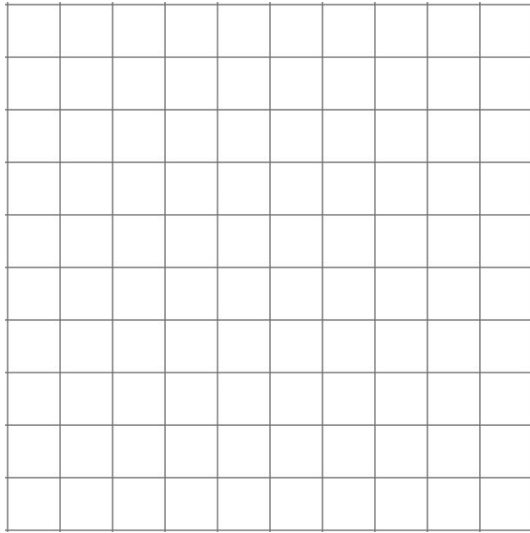


The Bob Voss Story



Final Magic Phrase: _____.

- Clients buy the WAY you sell before they buy WHAT you sell.

What do you mean “closing?”

The trouble with the word **CLOSING**

New Ways to Think About Closing

- _____ the _____
- _____ the _____
- _____ the _____

Zero Pressure Closes

1. I would _____ to _____ as a _____.
Is there any reason why we can't get started?
2. What would _____?
3. Once you _____ this, what happens?
4. *The Perfect Close:* Does it make sense to _____?
a. Okay, what does _____?



What was the highlight of your day?

- Ask, “What was the _____ of _____ for you

Education without action is entertainment. To know and not to do is not to know. A training program that doesn't change your behavior in some way is as useless as a parachute that opens on the **FIRST** bounce. Take **application notes**. Decide which concept or new approach you will use with specific clients and prospects.

Idea #1: _____

Applies to: _____

Idea #2 _____

Applies to: _____

Idea #3: _____

Applies to: _____

Idea #4: _____

Applies to: _____

Idea #5: _____

Applies to: _____

Idea #6: _____

Applies to: _____

Idea #7: _____

Applies to: _____

Idea #8: _____

Applies to: _____

