

Closing Training

Closing isn't something that just one person does...it's a group effort.

The process of closing starts when the person gets the **INVITE**.

Your tone of voice in the invite either says "this is the most incredible business I've ever seen, and I'm excited out of my mind and I **Plan to have some serious financially Success**, or your tone of voice says "I'm scared to death and I'm really not sure if ACN will work, so I wouldn't even come take a look at it".

If you believe ACN will work, **chances are** it will!.... If you believe it won't work, you're probably right, it probably won't work for you!
Faith is Key!

Know Who You are Presenting To

Get to the meeting early and learn their "why" people need ACN to work for them. Also if they are a red(Leaders), green or blue.

Closing is Based on Your Environment

- 2 on 1
- PBR
- BOM
- Outside Market

In 2 on 1s and PBR's play team together using the triangle of trust and edification. BOM's and Outside Markets is advanced.

Edification is the key component

- It is critical to teach a new representative proper edification at the launch and also edify the key players of the new reps team
- New Rep = No income, no story, and no documentation
- New Rep must borrow someone else's (upline, sideline, downline) credibility to provide the platform to close guests
- Most powerful person in room is the presenter
- Introduce your guests to presenter
 - Presenter can help edify the seasoned closer
 - Presenter will most certainly close your guests
- Know the **stories** of your leaders
- Ensure you are edifying the leaders who will be following up and working with the guests during the positions in the 1-10 Overview.
- For first PBR's, edify the opportunity to be one of the new reps first 3 positions. "Lake Front Property"

"We are excited to be working with Marissa. Here's what I can tell you. Marissa's first 3 positions are gold. We have identified Marissa as a key player here in the marketplace and she will be a Team Coordinator in the next 6-12 months, no questions asked. What that means for her first 3 business partners is that you will be a third of the way to Team Coordinator with Marissa's efforts because I know she is going to get it done and to work directly with Marissa would be a very good decision for you."

The goal of the closing process on the first exposure is to move the guest as far along in the closing process as possible.

PBR Closing

"There is a reason why you saw this today, and let me tell you why.

Fear of Loss Bonus

Fear of Loss Technology and Company

Fear of Loss Gas Electric

Fear of Loss Team - "In this industry, you are as good as the team you are on. The good thing for you, is you are on a proven team. If this even remotely interests you, you need to be there Saturday, so let us know if you are going to be there so we can save you a seat"

The most common objections should be already answered during the presentation

At the end of the PBR, the guest is going to ask questions until they hear something they don't like. It is important for you to ask the qualifying questions, not the guest.

“Someone convinced against their will is of the same opinion still.”

- We are not in the business of convincing people to get involved with ACN.
- The reps who are “hard” closed often will have regrets and cancel
- Promote for the next exposure to give guest more information to have the confidence and knowledge to get their business started.

Another Key to ACN is duplication. The brand new representative can always promote the second exposure. Allow the BOM and Saturday training to close your guests. Create Disneyland!

Until the ego is gone, you will not be a closer!

- Must make someone else the deal
- Edify/Pass: ACN Ping Pong
- Relate-ability is the key: The guest must feel a connection in order for them to feel they can be successful with ACN.... asking them questions and listening and caring about them is the key to relating with some one. YOU TALK VERY LITTLE!

Example of Edification Pass off Close for Reds

“Here’s the deal. I have been involved with this company long enough to identify people who have the necessary skill set to have success right out of the gate. I can sense that in you. You obviously have leadership ability, managerial skills, and are very good with people. Here’s what I am going to do, I’m going to pass your name off to Ms. Boersma. I don’t know if you remember her name from the presentation, but she is the woman who is the retired pharmacist. She actually promoted to TC, the \$25K position in just over six months. At that position, she was top five in the company for a full year in the entire company. She recently promoted to RD, about 5 months ago where her first full month she was number one in the entire company globally. She just promoted to regional vice president a couple of months ago where she was already number six in the company on one of the charts. Here’s what I can tell you, with Video Phone technology, ACN’s entry into Energy in the United States, being featured on The Celebrity Apprentice, the people that align with this team and this company have the ability to create incredible incomes, now if you want to make a few hundred dollars a month, that is okay too, but I don’t see you as a few hundred dollar a month kind of person. We are actively identifying the key players in this market place right now. We have committed to promoting 100 people to the position of Team Coordinator over the next 12 months and we know that will happen. I think you could be one of those people in the next 6-12 months and if Ms. Boersma sees what I see in you, this is going to be game over. I’m so excited for you! When you see a call come across your phone with a 541 area code, pick it up because Ms. Boersma is incredibly busy and the window of opportunity to work with her is going to be very small. You either step through it and make serious income or you don’t, that’s up to you.”

Example of close for Blues

“You know what, you have some great questions. If you are really interested, you should come Saturday. You are going to get all of your questions answered and meet the team. In fact, I would love to introduce you to, (someone with commonality/edify). Here’s the deal. You are going to go home and be thinking about this tonight. If you are anything like me, you are going to want to get this off your plate one way or another. By 1 o’clock Saturday, you are going to know if you are ready to get after this, or if the timing isn’t right for you, but either way, you will know. Does that sound like a plan? Perfect, let me go ahead and grab your number so I can follow up with you to confirm you are attending. We have a packed house on Saturdays, so I will make sure I put your name on a seat and save it for you.”

Final Thoughts: Closing is not an “it” factor. Closing is a skill and therefore it can be learned and mastered through practice and time.

Sure Fire Closing Scripts

Closing Scripts for Private Business Reception (PBR) Host

“I know that was a lot information, but what did you like most about the business?”

“You know you don’t want to be left out of this! Let’s do this together”

“I’m so excited about this company. There’s no way I’m leaving you out, Let’s do this together!”

“Someone’s going to make a lot money doing this. Why not us?”

“I’m in with or without you. I’d just rather do it with you. Are you in?”

“What would keep you from getting started tonight? Let’s get the paperwork out of the way and get your business ID# tonight?”

“What’s the worst thing that could happen, Lose \$500 right? What’s the best thing that could happen, be financially free 3,5,7 Yrs?”

The Most Powerful Closing Dialogue in ACN!!! (Memorize)

“Let me ask you a question. If you were to do this, why would you do it? What would you be looking for ACN to give you? **(Listen for response, don’t interrupt, get their why)** What do you currently do for work? **(Listen)** If you were to continue to just do that, how long would it take for you to create _____ (Whatever they just told you)? **(Listen)** What if I told you that if you and I work together and you are coachable, we could create that in the next 3-5 years? **(Listen)** I am committed to getting you there. ACN can definitely provide that for you, all we have to do is get you started. **(Listen and be silent, let the pressure of the silence work for you to assist them to make a decision)**

Keys for “The Most Powerful Closing Dialogue in ACN” to be affective

1. Get belly to belly and eye to eye with your knew friend.
2. Be genuinely interested and not interesting. You must **listen**.
3. Use **we, us, together**, and other team oriented inclusive words.
4. Be 100% committed to your new friends success.
5. Be strong in your posture and lead your new friend.
6. Give them permission to get started with you.

Don’t do the following

1. Interrupt them
2. Assume you know what they are going to say
3. Hang up without setting an appointment or getting a referral or customer
4. Be worried about saying the wrong thing—saying anything is better than saying nothing!
5. Be the message. You are the messenger.

Overcoming Objections

Memorize and Role-Play

Precursor before the scripts:

1. The purpose of overcoming objections is to move your new friend through a series of questions to help them answer how ACN can fit into their lives.
2. It is incredibly important to keep your new friend in the question.(a series of open ended questions)
3. Open ended questions are ones that cannot simply be answered by a yes or a no response.
4. Open ended questions will elicit further discussion and keeps the dialogue moving forward.
5. If we do not keep our new friend moving up the ladder (each new handled objection is a rung of the ladder moving them to the top of the ladder where we can ultimately say “let’s get you started”) by handling objections, we will not move them into a decision on ACN and becoming your new business partner.
6. It is critical to keep the dialogue moving. If we are unable to handle an objection, in most cases, we will not close our new friend into the business.
7. **Practice and Role-play** is the key to your success with handling objections.
8. Answer the objections for yourself in a manner that sits well with you and your integrity.

Most Common Objections

“I don’t have the money.”

1. If money wasn’t an issue, what would keep you from starting tonight?
2. Putting money aside, what are you currently doing to ensure that money is never an issue in your future?
3. If you did have the money, why would you want to do this?
4. How much do you work right now? If you’re working that hard and you don’t have \$500 of disposable income, don’t you think we need to change that?
5. So how long do you want to live your life without access to \$500.00?
6. Let’s get creative, what could we sell to get you started?

“I need more information or I need to do my Research.”

1. What would you like to know? Or What information are you looking for?
2. If we can get you the information you are looking for, then what?
3. **Utilize Feel, Felt, Found.** I know how you feel. I felt the same way, and what I found was that ACN partnered with legitimate companies that we are already using anyway. I also found that Couch potatoes tend to fail while many other people with good work ethic are having incredible success.

“It’s not for me.”

1. Why do you say that?
2. What part of it’s not for you?

3. So tell me, where are you in your current plan of creating financial independence for you and your family?
4. What would make it a business that would be for you?

“Is this network marketing?”

1. Why do you ask?
2. What's been your past experience with Network Marketing?
3. Yes, a lot like an insurance or real estate office does.
4. 3. Yes it is. What do you know of the benefits that Network Marketing offers? .

“I'm too busy.”

1. Tell me about that?
2. I know how you feel. I felt the same way, and here's what I've found is we all start the same way, we fit it in the cracks.
3. So it sounds like you would like to be Less busy. Is that Right?(Listen) Well that is exactly what this business is all about, having time and money together?
4. So what if we could make you less busy, and... help you double your income?
5. 5. What would you need to make a month to make it worth your time?

“I not a sales.man”

1. Great! Me neither, and we are not looking for sales people. What do you do for a living?
2. What if I told you that most of the Top money earners in ACN never had any sales experience?
3. We teach you everything you need to know?
4. Good, because sales people take the wrong approach to ACN and have a harder time being successful. You just have to be a good person with a good work ethic to be successful.

“I have to talk to my spouse first.”

1. Why is that?
2. If she/he would have been here tonight, do you think they would have said yes?So, do you need his/her permission?
3. 2. If she/he said “yes” would you want to get started?
4. 3. So, if he/she said “no” would you still do it anyway??
5. **Utilize Feel, Felt, Found.** (Prepare them to not present the information to their spouse) I know exactly how you feel. I felt the same way. I don't make decisions without my wife/husband being on board either. Here's what I have found. If you try to explain this information, it is going to sound crazy. I want you to take this DVD home with you. When you get home, tell your wife/husband, that you saw something you are very interested in, but you want her/him

to see the same information. Pop this DVD in gold side up. It's about 15 minutes long. Once it is over, you will be on the same page and can have a good quality discussion with her/him as to whether you two are a good fit for ACN and I will follow up with you tomorrow. Sound good!

6. Why don't we give them a call and see if we can set up a time tomorrow to share the information with them.

“My job won't let me do anything else.”

1. How does that make you feel?
2. If they said it were OK, then what would you do?
3. What if there was a way around this issue. What would keep you from getting started then?

“This sounds like a pyramid.”

1. Pyramids are illegal. We have 3 former attorneys generals that work with ACN?
2. No those are illegal. What do you know about the differences between network marketing vs. a Pyramid? ?
3. In a pyramid, the person at the top makes the most money. At ACN, you can pass in position anyone above you. (Give examples in your team, or stories you know from your market or the Success From Home Magazine you will be sending home with them.
4. I understand how you feel. I felt the exact same way. However, when I looked into it deeper, I found that ACN is a totally legitimate business because they broker real services for legitimate companies.