

All about closings:

Tie Down



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

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All about closings: Tie Down

Reinforcement close

Sometimes the same thing but not always (I have all this all correct then?)

Simply put - A “Tie-down” is any question designed to elicit a positive response – you should never get a negative response! - If you do get a negative – that is the set up for a “porcupine” and uncovering an objection. So use it for that as well!



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Reinforcement close

7 “yes” theory – BS

Sometimes better put in 3rd person or parable (not- I, me, you, - rather him, her, they) Tell a story and then ties it down with how smart or dumb the other person was. – Depending on the point you are trying to make.

Ridiculously overused by most agents. Easy to learn - usually first thing taught and only thing remembered.



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Any statement followed by a questions word(s)

- **Wouldn't you?**
- **Isn't it?**
- **Don't you?**
- **Shouldn't you?**
- **Couldn't you?**
- **Isn't He/She/It?**
- **Yes?**
- **No?**

Watch for regional variations!



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A reputation for professionalism is important, isn't it? Working with an experienced agent is more beneficial, don't you agree? You would like to get the best deal (discount) / price possible, wouldn't you?

Best use is for pointing out benefits!

Tile counters are so much more durable aren't they?

This is a great neighborhood isn't it? – trying to convince

Vs

I love this neighborhood don't you? – I believe and so should you

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Overview

- A “Tie-down” is any question designed to elicit a positive response
- Don’t overuse them!
- Don’t use them insincerely!
- Best use is to reinforce a positive feature or benefit.
- Actually listen to the answer – in case it is not what you expected and then switch to a porcupine.
- Practice, Practice, Practice – Think, Pause, Plan – then spend the next 24 hours turning every single statement you say into a question.



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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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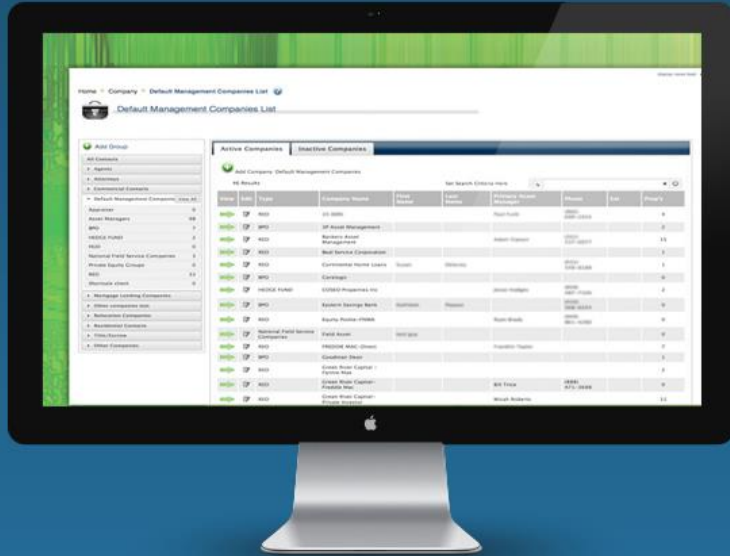


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