




JOSHUA T. OSBORNE

CLOSING GUIDE



WHO IS JOSH OSBORNE





Josh is an national business owner, sales trainer and keynote speaker with over 10 years of brick & mortar and phone sales experience. He is one the most sought-after sales trainers in closing clients over the phone. Josh has grown multiple companies that he has owned and managed to over 7 figures and has won sales awards and top performing titles in highly competitive industries.

Josh's most recent sale was closed at \$90,000.00 over the phone.

THE 5 STEP CLOSE

This 5 step close guide will help you close any marketing lead over the phone in minutes. This guide was developed to help you stay focused and remember where you are in the sales process at all times. Let's Jump in...





STEP 1:

TAKE CONTROL - OWN THE CONVERSATION

Hello "**name**" this is "**your name**" from "**company name**" and I am following up on your application regarding " Facebook ads, SEO, Website design, Google ads, Social Media Management **WHATEVER THE CALL WAS BOOKED FOR.**



Just out of curiosity, how did you hear about us?

OPTIONAL QUESTIONS

What did you like about our site?

What did you like about the ad?

How long have you been following us?

NEVER ASK HOW THEY ARE DOING TODAY? "This will remind them of a traditional sales person and we are not a traditional we are exceptional..."

Ok "**name**" how this phone call works is that I am going to ask you a few questions to see how we can help you. You can ask me questions as well along the way and then if I find that we might be a good fit for what you need then I will tell you what we've got going on over here at "**company name**" How does that sound?

Awsome!, Once you get to know more about me and I get to know more about you and your businesses then we will both be in a better position to see if this is a good fit for the both of us.

Does that sound fair?

If their answer is weak, get them to respond with a clear answer, make them say, "YES"






STEP 2:

LISTEN TO UNDERSTAND - FIND THEIR PAIN

This will be the most important part of the call.



In this section you must be willing to ask questions to the prospect and get them to open up about their situation. The more emotional you can make this part the better... **DO NOT** move on until you have heard them say something very personal or emotional about their situation. Remember to **SHUT UP** and **LISTEN** at this stage.

So "name", tell me what motivated you to take the time out of your day to schedule a call with me?

Your goal here is to get them to open up and let you know why they are here, so that you know which pain points are really present on the call.

OPTIONAL QUESTIONS

So tell me, what is going on in your business?

What's going on that made you want to jump on this call?

Tell me about your situation and why your on this call with me today?

FOLLOW-UP QUESTIONS

Why is that so important to you?

What's going on in your life that inspired you to want to make a change?

How long has this been going on?

What would need to change for you to fix the situation?

How committed are you to making this change?

What do you think is stopping you from achieving your goals on your own?

Why do you feel you need the help now?

How many more sales, profit, customers do you want?


What would that type of income / lifestyle do for you?





STEP 3:

DIG DEEPER - THE SALE IS IN THE PAIN



Most sales guys don't dig deep enough to thoroughly understand, before diagnosing their prospect. You must keep asking questions until you understand, but **DO NOT** solve the pain right now! Your prospect wouldn't be on the call with you unless there was a pain and problem that they were trying to solve. The problem is always worse than they think. Gaining trust allows you to speak hard truth and you need to know what level they are at in the buying process.

PROBING QUESTIONS


What did you mean when you said "x"?

Oh, How So?

What does this all mean to you, personally?

Why is that?


Can you clarify for me what you meant by

1. Encourage your prospect to unveil more and do not interpret their answers.
 2. Show curiosity. No matter what your prospect says.
 3. Make your questions and answers personalized
 4. Remember to stay quiet when necessary
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STEP 4:

CONNECT - BUILD THE DREAM



Building the dream is the most important section of the 5 step close as it takes the prospect from their deepest pain to their "dream land" where they become hopeful and capable of seeing their desired outcome. This is the process where you connect their dreams with your solution. The solution is YOU -- or the website, SEO, ads, product, or service you are selling. You MUST connect their dream land with your service and allow them to identify that they NEED YOU to get to their dream.

OPTIONAL QUESTIONS:

Ok, let's put ourselves one year out from today, what would your life look like for you to be truly satisfied and excited about it?

What would change in your life if we were to fix this situation?

I'm curious. What's your motivation for wanting to reach this goal anyway?



KEY POINTS TO REMEMBER:

Get them dreaming about what could be. This takes the phone call to a place of emotional connection. When you do this properly, you are no longer selling them, they are selling you on why your services will help them get them from where they are today, to where they really want to be.

When we can get them to start telling us why they need us or our service it's time to move on!

START GETTING THE COMMITMENT AND TALKING ABOUT YOUR SERVICE:

By now, if you have done your job and showed the transformation, your prospect will be selling themselves and selling you why they need you to take them to their dream land.





STEP 5:

COMMITMENT-VISA, MASTERCARD, AMEX & DISCOVER

"NAME", now that we have a clear understanding on what you need, the question is how committed are you to fixing your situation and changing what you are currently doing that's not working?



Ok, so do you have a budget set aside so that we can help you fix this problem?

Would you be comfortable spending "x" so that we could get you to "dream land"?

Anything but a YES is a objection, You must get a firm yes to move forward.

IF YES

Ok, I'm going to send you an email right now that will have the monthly contract and everything we need to get filled out to get started.

Go ahead and check your email right now so I can walk you through and answer any questions you may have.

Perfect,

The first thing I need you to do is click that link there at the top and set up your payment so the team can get started...

Learn More About Joshua T. Osborne At:

www.JoshuaTOsborne.com

