

All about closings:
Trial Balloon



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

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All about closings: Trial Balloon

- Trial Balloon vs Trial Close one is softer and subtler
- Primary use is to gauge if subject is ready to be closed
- To gauge interest their level.
- Timing is everything with closing – it is not only knowing how to close, but when and *if to* close.
- Also helps determine the type of close be using.



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All about closings: Trial Balloon

- That what a trail balloon is – it is a harmless close – you present in the form of a question to gauge interest level and state of mind – what they are thinking.
- Wives use all the time– and my wife is a master at using a trial balloon to set me up. Do you think these chairs are comfortable – are you tired of the color of these walls?
- Basically just asking, “How are you feeling so far?”
- Do you have any questions so far?
- I like to be more subtle!

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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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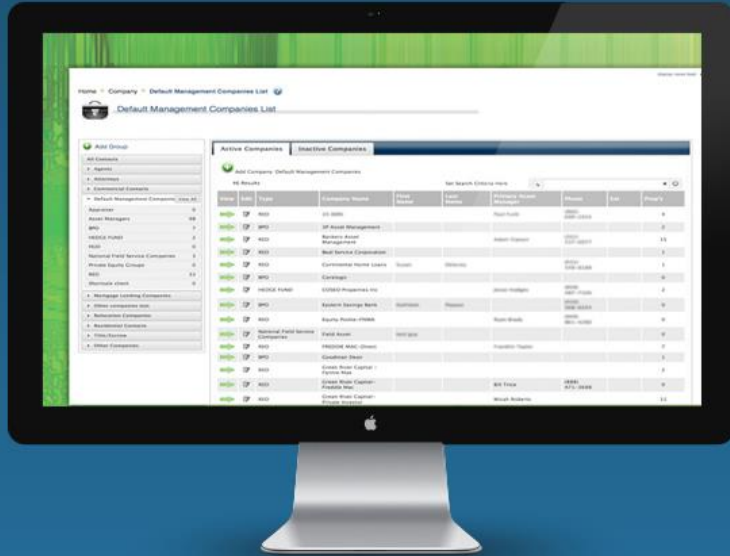


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