

**“Michael is at the cutting-edge of
NLP Trainings” —DR. CESAR VARGAS**

Ultimate

S A L E S C L O S E S



**Secret NLP Sales Closes Used by
the Best Closers in the World**

MICHAEL STEVENSON

ETHICAL INFLUENCE AND PERSUASION EXPERT

The Ultimate Sales Closes

Secret Sales Closes Used by the Best Closers in the World

With Michael Stevenson MNLP, MTT, MHt



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Sales Closing Secrets

The “Close” is the part of sales that most people dread.

It’s the moment where you ask for the money. It’s do or die. If they say, “no,” it’s over.

But there is hope. By modeling the best-of-the-best sales people, a task undertaken in the field of Neuro-Linguistic Programming, we can discover the “ninja” techniques that set the superstars apart from everyone else.

These sales-closing and objection-busting patterns were modeled from some of the top US Military recruiters in the nation.

These people have one of the *toughest* sales jobs in the world: Getting people to *voluntarily* give their life (figuratively and sometimes literally) up for their country.

If they can close the sale, you can, too, using the guerilla closes they use.

In the patterns listed on the following pages, “your outcome,” represents the ultimate outcome you want from the client, i.e. buy your product.

Enjoy!



Michael Stevenson

A handwritten signature in cursive script that reads "Michael Stevenson".

Master Trainer of Neuro-Linguistic Programming

International Speaker and Ethical Influence and Persuasion Expert

US Military Recruiter Patterns

1. Have you found (your outcome) makes/gives you (benefit)?

This pattern allows you to covertly create a mental image of your outcome in their mind. It's a great assumption, because if they answer yes, they have agreed with you, and if they answer no, you can reply, "Oh, not yet?"

- Have you found that focusing on personal development makes you happier?
- Have you found that becoming a member of a strong team like ours makes you a better network marketer?
- Have you found that investing in something that you're obviously excited about motivates you in life?
- Have you found that when you really make a commitment to something you believe it, you find ways to cover the investment, even when weren't sure you'd be able to?

2. Would it be fair to say (your outcome)?

This is another great pattern for building a mental image of your outcome. Most people are unwilling to call something "unfair," especially if it sounds reasonable or plausible.

- Would it be fair to say that buying this product will allow you more free time for your family and for yourself?
- Would it be fair to say that the more you consider your reasons for enrolling in this training, the less your excuses seem valid?
- Would it be fair to say that the more you think about how much you'll use this service, the easier it becomes to tell your friends and family about it?
- Would it be fair to say that taking the time to invest in this program is a small price to pay for (name one of their personal values)?

3. Just suppose...

These two words are the magic key to the treasure box of your prospect's imagination.

Based on the hypnotic "What If..." principle, these words direct your client to create subconscious image of your outcome with far less critical judgment.

- I know you don't have the money right now, but just suppose you could come up with it. Where are some places it could come from?

- Just suppose you were to take this training. How can you see it changing your life?
- Just suppose you were to sign up today. Do you think your spouse would want to come too?
- Just suppose all of your objections were to melt away, you decided to make a down payment today, knowing that you'll find a way to cover the payments. When would you want to start now?

4. What would happen if (your outcome), because (their value)?

This very powerful pattern connects their value to your sale through the Cause->Effect persuasion pattern. Remember not to assume values for your client. Ask for them.

- What would happen if you purchased this service because you want to save money?
- What would happen if you enrolled in this training because you want to be closer to your family and to help your children?
- What would happen if you bought this product because you value smart investments?
- What would happen if you invested in yourself because you truly know that you're worth it?

5. Don't (action) unless you want (your outcome).

This is one of my favorite patterns, because the action and the outcome don't even have to be related, as long as the relationship sounds plausible. Because of the cause and effect relationship, if they find themselves doing the *action*, they will be subconscious bound to *your outcome*. Because of that, the *action* can be either positive or negative.

- Don't even think about signing up for this training unless you really want to learn how to be successful.
- Don't sign this contract unless you're sure you want to make more money than you've ever made before.
- Don't even think about walking away unless you're absolutely positive that you're ready to make this profoundly positive change in your life.
- Don't even consider leaving your family at risk unless you're really committed to providing this for them now.

5. I appreciate (intent of their objection), and what would happen if (new behavior), because (reason)? And if you'd do that, I'd be willing to (concession).

This is a bigger language pattern, and it's a great objection obliterator!

- I appreciate that you want to save money, and what would happen if you enrolled in this program today because you know that in the long run, you'll not only make money but save money. And if you'd do that, I'd be willing to waive the signup fee.
- I appreciate that your time is so precious, and what would happen if you enrolled in this training even though you didn't have the vacation time because these skills will certainly net you a raise or even a promotion. And if you'd do that, I'd be willing to help you work to pitch it to your boss in his favor so that he might even approve paid time off.
- I appreciate that the risk of starting a new business is scary, and what would happen if you took those steps anyway because you want the freedom of time to spend with your family? And if you'd purchase this business, I'd be willing to give you three months of coaching to help you get things rolling.

6. Yes, (negative feature objected to), and (positive feature of your proposal). And if you're committed to (emotion/value), then you must be committed to (your outcome).

This is another powerful pattern combining the subconscious influence patterns of Complex Equivalence and Cause->Effect.

- Yes, our trainings are expensive, and they teach you to make more money right now. And if you're really committed to growing your business, then you must be committed to learning these techniques.
- Yes, our payment plan has a small monthly service fee, and the luxury of being able to pay over two years for benefits you'll receive right now is the reason that makes sense. And if you're committed to achieving those goals you told me about, then you must be committed to getting started today, even if you need a little help.
- Yes, a few people have cancelled their subsections in the past, and they're missing out on the new benefits we've added that makes this service worth even more than your investment. And if you're really committed to protecting your family, then you must be committed to keeping them safe in the way that makes the most sense.

7. (Your outcome) and I appreciate (future obstacles). Imagine for a moment that, together, we/you overcome (future obstacles), as we've you've done in the past. Don't you feel good about that now?

- I want to see you successful in this venture, and I appreciate that you're not sure about the economy in the next few months. Imagine for a moment that, together, we overcome that by making conservative investments that protect your savings, as we've done in the past. Don't you feel good about that now?
- I want to see you achieve that ideal body you've wanted for so long, and I appreciate that the holidays are coming. Imagine that we overcome those temptations by having you come in now, before the holidays weight gets put on, as I've done with so many of my clients in the past. Don't you feel good about booking an appointment right now?
- I know you want the benefit of a security system, and I appreciate that you're worried about the monthly fees. Imagine for a moment that, together, we create an affordable payment plan for you, as we've done so many times in the past. Doesn't it make you feel good to know your family will be protected even when you're not home?

Learning More

I hope you've enjoyed these US Military Recruiter closes. While they are deceptively simple looking, practicing these will improve your results during the close of any sale.

However, closing is what happens only at the end of the sale.

So, how do you get people to the close with *so much* excitement that they're practically chasing you around saying, "Take my credit card!"?

Learning NLP (Neuro-Linguistic Programming) will give you the edge you need to close more sales, seal more deals and put more cash in your pocket.

Check out my program, **Mastering Sales with NLP**, where I'll teach you the five-step process to close any sale and ninja NLP sales skills at:

www.transformdestiny.com/t/nlpsales

