


GRANT CARDONE



20
RULES
OF CLOSING A DEAL

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G R A N T C A R D O N E

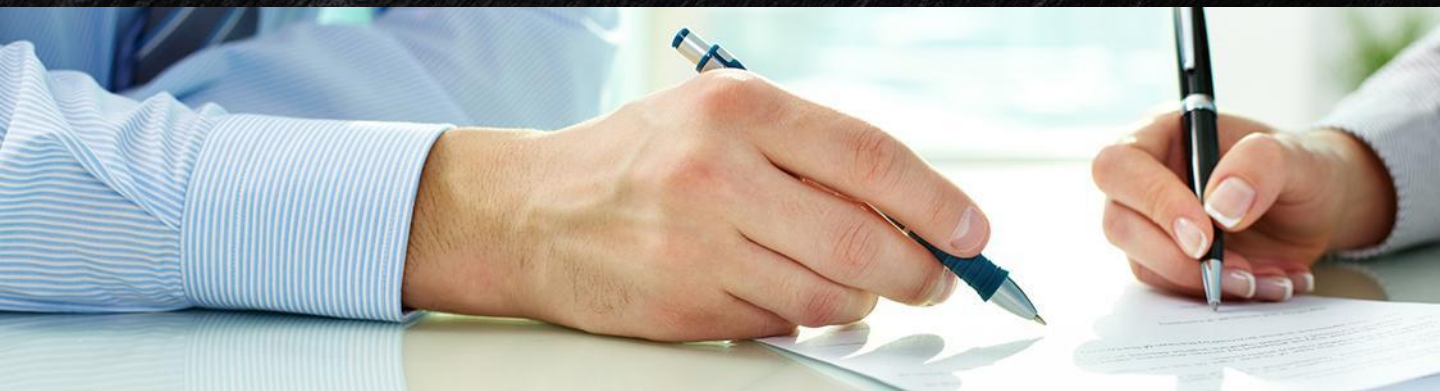
01. Always remain seated.

- You will hardly ever close someone while standing up.
- Remain seated when you close and keep your buyer seated as well.
- Even if your prospect stands up, remain seated suggesting that you are not done.
- Do not overreact, stay seated, stay calm and enforce your confidence in your ability to come to agreement.
- Doing the opposite suggests that something has changed and allows your prospect to exit and remove themselves from the close.



02. Always present your proposal in writing.

- People do not believe what they hear, they believe what they see.
- That which is written is more credible and more valued than that which is simply spoken. "Talk is cheap."
- Always have a contract available and a writing pad on which to make or take your points.
- Anything offered or points of value that are included or expected should be written down for all to see.
- Anything of value should be accentuated, re-established, made real in writing, and used to build your reasons why someone would do business with you and close with you.



03. Always clearly communicate your proposal.

- Rehearse and clearly communicate your offer. Don't mumble, don't chew anything, and don't cover your mouth.
- Speak clearly and confidently. Make sure your communication reaches the buyer.
- Practice your delivery and work on getting the communication and all its parts all the way to the buyer with confidence.
- Take the time to practice communicating clearly all the terms of your offer to the buyer.



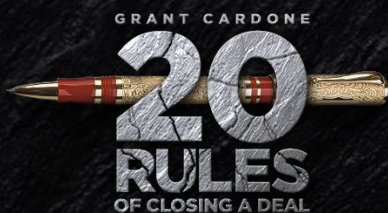
04. Always maintain eye contact.

- Maintain eye contact with your prospect, avoid wandering eyes, looking around them or over their shoulders—look directly into their eyes.
- This is a discipline instilled only through practice, and you can get better at it by recording yourself.
- Most of the population on this planet today does not make eye contact.
- Eye contact suggests interest in them and confidence in yourself, your products, your services, and in what you are proposing.
- Wandering eyes don't make people certain. Never break eye contact with your buyer.



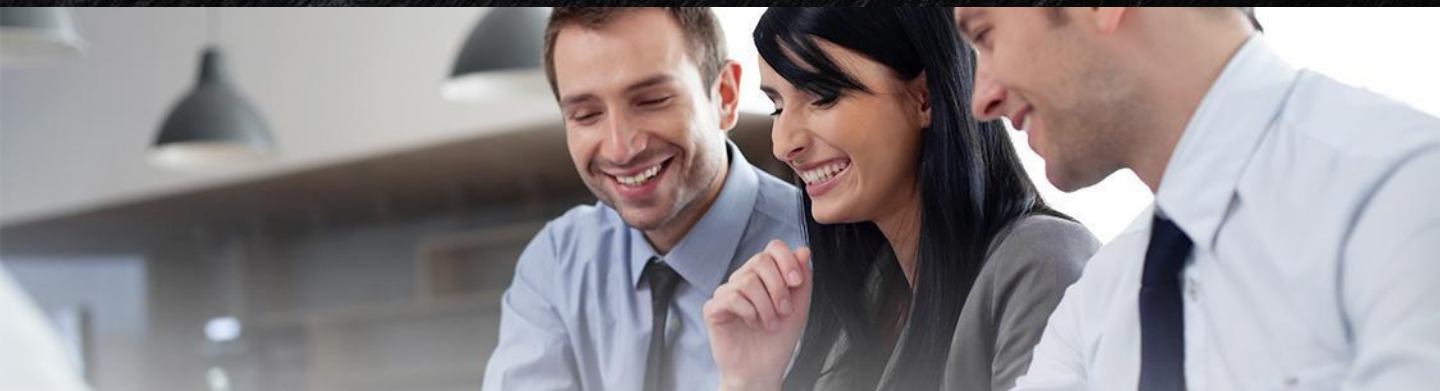
05. Always have a pen available for signing.

- All agreements require signatures and that requires ink.
- If you are able to use electronic signatures then make sure they are readily available, not close by, but in hand ready to swing into action.
- Keep a pen or electronic signature available on you at all times so that when the close is ready so are you.
- You should always have a backup pen and consider keeping a really nice professional pen that portrays you as a pro.
- Invest in nice things and you will have nice things and close more deals! (Tax deductible too.)



06. Use humor to relieve pressure.

- Everyone loves a good story, especially the ones that relieve pressure and are humorous. Relax your buyer.
- Be careful that your humor cannot offend or be off-color. It should tell a story, make your point and relieve the sense of pressure in the close.
- Avoid using humor that makes fun of others. Use humor that causes your buyer to feel good and remember that life is to be enjoyed, not endured.
- People are more likely to make decisions when they are less serious than when they become very serious.
- Humor combined with the right techniques on how to close will make you unstoppable.



07. Always ask one more time!

- Asking separates the closers from the sellers, and the big money from the average producer. To continue to ask, persist, and to figure out another way to circle back after being told no is ultimately what will make you a great closer.
- The only way to wear out resistance is through persistence and this requires you to use all the closes until the buyer is finally saying yes!
- “Winners never quit, and quitters never win.” To persist and ask another way means you are sold on your offer and others should be too.
- Quitting is encouraged in society today, but that doesn’t make it right. The closer doesn’t quit until they close.
- See how strong you can get this persistence muscle, and like any muscle, it will get stronger! Practice until you are not being obnoxious, rude, or ill-mannered but professionally persistent, smooth and confident.



One More Time

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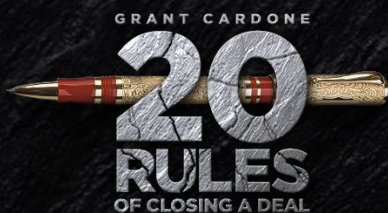
08. Always have an arsenal of closes available so you don't repeat yourself.

- Most sales people quit because they lack variations of closes. You need a large variety to handle all the various customer types and objections.
- Remember, you need a correct estimation of effort! It is said that most prospects close after five attempts, but the average salesperson only has four closes available.
- Also, you need a complete understanding of your arsenal, not just a familiarity. One of the best ways to get complete understanding is through listening.
- Become a MASTER through repetition. Know the closes so well you can use them in any order and with complete confidence.



09. Always stay with the buyer and reduce the number of times you leave the buyer alone.

- It's important that you continue to create and leverage credibility and believability with your customer.
- Each time you leave the customer to check on something or leave them with someone else, it creates doubt and uncertainty in the mind of the buyer.
- This back and forth creates undue antagonism in the negotiations, lowers perceived value, reduces customer experience and extends the closing time.
- This does not mean there is not an appropriate time to leave a buyer and use an authority for a close, as this can be very powerful as long as it is not overused.



10. Always treat the prospect like a buyer.

- One of the biggest errors made in negotiations is the error to determine who is a buyer and who is not.
- Every person who reads *The Closer's Survival Guide* can think of multiple times when they made this error and it cost them business.
- Regardless of the circumstances: no money, no budget, taxes, not the decision maker, can't make a decision—regardless of what you hear, always treat the buyer like he is a buyer.
- “Every buyer is a buyer. Treat them as a buyer and they will turn into a buyer.”



11. Always know you can come to an agreement.

- No matter what you are told by the buyer or by those around you. The saying goes; “Where there is a will, there is a way.”
- This mindset of knowing you can and will reach an agreement requires you to eliminate all the negativity that comes your way from your environment.
- People spend billions of dollars trying to protect their bodies from diseases and spend next to nothing to protect their minds.



12. Always maintain a positive demeanor no matter the response from the buyer or, for that matter, from your own management.

- It's critical that you maintain an attitude of being positive no matter how the buyer responds, no matter how ridiculous the buyer or their offer may be.
- Keep it light, stay positive and maintain a positive, professional can-do attitude throughout the negotiations.
- It is said that you can't always control what is happening around you, but you can control how you respond to it.
- When you are closing, it is critical that you control your attitude regardless of the customer's.
- Negativity always succumbs to positivity, always.



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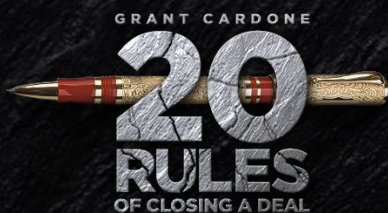
13. Always smile no matter the outcome, response, objection or communication.

- This is not just about your internal positive attitude, but also this is regarding your physical manifestation.
- You have to practice this until you are able to genuinely smile regardless of the situation.
- SMILE BIG AND SMILE ALWAYS!
- Do this until you are able to argue with a smile, disagree with a smile, negotiate, overcome objections and close with a smile.



14. Always treat the buyer like they can!

- If you treat someone like they have money they will act like they have money! Treat me like I won't buy, and I assure you I will not buy!
- All of your words, responses, actions, facial expressions, your handling of objections need to communicate that you are treating your prospect as someone who is going to buy.
- Treat 'em like a buyer no matter what!



15. Always acknowledge the buyer for any offer or communication they make.

- Regardless of what the buyer offers in the negotiations, take the time to acknowledge them for that offer.
- When you do not take the time to acknowledge, you only make matters worse because your prospect feels unheard and becomes more resistant to your proposal.
- Take the time to say, “thank you, I appreciate that, and I want to congratulate you for making this suggestion.”
- If you are not hearing the customer, you will see the smallest of negotiating points become deal killers.



16. Always agree with the buyer.

- This is one of those absolute truths when negotiating that if violated will crush you. Always agree with your prospect no matter what.
- “The customer is always right,” is not true, but rather some old saying that got confused with “always agree.”
- Whether the buyer is right or wrong is not the issue! To resolve conflict and disagreement, it only requires one person to agree to the other’s point of view.
- For disagreement to exist it requires two sides. Once one side agrees with the other’s view, disagreement is over!
- Disagreement only results in not closing deals! Lose the battle, win the war!



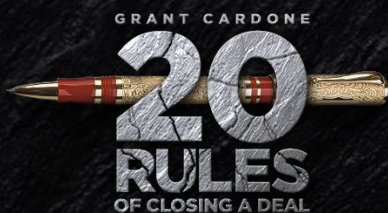
17. Always look for a solution.

- Always keep things moving forward and not hold up the negotiations.
- Find a way, figure it out, and look for solutions. We aren't attempting space travel here. We are trying to close a deal!
- Some great lines you can depend on are always:
 - "How can we make this work?"
 - What can you do to make this go right?
 - Help me out here I am doing everything I can to make it work out for both of us..."
- People appreciate those who never give up, those who always look for the solution.



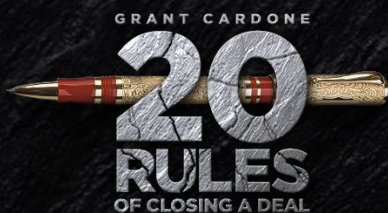
18. Care so much you refuse not to close.

- This is beyond selling now and more on the line of purpose. An individual will reach incredible heights in their life if what they are doing lines up with their purpose.
- That is why you see the missions and charity workers working tirelessly day and night to make a difference.
- It is not how much you want their money or the close but how much you care and how much you want to help another that ultimately will get you what you want. Care more and you will close more!



19. Use the full arsenal of closes.

- Prepare yourself to be able to use all the closes.
- There is a time to be surgical and there are those times when you have to just hammer down.
- To become a GREAT closer you must become familiar with every one of the tools available to you and then become confident to use them all.
- Just because a particular close might not work on you doesn't mean it won't work on the customer.



20. Always know you don't provide a service until you close!

- Selling, presenting, demonstrating, promoting, marketing, building trust, etc. in no way compare to finally closing the deal.
- Closing is the first time you benefit the customer. The close is when you finally benefit your buyer.
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- Closing allows you and your company to expand.
- Be willing to do whatever it takes to close the deal, and know that only when you close do you provide any real value to the customer.
- The close is ultimately for the buyer. Until the customer closes they can not benefit from your service or offer.

