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II - 13 CLOSING MISTAKES PRESENTERS MAKE

1.) CREATE CONTENT WITHOUT THINKING ABOUT THE OFFER FIRST

2.) FEEL UNCOMFORTABLE TALKING ABOUT THE OFFER

3.) RUNNING OUT OF TIME OR RUSHING THE CLOSE

4.) DON'T CREATE THE NEED FOR THE OFFER DURING THE PRESENTATION

5.) DON'T GET ENOUGH COMMITMENT FROM THE AUDIENCE DURING THE PRESENTATION

6.) DON'T CREATE ENOUGH URGENCY TO ACT NOW (WHY NOW?)

7.) NOT HAVING ENOUGH EMOTION

8.) NOT GUIDING THEM THROUGH THE CLOSE

9.) NOT SEEDING YOUR OFFER DURING THE PRESENTATION

10.) NOT CONTRASTING THE CURRENT VS FUTURE SITUATION (\$, TIME, LIFESTYLE, ETC) WITH CASE STUDIES/TESTIMONIALS

11.) NOT ADDRESSING FOC

12.) OFFERING TOO MANY CHOICES

13.) MAKING THE CLOSE ABOUT YOU

IV - PRE-CLOSE, CLOSE AND POST-CLOSE STRUCTURE

1.) TRANSITION QUESTION

2.) 3 F'S (FREEDOM OF CHOICE, FUTURE REGRET & FUTURE PACING)

3.) FORM IN HANDS

4.) OFFER WITH NAME & BENEFIT LANGUAGE

5.) CONTRAST QUESTION AND CURRENT PRICE

6.) RAISE THE ENERGY (CLAP)

7.) WHY NOW (GIVE A REASON TO DISCOUNT, IF YOU ARE GOING TO)

8.) GUIDE THEM THROUGH THE FORM

9.) FAMILY MEMBER

10.) TESTIMONIALS

11.) CALL TO ACTION (IF YOU NEED MORE TIME)

12.) DONATION *

13.) DINNER LEADS, SPEAKING LEADS AND RAFFLE

PRE-CLOSE, CLOSE AND POST-CLOSE STRUCTURE

14.) HIGH NOTE

15.) CALL TO ACTION

PRE-CLOSE, CLOSE AND POST-CLOSE STRUCTURE

16.) PLAY MUSIC

17.) IF YOU ARE LEAVING HAVE AN ASSISTANT KEEP THE ENERGY UP

18.) MAKE SURE THE CALL TO ACTION IS VERY SPECIFIC

19.) YOU CAN LEAVE A VIDEO WITH SEVERAL TESTIMONIALS LOOPING AT THE END

V - SECONDARY CLOSING

VI - MAKING THIS CLOSE YOUR OWN

VII - REHEARSING YOUR CLOSE
