



All about closings:  
**Direct Order**



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

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# All about closings: Direct Order

- Tell them what you want them to do
- And you may have to add why, i.e. “In order to get you this, I need you to do that.”
- Watch regional variations!
- “Need” as in *you need to* can be ok in some areas – in other areas it can be a direct order with an *implied* threat, depending how it is said.
- Basically tell them what you want them to do.



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**Most will usually comply –  
especially if they feel it is in  
their best interest to do so.  
Trust. Goal. Desired outcome.**



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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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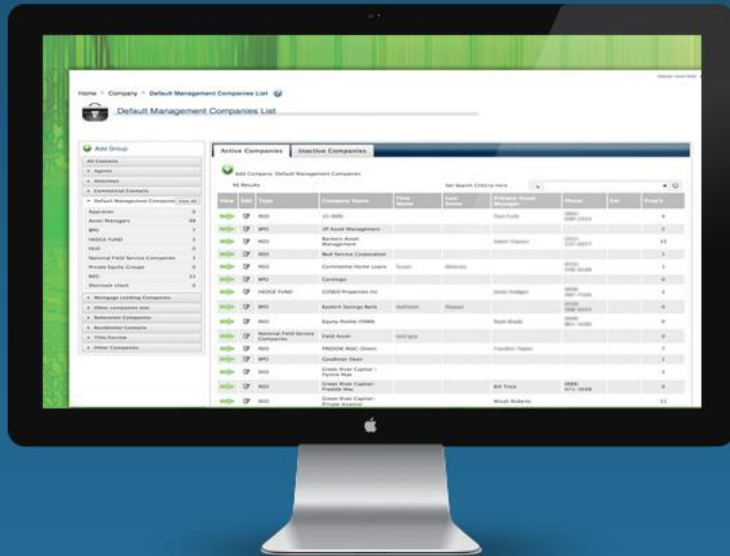


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