

All about closings:

# **Jump-shift Switching Topic**



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

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# All about closings: Jump-shift Switching topic

- **Important - Drastically increasing your income doesn't just come from being a better closer – it also come from being a faster closer! - Better doubles your income – faster doubles it again (quadruples).**
- **Bridge Term – most familiar - Usually jumping up in value and changing suit – a way to convey to your partner that your hand is stronger then you have let on, or he or she realizes.**



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- In a real estate close we do the same thing – changing the topic to something else more important, actually relevant, or simply more interesting.
- Used to get a prospect to move on, get out of a blind alley, or away and off of a topic that is just totally irrelevant.
- Also used if current subject is moving a prospect out of their comfort zone and causing stress.
- Especially useful with “Time Vampires” and to speed up the process. Basically a “Let’s move on.”

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- **NOTE:** In order to use a Jump-shift – you must know something about your prospect – likes, dislikes, interests, excite points, “hot buttons” (bright shiny object).
- You can not use a jump shift without these so do not use them until you know a fair amount about your client and know what will work. “Bright Shiny Object”



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**Careful – because it usually involves you interrupting your prospect – sometimes mid-sentence.**

**“Oh damn – before I forget...”**

**“Sorry to interrupt you but, this could be important...”**

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PRACTICE,  
PRACTICE,  
PRACTICE**

- **Simply start interrupting people every chance you get.**
- **A trick to make it easier – “the ability to pause” (and think).**
- **When someone is speaking to you - while they are talking think about what you know about them and what will be of interest to them: children, hobbies, gossip, etc.**
- **Some people are very good at this naturally .**



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- Remember – deliberately changing the subject of a an on-going conversation is considered very rude – especially in groups – so be careful.
- Make sure whatever you are changing the topic too is more relevant, or at least appears more relevant than the current topic.
- With Real Estate, you must go to something that is both in their interest AND related to closing the transaction.



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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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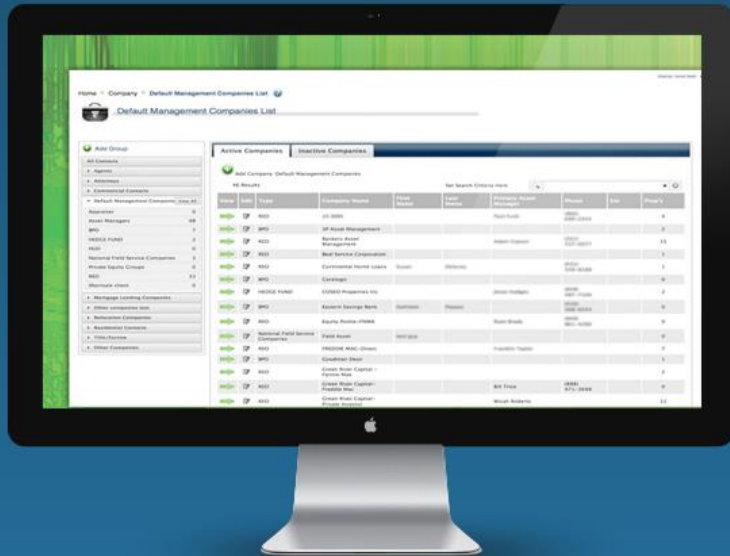


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