

The Soulful Sales Code: 6 Figure Sales Skills for your Heart-Centered Business

MODULE 5: PART 2

MAKE INVITATION / CLOSE THE SALE: *HOW*



Make invitation / “close”: How

Assumptive:

- “When would you like to get started?”
- “When would you like to schedule your appointment?”
- “Would you like to know what the payment options are?”
- “By when would you like that delivered?”
- “When do you want me to have that completed for you?”

These all work very well when they feel genuine and natural, because the flow of the conversation indicates that the potential client is “Sold”



Make invitation / “close”: How

Summary:

Summarize what you discussed and why they said they wanted it, and ask when/how:

- “So you most want to get results with (xyz issue) and we talked about how this process works and what results you can expect and how close the appointments should be for the fastest results, I have an appointment available tomorrow, would you like to get started?”
- “So we can create all the graphics for your website, create 3 weekly posts for your social media, and create the 7 part email campaign for your program -- would you like to start next week?”



Make invitation / “close”: How

Options:

Giving 2 or 3 options tends to work best

- “Would you like to get started today or later in the week?”
- “Would you like to start with a single session, or a package of three?” (assuming you have already explained these options, pricing, etc to them)
- “Would you rather we/I work on X issue first, or focus on Y?”
- “Would you like me to have that ready for you this week or next week?”



Make invitation / “close”: How

Expert opinion:

- “Based on everything you’ve told me about what matters to you the most, what I recommend for you is / what I recommend you start with is / what I recommend you do is...”
- Remember, you ARE the expert, and they came to you for YOUR expert opinion – you are doing them a disservice to not give it to them!



Make invitation / “close”: How

Takeaway:

This is helpful for someone who is dithering, can't make up their mind, won't give you their real objection

- “This really isn't for everyone, and maybe it's really not for you.” (Pause, listen)
- “I understand you're having a hard time deciding if you want to move forward or not, and I certainly don't want you to do it if you don't see the value for you, so I'll leave you to think about it and you let me know if you decide you're ready.”

