

SKILL: CLOSING

Preparation Checklist

- ☐ Set your business hours: _____
- ☐ Print off Weekly Action Plan and begin to fill it out
- ☐ Update your contact list

OBJECTIVE

Learn how to guide a contact to a solution with USANA.

GOALS

- ▶ 1. Practice closing in various forms during a presentation.
- ▶ 2. Understand the difference between resistance and rejection, and learn to embrace them.
- ▶ 3. Invite 10 people per day during the first 20–30 minutes of your business hours.

Congratulations! You've completed your first month in the Road to Achiever Program! Let's review your success and the new skills you've developed. What have you enjoyed so far?

Entrepreneur Advantage Tip

Now is the time to move from good to great. Being good means you are content with where you are. Being great means you are content, you enjoy what you've created, and you are excited for what you will create next.

One of the best parts of owning a business is being able to help someone take a step towards a new lifestyle. And helping others doesn't require bells and whistles or complicated pitches. Closing is a simple way to describe the process of helping a potential team member choose to become a retail customer, a Preferred Customer, or a business partner—whichever solution will best benefit them.

TRAINING: HOW TO CLOSE

There are several different ways you can close and all serve a specific purpose. No matter which close you use, it's important to remember these three tips:

- ▶ 1. **Be excited. Allow your prospects to guide you to the next step.**
Your passion is contagious and transferable. When others see your love and excitement for USANA, their energy will grow. That enthusiasm creates a focused and attractive environment.
- ▶ 2. **Be You. Everyone else is already taken.**
Don't turn into a salesperson. Be the person who smiles and shows they enjoy their partnership with the company. That person has immense worth. Don't be afraid to be you and be bold.
- ▶ 3. **Confidently expect others to say yes and be prepared to take the next step.**
Even if your prospect isn't ready for what you are offering now, they will be at some point. Your focus should be on where they are today and how you can help them take the next step.

TYPES OF CLOSES

Progress Close

This is used during a presentation to make sure you are addressing their "why". It is an opportunity to determine which way you should go and how far you've come. The best time to use this close is when you have just presented a new story or piece of information. It's a chance for you to receive steady feedback that will empower you to visualize exactly what they are looking for and how USANA is the perfect vehicle to attain it.

Examples:

What do you like most at this point?

How would this fit into what you are already doing?

Minor Point Close

This is a variation of the progress close. It helps the individual make a decision on an insignificant point. It doesn't actually matter what they choose, but as they make a few minor decisions during a presentation or conversation, it makes it easier for them to accept the whole offer.

Examples:

Do you want dark chocolate, orange crème, or banana?

Do you prefer products for sensitive skin or oily skin to keep a youthful appearance?

Would you want to be paid weekly via direct deposit or check?

Assumption Close

The goal with this close is to assume your potential business partner has already said yes. This allows you to carry them into the narrative with you. It is one of the most empowering skills to learn, and with proactive practice, it can lead you to a very positive result.

Examples:

We have talked about x, y, and z. When would you like to start working towards having more “x” in your life?

If I were to show you a way to have more “y,” would you start today so you could have it sooner?

Where would you like “z” delivered?

ACTIVITY

Progress Close Worksheet

WHO: _____

WHY: _____

Your Three Presentation Points from Last Week:

Section: _____

Progress close #1: _____

Progress close #2: _____

Progress close #3: _____

Section: _____

Progress close #1: _____

Progress close #2: _____

Progress close #3: _____

Section: _____

Progress close #1: _____

Progress close #2: _____

Progress close #3: _____

Minor Point Close Worksheet

WHO: _____

WHY: _____

Your Three Presentation Points from Last Week:

Section: _____

Minor Point close #1: _____

Minor Point close #2: _____

Minor Point close #3: _____

Section: _____

Minor Point close #1: _____

Minor Point close #2: _____

Minor Point close #3: _____

Section: _____

Minor Point close #1: _____

Minor Point close #2: _____

Minor Point close #3: _____

Assumption Close Worksheet

WHO: _____

WHY: _____

Your Three Presentation Points from Last Week:

Business Presentation: _____

Assumption close #1: _____

Assumption close #2: _____

Assumption close #3: _____

Nutritionals/Foods Presentation: _____

Assumption close #1: _____

Assumption close #2: _____

Assumption close #3: _____

Skin Care Presentation: _____

Assumption close #1: _____

Assumption close #2: _____

Assumption close #3: _____

“Be a more confident self—at least when you’re closing. I found I could do that for short periods of time at the beginning and, just like building a new muscle, I could eventually do it longer and longer until it became a part of me.” — Eric Worre

The next steps after a close are easy. The individual will either purchase product, enroll as a Preferred Customer, start their training to build a business, and/or you’ve brought them closer and are building a solid relationship. Whatever they choose, be sure they know you are interested in their future and are committed to being an active part of it.

UNDERSTANDING SALES REJECTION AND RESISTANCE

For many, closing can seem like an awkward experience. It’s important to remember that the process requires you to be the most authentic person you can be. As you practice closing this week, you will realize that you are not working to manipulate others into buying or pursuing something they don’t want, you are learning new skills that can help others pass through moments of tension and to make their own decision.

Some of those concerns include the fear of rejection, the fear of failure, or the fear of letting someone down. These are all normal concerns for any entrepreneur to have, but it’s important to realize that many have walked this road before you and have faced rejection, failure, and disappointment countless times.

When facing your own fears or the fears of your potential team members, consider these tips:

Don't take rejection personally.

Rejection is normally due to one thing: your contact is not ready for what you are offering. You can't control whether or not they are ready. That has no reflection on you as an individual. Focus on the things you can control. Face the fear, ask the right closing questions, and don't worry about the outcome.

Embrace resistance.

Resistance is a good thing. Resistance means your potential business partner is thinking critically about USANA and will have questions and concerns. Those types of people tend to be more dedicated once they decide to join. They are less likely to fade once they commit.

As that tension arises, your job is to navigate it and help them come to a mutual level of understanding. Closing throughout a presentation will allow you to helpfully direct the tension toward a solution to their concerns.

“Our job is to educate people and help them understand what we have to offer. We act as consultants offering suggestions on how people can live a better life. *You must emotionally detach yourself from the outcome.* This is extremely important. Remember, our initial goal is education and understanding. It's not getting a new customer or signing a new distributor. In other words, if you disconnect your emotions from that outcome and just focus on education and understanding, everything gets very simple.”

— Eric Worre