

# Learning the Language of Sales-

- ▶ Mirror and Match
- ▶ Once Rapport has been established LEAN ON IT! (WE)
- ▶ Connectivity-Points in Common-Solve Problems
- ▶ Continually tie back to the emotion
- ▶ Use Tie Downs & Presuppositions



# Tie-Downs-

IT'S A PATTERN OF  
'YES',

## *Examples of "tie-down" questions*

- Does that make sense?
- Isn't that what you want?
- Won't that be great?
- Does that work for you?
- Okay?
- Don't you think?
- Isn't that true?
- Yes?
- Is this OK?
- Alright?
- Right?
- Aren't they/we?
- Can't you/it?
- Haven't you?
- Can you not?
- Isn't it?
- Don't you agree?
- Shouldn't we/it?
- Don't you/we?
- Hasn't it?
- Wouldn't you/it?
- Shouldn't you?
- Weren't you/they?
- Wasn't it?
- Didn't you/it



# Presupposition-

Definition of adverb “presupposition”: Presuppositions assume something is already true. The Verb defines the action or state of being. The Adverb qualifies the verb.

Luckily

Obviously

Remarkably

Easily

Happily

Frankly

Fortunately

Definitely

Simply

Certainly

Naturally

Undoubtedly

Surely

Supposedly

Quickly

## Objections-

- ▶ Repeat
- ▶ Approve OR Acknowledge
- ▶ Move!



## The Close- (It's not that hard)

- ▶ The Columbo-Just one more thing
- ▶ The Assumptive Close
- ▶ Take away close
- ▶ Hard Close-(command)
- ▶ Leading Close- (Obvious Yes, Obvious Yes, Final Close Yes)
- ▶ “No” does not mean No forever...

