



Worlds Greatest Closer 50 Tips Bonus section - Quick reminders for you!

1. Always ask for the order. **ASK= Always Seek Kash.**
2. Serve then Sell – Serve your customer first, then sell them.
3. 70% of Prospects buy because they Like, Trust, and Respect you.
4. **FACE – Focused And Channeled Enthusiasm.** Have your game face on while selling.
5. Let it go. Don't let regrets control your day. The World's Greatest Closer doesn't sit and pout over their losses, they move on and you should do the same.
6. Solve Problems – Sell Solutions.
7. **PPPPP – Proper Planning Prevents Poor Performance.**
8. No **LACK** allowed. Losing Attitudes Can Kill.
9. Follow the basics of selling. Be A Salesperson In Control – It spells **BASIC.**
10. Common ground allows you to build rapport with your customers. If they don't like you, they won't buy from you.
11. **FOCUS – Faithfully On Course Until Sold.**

12. Luck - Selling – The work **LUCK** means – **L**abor **U**nder **C**orrect **K**nowledge.
13. Short cuts are pay cuts. If you skip steps you skip sales.
14. If you don't close - you lose! Ask for the order!
15. Don't chase false objections; develop the skills to overcome objections. No means not now, tell me more so I can say yes.
16. Selling Triangle. The World's Greatest Closer knows they have to sell themselves, their product, and their company with energy.
17. Practice your selling skills everyday. You are in the everyday business of selling. Practice 10-15 minutes a day, so that you are sharp and ready to sell.
18. Stick to the Script or you will slip. Sales are all about word tracts and role-play. Repeat your scripts until they sound natural. Practice will always beat doubt at it's own game.
19. Use positive thinking to get positive results. Talk yourself up instead of talking down to yourself. Good in will equal good out.
20. Self help or Shelf help? The World's Greatest Closer takes time to study. Read up on current selling trends and take 10-15 minutes a day to read and refresh your selling skills.
21. Use your car as a rolling university. Over the course of a year if you drive 2 hours each day to work you will be in your car over 540hrs. Use that time to grow personally and professionally.
22. Go to work and actually work. Don't go to work to break and kill time. You can earn more money right now by showing up to work with a plan and then working your plan.
23. Improve your production by improving your energy. Fast food and energy drinks are like fads and band aids. Take care of your body, it's the only one you will ever have. Eat right and workout so that you can be more productive.
24. Respond to failure with optimism. Winston Churchill said, "Winning is maintaining your enthusiasm while you're losing". Typically in sales you will hear more "No's" than "Yes's".
25. Turn your job into a career. **JOB** means - **J**ust **O**ver **B**roke, a job is what you work at. A career is what you develop over the course of your work life.
26. Goals. Keep your goals in front of you, so you can maintain your enthusiasm. The further you start back in your life, the more control you have over your future. Start now!
27. Don't give up but follow up! 44% of salespeople quit after making their first call. If you follow up and don't give up, you won't have any competition.
28. Persistence will eliminate resistance. Studies have shown that 80% of most sales are made after the 5th time you ask for the order.
29. Know your product. Study your product until you are so convinced that you would buy it. If you don't know your product, then you won't have the enthusiasm to convince your customer to buy it.
30. One more call! When the day is ending don't let up or give up. Make that one extra call when everyone else has gone home.
31. Build value in your product or services throughout the sale. Prospects buy when the value of owning the product is greater then the price.

32. Manage your activities daily so you don't have to wait until the end of the month to crush it. Professionals know everyday where they are with their selling activities.
33. Just Close It! Nike says, "Just Do It" same thing applies. "Just Close It". Ask for the order or someone else will. The worse thing that can happen is the customer will say "No".
34. Don't leave weak messages on voice mail. They get deleted. The reason why your prospects don't call back is because you didn't create excitement or give them a reason to call back! Leave a short enthusiastic message. Not some boring, long, below the average message that gets deleted before it's heard.
35. Rinse your commission breath. Prospects like to be helped and then sold.
36. How to last in Sales. The word **LAST** is defined as **Look-Act-Sound** and **Think** like a professional. Shoes shined with a brick aren't a good first impression. Dress up to go up in sales.
37. Be bold and courageous. Have the guts to ask for the order, until you close it up!
38. The World's Greatest Closer knows that selling is convincing their prospect and convincing is persuading prospects to buy now. The word **NOW** means - **No Opportunity Wasted**.
39. Networking is far better than not working. Spend quality time letting people know who you are, what you do, and where you work.
40. Eliminate the word try from your vocabulary. The word try has a built-in excuse feature. Replace the word try, with I Will!
41. Turn your setbacks into comebacks. All closers will fall and fail at some point in their sales career. Life allows you to make u-turns.
42. Don't give up after a bad first half of the month. Quitters never win, and winners never quit. Too often salespeople say, "well this month is shot, I'll get them next month". Don't quit. When in doubt throw effort and faith at it. Don't give up, let up, or shut up, until the month is up.
43. Build value in yourself, your product, and the place where you work. That is called the selling triangle. It's like a fire. Fire's take 3 components, heat, oxygen, and fuel. If you remove any one of these the fire goes out. Selling is the same way. Sell yourself, the product, the place you work, and watch your sales rise dramatically.
44. Close a sale on Friday, so that you can carry it forward to Monday. Don't get on the Friday afternoon bus looking forward to the weekend around 1 o'clock like most salespeople do. Make that one extra call, visit, or presentation. The weekend is for winding down, not Friday afternoon.
45. Be wary of energy criminals that might work with you. With sales being so competitive be careful of people who do their best to steal your energy by getting you caught up in the back draft of gossip and back stabbing.
46. Manage your energy so you can manage your own paycheck. You have one body, so eat healthy and have your energy moments of the day planned out. There is nothing worse than a sales person that spends more time figuring out what's for lunch, then what their selling game plan is for the day! Those salespeople belong to the **WFL** - What's For Lunch Bunch.

47. When calling prospects, get right to the point. Say this, "Let me get right to the point of why I am calling, and that is..."
48. If you can't give 100% today, at least give 50%. From there give 100% to the 50% so that you can have a productive day, personally and professionally.
49. People don't care about how much you know, until they know how much you care. Give more than expected and the returns will multiply for you.
50. Just Close It!