



JORDAN BELFORT
STRAIGHT LINE
PERSUASION™

**NINE POINT CHECKLIST
FOR CLOSING THE SALE**

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Your goal as a salesperson is to close the sale. That's your end game. And to achieve that goal you must have a plan of action in place – a step-by-step system – that will get you quickly and elegantly from that first “hello” to ultimately, the “yes” that signals your prospect's acceptance of your offer.

That step-by-step system is what I call the Straight Line Persuasion System, something I developed it back in 1989 to ensure that every one of my sales people, regardless of their education level, socio-economic background, sales experience, age, race, color of their eyes, you name it, could all achieve exceptional results and massive wealth. All they had to do was follow the Straight Line System.

Since 1989, well over 15,000 people have immersed themselves in the Straight Line System paving the way for their personal and professional growth.

Although the System has as many facets as a finely cut diamond and each facet has its own more detailed nuances, it's easy to break the System down into its core elements – the things you need to do to close the sale. That's what this checklist is all about.

The Whys

First, let's look at why you're in sales. The "whys" are an important predictor of your future success.

You genuinely like people

Your job is to get people to buy the things they should buy. This means you may have to work hard at overcoming the limiting beliefs of your prospects. If you don't like who you're dealing with, it's going to be difficult to do anything in their best interests.

You believe in your product and the company you work for

These things affect what I call your inner game – what goes on inside your head. If you're not totally convinced you've got the best product and you represent the best company, how are you honestly going to convince your prospect to buy? If you're not totally sold yourself, find another place to work or another product to sell.

You want to be wealthy

There is no other profession that gives you the freedom to earn virtually an unlimited income. Doctors and lawyers can generate nice 6- and 7-figure incomes, but salespeople can do even better. The success formula is really simple: Choose the right industry, choose the right product and work your ass off.

If you confidently checked off all three "whys" you're well on your way to sales success.

The Sales Process

Now let's move on to the nine steps you'll most likely encounter in any sales situation. Some of these will be familiar to you while others may come as a surprise.

☐ Meet and greet – the first 4 seconds

Whether your first contact with a prospect is on the phone or in person, in every sales encounter you have only four seconds to establish three things that will make it or break it for you. That you're ...

- a) Sharp as a tack
- b) Enthusiastic as hell
- c) An expert in your field

What you say and more importantly, how you say it will determine whether your prospect wants to continue the conversation.

☐ Get into rapport

Rapport is one of those things that doesn't happen in a moment in time, but rather consumes the entire time you're talking with a prospect. In other words, you're always building rapport, from the moment you first open your mouth to the moment you close the deal, and even afterwards.

IMPORTANT: Most salespeople fail to grasp the correct meaning of rapport because they fail to remember the purpose of the sales encounter. So let's start with the dictionary meaning of rapport:

A close and harmonious relationship in which the people or groups concerned, understand each other's feelings or ideas and communicate well.

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Now let's filter this meaning through the primary goal of the salesperson, which is – to close the sale! That means everything you do to build rapport must be focused on and driven by that end game.

So you're building a close and harmonious relationship with your prospect ... to close the sale.

You strive to understand your prospect's feelings or ideas ... to close the sale.

You communicate well and encourage your prospect to communicate well ... to close the sale.

Anything you think, do or say that isn't focused on closing the sale is not building rapport. So stay on task and focus on only those things directly related to closing the sale.

□ **Gather intelligence**

Most salespeople refer to this stage as qualifying the prospect, but it's so much more than that. Yes, you're going to weed out the "tire kickers" and the people who simply can't afford your product or service.

But this is also where you arm yourself with the ammunition you'll need later on when you make your presentation. So it's important you ask a lot of questions, but not just any old questions. Remember your end game and structure your questions so you'll know what aspects of your product or service will appeal most to your prospect.

Think of it as a match game. Your prospect has an itch. Match it with a product benefit that'll scratch it. Your prospect has a pain point. Match it with a service benefit that'll soothe it.

Begin with "big picture" questions – ones that don't require a lot of thought on your prospect's part and ones that are not personally invasive. Then work your way into more specific questions. Asking the right question in the right order helps build rapport because it shows you care about your prospect.

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The goal of your questions is to identify your prospect's needs, wants, don't wants, beliefs, values and pain points.

□ **Transition**

This is an elegant way to close the gap between qualifying and presentation. I'll give you the one transition I've used successfully for over 25 years. I've never changed it because it works to perfection.

"Based on everything you just told me, it sounds like this is the perfect fit for you."

Of course "everything you just told me" is all the information you were able to gather with your questions. And go ahead and customize your transition. Insert the word "program" or "solution" if either works well for you.

□ **Presentation**

If you've done well at established rapport you should have gotten honest answers to those smart questions you asked. Now it's time to sell your solution.

Remember the match game. You should have a mental list of everything your prospect is looking for and a matching benefit your solution offers. Your goal will be to establish an airtight logical case for buying now and an airtight emotional case for buying now.

□ **Ask for the order**

I'm amazed at how few salespeople actually ask for the order. It's not as if the prospect knows when it's time to say, "I'll take it!" And it's not as if the prospect wants to readily part with her money. Most times the prospect is waiting for your cue. So ask!

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□ **Expect an objection**

You may be surprised to see this as a step in the sales process, but since it happens far more often than it doesn't, it makes sense to expect it. And this is actually where the sale begins. Everything before this point has just been preparation.

□ **Deflect the objection**

Whatever you do, don't directly answer the objection. Why? Because most objections are not real objections at all. They're smokescreens for your prospect's uncertainty. So answering the objection won't really address the issue because you don't really know why the objection is being raised. Instead, address the uncertainty.

Uncertainty exists for two reasons.

- 1) Your prospect missed an important detail in your presentation.
- 2) Your prospect's action threshold has not been passed.

Let's take these one at a time.

Details

To get to that all-important "yes!" your prospect must be convinced he is getting the best of three worlds. To get all three he must love your product, he must love and trust you and he must love and trust your company. And all three must happen at a single moment in time.

So if your prospect loves your product, loves and trusts you, but only likes your company, you're not going to close him. When you get that first objection, you're going to loop back and present even more compelling reasons to love your product, love and trust you, love and trust your company.

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Action Threshold

It's an unconscious set point, that once crossed, your prospect has determined that now is the time to buy. Some people have low action thresholds. It doesn't take much convincing to sell them. Salespeople have notoriously low action thresholds. Others have very high action thresholds.

Whether your prospect has a high or low action threshold will depend on his past experiences – just about everything good and bad that's happened in his life, but especially those dealing with money and salespeople. These are limiting beliefs, which hopefully you uncovered while gathering your intelligence. That's why I said earlier that the goal of your questions is to identify not only your prospect's needs and wants, but also his beliefs and values.

Take the time to understand them and you can actually lower your prospect's action threshold. But if you get an objection, it may be that there's a negative buying belief you haven't overcome yet. So again, you loop back and present even more compelling reasons to love your product, love and trust you and love and trust your company.

Ask for the order again

IMPORTANT: Because you'll be anticipating at least one objection and because you'll be piling on more reasons to love your product, love and trust you and love and trust your company after deflecting the objection, save your most compelling reasons to buy for the very end.

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Final Thoughts

The quickest, easiest path to massive wealth is with a system. Behavioral scientists will confirm this. So will social scientists. And most definitely, successful salespeople, entrepreneurs and business owners.

I just shared with you a very loose outline of The Straight Line Persuasion System. Just 6 pages out of a 184-page system manual and over 17 hours of video and audio instruction.

Smart salespeople are always looking for that slight edge – a new mindset, a new strategy or a new technique that will help them close more sales. Maybe you found something today in this checklist that will put more dollars in your pocket.

Just don't stop learning. And do invest in a real sales and persuasion system. Bits and piece of sales knowledge will get you only so far. A system, my System, will put you at the top of your game and keep you there.

*All the best,
Jordan Belfort*

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