**Ray Higdon's Closing Blueprint**

Once they have said that they are open and will watch the presentation, you are armed!

Ask them 'did you watch the presentation?'
1. They answer no. Then you respond 'I have some people that did. I hope you don't mind but I have to prioritize my time and get back to them. I can probably get back to you sometime late next week.'
- Posture - act like you are that amazing doctor. People need to have an appt to get you. Availability affects the psychology of the prospect.
- if they stop you and say oh I can watch it today, respond 'oh man I'm really busy. I don't know. I'm just packed. Well how soon can you watch it? I'll see what I can do. How about Monday at 2?'
- always say how soon, not when when asking how soon they can watch it

2. If they answered yes to watching the presentation. Always always always ask 'what did you like best ? '
- if the response is negative, act confused. ' Oh wow. I'll be honest with you - normally people like it. ' maybe even confirm website. Then 'ok well a couple of questions for you - I'm curious as normally people like it - why did you watch? What were you hoping to see?'
Get their concern and confirm that our opportunity can fulfill it. For instance if they think you can only do it full time, tell them majority of people are part time.
'If we could show you how to do this step by step part time, is this something you'd like to move forward with?'

- if they have a positive response to 'what did you like best?' Then agree with them. Don't add something new. It's not about what you like. If they don't mention it, don't add it.
- if they are being brief, get them to expand by asking questions. For instance, what do you mean by that? Why is that important to you? How will that be beneficial to you? Why do you like that?
- After you get them talking, say 'sounds to me like you're ready to join.' Statement, Not a question. After you say that do NOT talk. Wait until they say something. If they say yes then say ok what's your best mailing address and take their info. If you are uncomfortable taking personal info send them to website. It's very important not to go off and keep talking. Oh and you're going to love the company and this and that. No, don't talk them out of it. You're a professional.

- if they say no when you state that they are ready to join, act....get confused. 'Oh um wow ok....its just when people say exactly what you just said they typically join.' Then stop and wait. Most of the time, they will say eh let's do it. If they don't, make it awkward. 'Oh um ok you must have some more questions ?'

I hope this helps some of you like it did me :)