Write your Close Challenge!

Class Notes Session 1

I am challenging you to write your close by Thursday, July 23 at 9 pm your time zone.

The problem this challenge solves is:

How to write a close

Time to take action and do it

This is the Facebook group to join https://www.facebook.com/groups/elichallenges

Class recordings - https://hubpagereplay.com/

During this 3 day's we are going to work on closing. The assignment for this class is for you to write down your close word-for-word and email it to eric@ericlofholm.com by Thursday, July 23 at 9 pm your time zone.

Here is what I know. I know for many of you this is out of your comfort zone. I also know many of you have never done an exercise like this before. Some of you, after reading the assignment have already decided you are not going to do it. It reminds me of the Karate Kid movie.

Remember, "Wax on, wax off." Trust me as your sales coach. I know what I am doing. I know that many of you will receive a breakthrough by doing this exercise! One way of learning is experiential. When you write down your close you will have an experience doing the exercise.

Internal Scripts – what you say or think to yourself

Here is an idea that is gold! I do what my coach tells me to do.

My Story

Bandler, Moine, Robbins, Lofholm

There are 3 ways to elevate your closing results:
1. Inner Game of Closing
2. Outer Game of Closing
3. Action

Closing is asking for commitment.
We all close everyday.
You probably do 5-20 closes everyday.
Closing is not just a sales idea.

The close is the natural conclusion to a well-delivered presentation.
Although you are closing throughout the presentation, in this context the close is a section of the presentation at the end where you ask for commitment.

Closing is as easy as 1,2,3
1. Make a laundry list of the components of the close.
2. Put the components in order to create a closing outline.
3. Write a mini script for each section of the outline

1. Make a list of the components of the close.
Components of the close
• Investment
• Guarantee / Warranty
• Length of contract
• Incentive for buying today
• Method of payment
• Terms of payment
• Bonuses
• Scarcity
• Call to action
• Explain the offer
• Consequences of not taking action

You have 7 minutes to create a list of components of the close.

2. Put the components in order to create a closing outline
1. Name of program
2. What is included
3. What you will learn
4. Bonus
5. Total value of the program
6. Guarantee
7. Price discount for taking action

You have 7 minutes to put the components in order to create a closing outline.

3. Write a mini script for each component

Tomorrow we will work on this as well as I will provide you more training on closing.

Social Media Share bonus – Share my post at www.facebook.com/ericlofholm about this class and receive my 77 Script Techniques report just for sharing. You can also post the registration link to this class on your LinkedIn, Twitter, Instagram or Facebook to get the report. So, all you have to do is share the registration link or post it on your social media. Here is the link. https://scriptsthatsellchallenge.com/

Once you have shared it send me an email to eric@ericlofholm.com and put Tuesday Share in the subject line. I will then forward you the 77 Script Techniques report for Tuesday's share bonus.

I will be promoting my course called Eric Lofholm Sales Mastery System until the end of class on Thursday. This course is normally $995. This week it is on extra, extra special. It is on special for $497 or 12 payments of $50. You can get it this week between now and Thursday at 11:30 am for $497 or 12 payments of $50. I am also offering a lifetime membership instead of a 1-year membership. Lastly, I am also offering a 1-hour coaching session with me for ordering by tonight, Tuesday at midnight. https://elitesalestraining.com/