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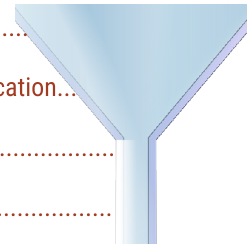
DCB STRATEGIES
Decide Commit Become

"Six Gems To Closing The Sale"

You can have the best product to sell and still miss that close. But what does it take to ace that pitch? Here are the six gems to closing the sale – from talking with the prospect / client and gaining their trust to the closing questions to seal the deal.

4/5ths Of The Way!



1.Prospecting.....
2. Lead Qualification...
3. Sales Call....................
4. Proposal.....................
5. Sale......................... $$$
6. Post Purchase Activity........$$

Talk WITH Prospect / Client

We learn from all three, but have the highest degree of comprehension with one of the three. Activate your listening and observation skills to understand what your audience prefers.

Visual: "I see what you mean" or " Now I see what you are talking about." Etc....
Vocal: "I hear what you are saying." "Can you tell me more about that?" "Discuss how this is important to my portfolio." Etc...
Feel: "I have a good feeling about this." "This does not feel right." "This feels really good for our future." Etc...

Adjust Is A Must

Unforgettable Story Board

Craft the sales storyboard. Five bullet points at most. It's repeatable. What do we mean by repeatable? Your client / prospect gets the points and can repeat them. If it's a data dump, it's not repeatable.

1. Open End Intro ?
2. Concept Word = Stability, Access, Inefficiencies, Valuation, etc
3. Asset Class Pearls = Three to Five
4. Product Enhancer = Variable Enhancers
5. Ask For Commitment...$

When You Educate You Obligate

LISTEN or LEARN Clue

Established / High Net Wealth Prospects and Clients...
Prefer to be **listened** to.....

Prospects & Clients Building Net Wealth or in Mid Cycle Wealth...
Want to **learn** and **be lead** to what is good for their future growth of net wealth.

L o L !

Provide Attribute(s) Of Urgency

Urgency gives your client / prospect a reason to move forward. Absolutely must provide a "Why Now or Why This Product".

Every Proposal Should Have a Why Now!
Timing & Time Advantage
Asset Class Potential Going Forward
Create Scarcity - One-of-a-Kind!
Clients in Your Situation Are Owning This For This Reason...
Write Powerful Subject Lines for Your Emails.

The Time Is Now

Open-Ended Questions

Open-ended questions require far more detail, and invites the prospect / client responding to provide information into how they feel and what they think about that subject.

Words that lead to open-ended questions: why, how, what, describe, tell me about..., or what do you think about.

- Share with me what you are most enthused about regarding your financial situation for the next 12-24 months....visa versa?
- Tell me more about that?
- Why do you say that? Etc....

Gain Their Trust

Sample of closing questions...

- From our initial conversation this seems to meet your interest...is that correct?
- What about this proposal intrigues you the most?
- How do you usually take on an initial position in an attractive investment like this?
- What more would you need to know before initiating a position with XYZ?
- Clients with your size portfolio are starting with a 5% position and re-evaluting every month to add more or not...does that entry point work for you?
- Etc...

How About Now?