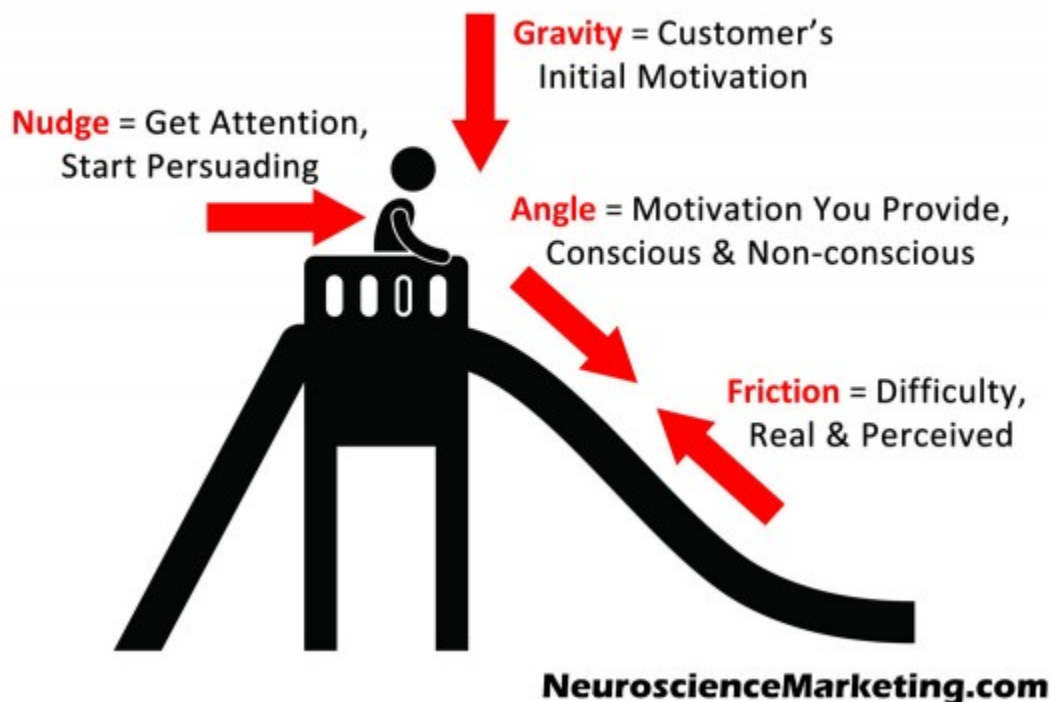


# TIPS for Reluctant Marketers

## *How to Close a Deal, Make the Ask*

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### **The Persuasion Slide™**



#### **Roles to play with 3 gentle (but effective) phrases to try:**

1 > *The advisor: "Would you like my help?"*

Sort of perfect: gentle and friendly without being obscure or weak. Plus, it reinforces your image as an advisor rather than a hard-closing salesperson.

2 > *The alternative close (known to every parent and teacher): "Taking all of your requirements and desires into consideration, I think these two products would work best for you. Would you like to go with [X] or [X]?"*

The rationale behind giving two alternatives is that the prospect will be more inclined to choose one than turn both away (a third option that's been discreetly taken off the table). You just increased your chance of hearing a "yes" to something rather than a "no" to everything.

3 > *The assumptive close: "So when should we get started?"*

Bypass the closing phrase entirely. Don't think of this as trickery because the prospect who doesn't notice the missing 'hard close' clearly wants your product or service and may be relieved to avoid what they consider hard-nosed business talk.

Resources on reverse ->



## Resources

The 6 Principles of Persuasion [Video] <https://youtu.be/cFdCzN7RYbw>

This animated video describes the six universal Principles of Persuasion that have been scientifically proven to make you most effective as reported in Dr. Cialdini's groundbreaking book, *Influence*.



*New Sales. Simplified: The Essential Handbook for Prospecting and New Business Development*, by Mike Weinberg

*Baseline Selling*, by Dave Kurlan [Warning, uses sports metaphor]

HubSpot Sales blog: <http://blog.hubspot.com/sales>