

All about closings:  
**Assumptive Close**



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

Sponsored by:



# All about closings: Assumptive Close

- This is exactly what it sounds like – just keep right on going on the assumption that they are going to buy, list, or whatever it is that you are trying to accomplish.
- Assumptive closes work better than most people think – it's just that most people are too scared to use them.



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

Sponsored by:



# All about closings: Assumptive Close

- Side note – this applies to everything in real estate but in particular to assumptive closes.
- Your goal is not to be liked – it is to be rich, so stop worrying about offending people.
- Also you only have to be nice to someone who is actually going to pay you! (actually Buy, actually List, etc.) Other than that you don't owe them anything.
- Pushy people get what they want. We all know one – ever notice they tend to make a lot of money?



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

Sponsored by:



# All about closings: Assumptive Close

- Assumptive close are never bad, and there is almost never a bad time to use them.
- You will either get “compliance” (a yes) or a “No” in the form of an objection – either way you win because you now have found the objection and can use that to close on.
- This is very similar to an alternative of choice close because either way you win.



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

Sponsored by:



# All about closings: Assumptive Close

- **First time you kissed a girl – did you ask permission? – assumptive close!**
- **We are all meeting for lunch at noon, don't be late.**
- **Start filling out paperwork without asking them. (listing forms). Great for finding objections to close on as well.**
- **“Come on honey get in the car, we are going to dinner.”**



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

Sponsored by:



# All about closings: Assumptive Close PRACTICE PRACTICE PRACTICE

- Quit asking people and just assume they have already said yes to the question that you didn't actually ask.
- Secret to assumptive closes – assume the question has already been asked and then assume the answer was yes – then go to the next statement. In the example earlier... "Would you like to go out to dinner tonight?" – You never asked that!



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

Sponsored by:



# All about closings: Assumptive Close PRACTICE PRACTICE PRACTICE

- Taking a woman home – you don't ask if you want to come home. You assume the answer is yes and say “Lets get out of here.”
- Easier to say, “Yes.” than “No.”
- Only time a Franklin close (*episode coming up*) ever really comes in handy and can be played – and I am going show you the fast version...
- Ex: When showing a home - buying signs are there, Magic conversation has occurred – Assumptive – if resistance / objection - Franklin it for them

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



Sponsored by:





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



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

Sponsored by:





# 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



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

Sponsored by:



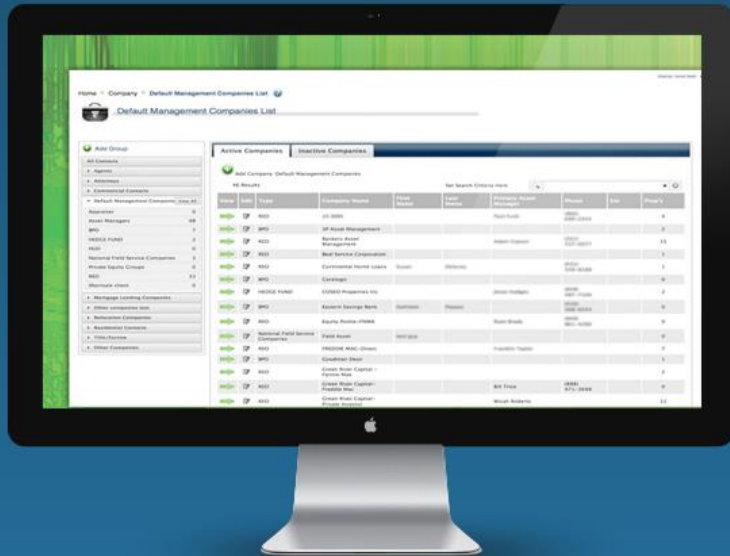


real estate information organizer

A complete system for managing all aspects of your real estate listings and sales.



(855) RIO-2500
RIOGenesis.com



Optimize Your Real Estate Business



Discover RIO Agents / RIO Offices



Experience the possibilities of Genesis Portal

Agents REO Professionals Real Estate Offices Team Leaders Title/Escrow Companies Lender/Mortgage Professionals Asset Managers/Outsourcers Hedge Funds/Serviceers Contractors Buyers Sellers

FreeBrokerSchool.com is made possible through generous support by RIO Genesis Software & Mike Krein