specific observation from each one that you would change.

PATTERN IDENTIFIED

What pattern showed up in your losses? The same objection? The same stage where energy drops? The same moment where you filled the silence? That pattern is your target.

SKILL FOCUS

Pick one skill to sharpen this week. Not five. One. Tonality on the open. Silence after price. Pain excavation depth. One thing, all week.

WIN LOGGED

Document at least one thing that worked well. The moment a call clicked. The line that landed perfectly. What exactly did you do? How do you replicate it?

♦ THE BENCHMARK QUESTIONS ASK WEEKLY

1. What is my close rate this week, and why is it that number?
2. What is the most common stage where I am losing deals?
3. What specific skill am I better at now than I was a month ago?
4. What is the one thing I am avoiding getting better at?
5. What would my mentor say if they watched my last three calls?

THE CLOSER'S GROWTH EQUATION

Volume of calls + depth of review + one skill focus per week = compounding improvement.

Skip any one of the three and the equation breaks.

39

Power Language

Words carry weight. Some words signal conviction. Others leak certainty without the closer even realising. Audit your language. Swap out the weak words. You will hear the difference in your calls within a week.

♦ THE LANGUAGE AUDIT EXERCISE

Pick any call from this week. Listen back and count how many times you used the words: "just", "kind of", "maybe", "I think", "sort of", "hopefully", "I guess." Every one of those is certainty leaking out of your call in real time.

Replace each one with a direct, confident equivalent. The prospect does not need you to hedge. They need you to lead.

THE LANGUAGE RULE

If you would not say it with total conviction to someone you deeply respect, do not say it on a closing call. Every word is a signal. Make sure yours signal belief.

40

The Closer's Creed

These are not aspirational statements. They are operating principles. The closer who lives by these does not need to remember scripts. Their decisions, their responses, and their instincts are already shaped by the belief system underneath.

- 01 I close because I care. Pressure comes from indifference. Conviction comes from genuinely believing the person in front of me deserves better than where they are.
- 02 I ask more than I speak. The most powerful thing I can do in any conversation is ask the right question and then be quiet long enough for the answer to arrive.
- 03 I do not decide for prospects. I hold up a mirror. My job is to show them what they told me they want and help them make the decision they already know they need to make.
- 04 Every lost deal is a lesson. Not a failure. I take full ownership of every outcome. I ask what I could have done differently, and I carry the answer into the next call.
- 05 I am a professional. I prepare. I review. I get better. The closer who does not review their work is not a professional they are guessing.
- 06 The price is never the real issue. Behind every money objection is a self-worth question. I answer the real question, not the surface one.
- 07 I lead with certainty. The prospect is uncertain. That is expected. My job is to be the most certain person on the call. Not arrogantly. Just solidly.
- 08 I am always growing. The closer who thinks they know it all has already started declining. I listen for what I don't know in every call I review.

41

Advanced Reframes Part 2

Five more analogies to have in your arsenal. These are not scripts to memorise. They are frameworks to understand. Once you understand the principle, you will naturally find versions that fit your voice.



THE SEED AND THE HARVEST

"Nobody plants a seed and refuses to water it because they are not sure if it will grow. You plant it, you commit to it, and you trust the system. The people who are at the level you described? They planted this seed years ago. You are planting yours today."

USE WHEN: They question whether it will work for them personally.



THE DOCTOR ANALOGY

"If a doctor prescribed you medication you needed, would you ask the pharmacist if it was worth the cost? No. Because you trust the diagnosis. The diagnosis here is clear: you've told me yourself what the problem is. The question isn't whether this is the answer. The question is whether you trust the prescription."

USE WHEN: They are questioning the credibility of the solution after a strong discovery.



THE FIRE AND THE SMOKE ALARM

"Right now you can hear the smoke alarm. You can smell the smoke. But you're not sure if there's a fire. Here's the thing about smoke: it always comes from somewhere. And by the time you see the fire, the damage is already done. I'm asking you to act on the smoke."

USE WHEN: Their situation isn't yet in crisis but they can feel it building.



THE BLUEPRINT

"You could figure out how to build a house without a blueprint. People have done it. But every professional builder starts with a blueprint because they don't want to tear down walls after the fact. This is your blueprint. Right now, before you build."

USE WHEN: They say they want to try it alone first, before investing.

42

Live Call Breakdown Pt 1: Discovery

This is a breakdown of an actual strong-performing call, annotated to show exactly what worked, why it worked, and what you can replicate in your own calls. Names and specifics are generalised.

● PHASE 1 THE FRAME (0-90 SECONDS)

WHAT HAPPENED

The closer opened by confirming the agenda: "I'm going to ask you a few questions about where you are and where you want to go. Based on what you share, I'll give you my honest take on whether we can."

ANNOTATION: The agenda-set is the most underused tool in the closer's repertoire. When you set it, the prospect stops being a customer and starts being a participant.

● PHASE 2 PAIN EXCAVATION (2-12 MINUTES)

WHAT HAPPENED

The lead gave a surface answer about their current situation. The closer asked: "And how long has that been the reality?" The lead said two years. The closer slowed down and said, deliberately: "Two years."

That pause changed the call. The.

ANNOTATION: Time-stamping and the deliberate echo ("two years") does more work than five follow-up questions. Slow down. Say it back. Let it land.

● PHASE 3 GOALS & GAP (12-18 MINUTES)

WHAT HAPPENED

After the pain stage, the closer asked: "So what does the other side of this look like for you? Where are you trying to get to?" The lead gave a number. The closer immediately followed with: "And where are you."

ANNOTATION: The gap question is not about money. It is about life. "What does the gap allow you to do?" is the most powerful question in the goals stage.

43

Live Call Breakdown Pt 2: The Close

Continuing from the previous page. This is the commitment, pitch, and close phase of the same call. Annotated at every key inflection point.

● PHASE 4 COMMITMENT (18-22 MINUTES)

WHAT HAPPENED

The closer said: "Based on everything you've told me, it sounds like you've known what you need for a while. The question is whether today is the day you actually do something about it. Are you ready to become that."

ANNOTATION: Calling out "I think so" in real time is one of the highest-leverage moves in closing. It feels uncomfortable. It closes more deals than almost anything else.

● PHASE 5 PRICE DROP (30 MINUTES)

WHAT HAPPENED

After the temp check came back at 9, the closer dropped the investment amount. Then stopped. Did not elaborate. Did not add context. Did not ask "is that manageable?"

Four seconds of silence. The lead said: "Okay. How do we set."

ANNOTATION: The deal lived or died in those four seconds. Any word from the closer in that moment would have softened the frame and introduced doubt. The silence closed it.

● PHASE 6 AFTER THE CLOSE

WHAT HAPPENED

The closer didn't stop there. "When you hang up, that feeling is going to start to fade. Your brain is going to look for reasons to back out. That's completely normal. Hold onto what you told me today. You said."

ANNOTATION: Pre-empting buyer's remorse is not optional. It is the final close. And it is what turns a payment into a result.

44 SBS Philosophy

Everything in this Bible is built on one premise: your beliefs determine your results before your skills do. You can give someone the best scripts in the world and they will underperform if they do not believe they belong at the level the scripts are designed for.

G A B R I E L

I built Sales Belief Systems because I kept watching talented reps fail not from lack of knowledge, but from lack of identity. They knew what to say. They just didn't believe they were the kind.

◆ THE THREE LEVELS OF CLOSER DEVELOPMENT

Level 1 Technical: You know the stages, you know the scripts, you can follow the framework. Most training stops here.

Level 2 Emotional: You can read a room, adjust your approach, handle objections without getting reactive. This is where income starts to scale.

Level 3 Identity: You believe so completely in what you do and who you are that the skills become instinctive. You don't think about the framework you just move through it naturally. This is the level that produces \$20k, \$30k, \$50k months.

SBS is designed to take you from Level 1 to Level 3 faster than anything else.

THE FINAL PRINCIPLE

You become the closer who earns at that level **before the evidence exists.
Not after. Not when it feels safe. Now.
That is the Sales Belief System.**

SALES BELIEF SYSTEMS

Go Close Something.

THIS BIBLE IS A LIVING DOCUMENT

*"Six months of nothing. One shot. Seven months.
First million. The timing may change but if you give
110%, the outcome won't."*

GABRIEL ASARE SALES BELIEF SYSTEMS