

Presentation

Mini Bridge Close Questions

Inform

“Are there any questions about myself or the company that needs an answer before moving forward?”

(If yes – answer, then re-ask)

(If no – continue to educate)

Educate

“Can you see the importance of doing business with the right company/representative?”

(If no, probe as to why, answer then re-ask)

(If yes, continue to testimonials (inspire))

Inspire

“Can you see yourself potentially benefiting like our clients have?”

(If no – ask why – clarify, then re-ask)

(If yes – continue to compare)

Compare

“Do you see what separates us from our competition?”

(If no – ask why – overcome then re-ask)

(If yes – proceed to proposal)

“Do you have any questions regarding your proposal?”

(If yes – answer, then re-ask)

(If no – proceed to persuade)

Persuade (final mini bridges close)

“Are there any questions needing an answer before moving forward?”

Motivate (assume the sale) Select your favorite “ask”

Examples: “Would you like to get started?”

or

“Would you like me to process the paper work?”

(If no) Proceed to Objection Handling Script)