

5 C's for Appointments that Close

Culture: setting the tone

1. Use questions that are relevant but build rapport
 - a. how did you find out about us?
 - b. What's making you want to work on this project right now?
 - c. Is there any special occasion or event you're working to have this solution for?
 - d. Have you done a project like this in the past?

Change-over: from prep to presenting

1. Bridge
2. Arrangement

Consultation (Important considerations: Be the PRO. Ask/Listen more than you talk.)

1. Discover their 3 P's
 - a. Pain / Motivation

Answer to the question: how does their life improve with a solution?

 1. *These cues will help you pick the perfect Stories*
 - b. Plan / Ideas
 - c. Parameters: Limitations, Budget, Deadlines
2. Collaboration / Agree on the Solution
 - a. Reflect their ideas back to them through-out
 - b. Check-in throughout
 - c. Get the YES 3x

Confirmation

1. Be 100% sure that they have the SOLUTION they wanted.
2. Don't assume. ASK for the final Yes
2. Only make an offer if it's a firm YES.

Close

1. Full price
2. Bonuses and Limiter (Justify the limiter)
2. Ask for the sale
 - b. DON'T Tame the Tension!!!
 - b. Be Quite!!!
 - c. Let their yes come to you.