



Lesson 12 – Closing

Closing is the most talked about sales skillset because this is where the agreement to move forward happens. Closing is a learned skill. Anyone can learn the skills of closing!

3 Ways to Increase your Closing Results

Inner Game of Closing
Outer Game of Closing
Action

Closing Mindset

I am not good at closing becomes

I can get good at closing
I can get great at closing
I can master closing

I had an outline
I had a script
I had an outcome

Arvee's Story

Scott's Story

3 Sections of the Close

1. Transition into the Close
2. Body of the Close
3. Final, Final Close

3 Steps to Scripting your Close

1. Make a list of the components of the close
2. Put the list in order to create a closing outline
3. Write a mini script for each component

Write your Close Script Course

<https://ericlofholm.lpages.co/write-your-closing-script-challenge/>

Bonus Video – How to Close Tips - <https://www.youtube.com/watch?v=G49JU6kQUiU&t=132s>