



All about closings:  
**An introduction.**



“Everything you need to know, but no one else will ever teach you.”

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# All about closings: An introduction.

- **ABC – “Always be closing” – some truth – but not always – there is “listening” too!**
- **You really can learn everything you need to know about closing in an hour or so – there is really *no reason* for a 3 or 5 day “training” course.**



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So why are there 3 & 5 day training courses?

**Simple: Because none of you will pay a real estate coach or trainer \$5000 for a two hour class; but you will pay that kind of money for a one week course.**

**This is known as “perceived” value.**



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Hence most real estate training classes that I have attended over the years have always been and probably always will be 90% “filler” and useless “fluff”.

I am going to give you just the 10% that is the actual “meat” and all you really need to know and I am going to do it for free – so pay attention.



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You can't "Hard Sell" a house – but you can improve the percentages.

**Important point! – a lot of you have never actually sold a house – you just happened to be standing there when the buyer found the right home for themselves.**



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Look at the numbers.

**The average agent only sells about 6 homes per year. Most common is closer to 4 per year.**

**So are you really a great “salesperson,” or is that how often the agents just happen to be in the right place at the right time?**



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The most valuable life lesson I ever learned:

**Good closing skills will change your entire life and all aspects of it – especially outside of real estate.**

**From business, to buying a car, to dating and relationships, to dealing with your children – good closers are more successful in whatever they do and in all other aspects of their lives as well!**

***So again – Pay Attention!***

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There are many types of “closes”.

**Types are not just fancy, silly, cutsie, memorized / canned scripts either.**

**Understanding the basic fundamentals of a “close” and when to use them allows anything you say to become a “close”.**

**In other words once you get the idea you will never have to memorize scripts again – all you have to do is be yourself at the right time!**

*That is the biggest fallacy in real estate training.*



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**Typical trainers teach you to memorize their closes.**

Their closes usually sound ridiculous on most people.

**They should instead be teaching you the fundamentals which would enable you to always be closing *while being yourself and without effort.***



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**Understanding the types of closes, how they work, and when to use them will not only enable your entire real estate career take off – but your whole life will improve!**



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**ABC – Always Be Closing!**

**More importantly:**

***“ABY” – “Always Be Yourself” !!!***

**No one buys from a phony using canned scripts.**

**Not only is it poor character, it is also dishonest when you pretend to be someone you are not.**

***And remember, people aren't stupid.***



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You aren't going to memorize stupid closes and canned lines ever again.

**You are going to learn the various types of closes, how to construct them, and most importantly, when to use them.**

**Then we are going to show you how to make them part of your everyday life so that you don't even have to think about it; it will just come naturally!**

*This is the real skill that you should have and one that no one can ever take away from you!*



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The four most important things to remember about closes and why they work:

1. **Most People like to talk – learn to let them! (engaged/aggressive easy – passive impossible)**
2. **Most people love (need) to be helpful.**
3. **Most people have a much harder time saying “NO” then they do saying “YES”.**
4. **When placed into an uncomfortable or confrontational situation most people will seek to appease, deflect, and / or avoid conflict at all costs.**

***This is why “closes” work!***



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All about closings:  
**Understanding the  
differences.**



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**All about closings:  
Understanding the differences.**

**Before we go into types closes you must understand that not only are there differing types of closes that are used at different times and for different situations – but they are also part of another skill set that all good salespeople much have.**



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**All about closings: Understanding the differences.**

Overcoming Objections – should be taught as part of closing – not a separate issue.

**Overcoming Objections is also a form of closing in that it uses additional information combined with a “close” but is typically taught as a separate topic and skill; when in reality it is one and the same thing.**

**Learn to close correctly and you also take care of overcoming objections.**



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**All about closings: Understanding the differences.**

**“RE-Closing”**

**Every customer gets cold feet or nervous at some point during a transaction and usually needs to be re-closed.**

**This is usually combined with overcoming an objection (a problem) which then causes an objection.**



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**All about closings: Understanding the differences.**

## *Saving a Deal*

**Again, all part of the same thing and can all be learned together with this same skill set.**

**My definition of a “close” is a question(s), or sometimes a statement, designed to elicit or encourage a particular response.**



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*All about closings:*  
**The types of closes.**



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# All about closings: The types of Closes

- Alternative of Choice
- Tie Down
- Porcupine
- Questions are the answer – aka “in your opinion”
- Trial Balloon
- Trade-off – aka sharp angle
- Direct Order
- Hat in Hand – aka “level with me”
- Jump-shift – Switching topic
- Assumptive
- Defer and forget – aka “Let me make a note of that”
- Just ask already!
- Ben Franklin
- Last Resort
- “No - but I can get!” The most important close of all



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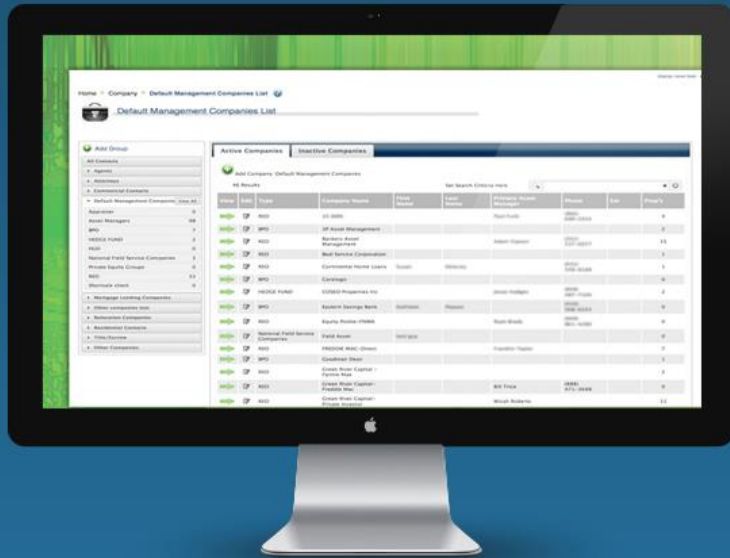


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