

SECRETS  
*of* CLOSING  
*the*  
SALE

ZIG ZIGLAR  
WITH KEVIN HARRINGTON



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Zig Ziglar and Kevin Harrington, *Secrets of Closing the Sale* Revised and Updated  
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To Bill Cranford

Who gave me my start in the world of selling  
and gently but forcefully pushed me to strive for excellence  
and reach for new heights. He was my friend, my brother,  
my mentor, and my golfing buddy. He was a great guy  
and *one more* fine man.

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# Foreword

Several years ago, I was having dinner at a friend's beautiful home. His house was in a very nice neighborhood and his lake view practically demanded a cup of coffee on the deck. As we enjoyed our meal he said to me, "You know, Tom, I wouldn't have this house without your dad." He went on to explain that when he started his business, after he got out of college, he had no money and no customers, but he did have the sales knowledge and wisdom found in his copy of *Secrets of Closing the Sale*. Today he employs more than a hundred people and has offices in multiple cities.

In April of 2017 my sister Julie was speaking at a business conference for entrepreneurs. She shared the stage with Kevin Harrington, the original Shark on *Shark Tank* and the inventor of the TV infomercial. After getting to know each other at the event and discussing different ideas, Kevin said to Julie, "You know, Julie, if it hadn't been for your dad's books *See You at the Top* and *Secrets of Closing the Sale* I would not have had the career I have had. In fact, what I learned from *Secrets of Closing the Sale* is a huge reason my infomercials have sold over *five billion dollars* of products and services."

Wow! Five billion dollars in sales will get anyone's attention!

This revised and updated edition of *Secrets of Closing the Sale* is the fruit of Julie meeting Kevin. We realized the wisdom and teaching found in *Secrets of Closing the Sale* are timeless; however, technology, culture, and business are constantly changing. Because of this, 90 percent of the original book is unchanged. Kevin's new insights and examples of applying these timeless truths and techniques are added to make the book more powerful and useful than ever before. This book is perfect for any beginning salesperson or seasoned sales pro!

The landscape of selling is always changing. Globalization, the internet, and artificial intelligence are all combining to radically shift how selling will be done in the future. *Secrets of Closing the Sale* recognizes these challenges while maintaining the foundation of things that will never change: building

long-term relationships based on integrity, trust, serving, and solving problems. As my dad often noted, the secret to a successful sales career really is simple: “You can have everything in life you want, if you will just help enough other people get what they want.”

Our commitment to you from the Ziglar family is to constantly bring you the best personal and professional life-changing material in the world. That is why we are so excited about Kevin’s contribution to this book and why we are constantly looking for ways to partner with the best in the world, like Sandler Training. Sandler has more than 250 locations around the world and is now the official corporate training arm of Ziglar. This means that through this book, and through our global partnerships, we can serve you wherever you are!

On a personal note, I have had the opportunity to share the stage multiple times with Kevin and have traveled internationally with him. He is the real deal. He practices what he teaches and makes his decisions based on principles. He may be known by most as a successful businessman and entrepreneur, but at his core, he is a proud salesman.

Go ahead. Devour this book and apply it to your sales career.

Choose to win!

Tom Ziglar  
CEO Ziglar, Inc.

# Introduction

It's my conviction that of all the endeavors we can follow in life, outside the ministry itself, professional sales requires the highest degree of integrity. Here's why: We are trained to persuade. And an unethical salesperson (who is in reality a con artist) is capable of persuading people to buy overpriced merchandise that they should not be buying at all.

Our philosophy that *you can have everything in life you want if you will just help enough other people get what they want* is even truer today than it was when the book was originally published. The objective of every sale is to make certain the customer gets fair value, and if he gets more than fair value, not only do you have the sale but you've built a customer who will, in turn, help you build other customers.

There are many instances in this book in which you will read of people who walked away from a sale because they knew it was not in the best interests of the customer to buy. With this in mind, selling is much like many sporting events. The championship tennis player hits his shot in a way that puts him in position to hit the next shot even more effectively. The professional golfer does the same thing, as does the pool player. Every salesperson should think in terms of "What will be the result of this sale? Am I building a relationship, and hence a customer, or am I just making a few bucks at the expense of someone else?" I can assure you the last choice is a shortcut to oblivion in the world of selling.

To be candid, I feel very protective of this profession. Because of it, I have traveled the world over and experienced a high standard of quality, well-balanced living that was beyond my wildest imagination when I was growing up in Yazoo City, Mississippi. Because my gratitude is so great, I do what I can to promote integrity and professionalism in selling.

A firm conviction that what you're selling benefits the prospect is the first test of integrity. If you do not believe in your product or service enough to offer it to your own family and friends, then you should question the value

of what you are selling. As an example, I spent fifteen years in direct sales, selling heavy-duty waterless cookware. It has been nearly forty years since I sold my last set; however, my belief in that product was and is so strong that I was thrilled when my best friend, Bernie Lofchick, saw to it that as my children married, the first thing they had for their homes was a set of heavy-duty waterless stainless-steel cookware. When my oldest granddaughter married, my friend Dave Hurley, I'm happy to say, continued the tradition by giving her a set of stainless-steel cookware.

I am deeply indebted to the countless people who helped me early in my career. Some of the real giants were willing to share. I read their books, listened to their tapes, and became personally acquainted with a number of them. My gratitude to them is deep and long-lasting.

As you read this book, I encourage you to understand that the principles are solid, but many will require some personalization and adaptation to fit your specific product and your prospect's needs. Experience, common sense, and a studious perusal of the methods and processes contained in this book will be very helpful. I encourage you to be that constant student, to understand that you will not even begin to get the full gist of this book with one reading. You should keep a notebook handy as you read, because there will be key words and points that will jump to the surface. Mark the book. It's not something you want to preserve; it's something you want to use and "wear out" with use. I believe that as you follow the processes and put your heart deeply into this book, you will find it will have a lifelong impact on your sales career as well as your everyday life, because all of life is, in reality, selling, and all of us sell every day of our lives.

Finally, I encourage you always to remember that with the exception of small purchase items like pens, neckties, staplers, file folders, etc., the sale is not complete until the order is signed, the merchandise is delivered and paid for, and the customer is happy. That's career-building selling.

***How to Use This Book.*** The title of this book clearly indicates that it is a book on selling for salespeople. The first chapter even more clearly demonstrates that it is a book on persuasion and will be extremely helpful to anyone who has to persuade others to take action of any kind (mothers, teachers, dentists, husbands, ministers, coaches, law enforcement people, salesmen—anyone).

To use this book most effectively, you need to do exactly what the Redhead did to me.<sup>1</sup> You need to take my words and the product I'm talking about and

1. When I talk about my one and only since November 26, 1946, I refer to her as "the Redhead." When I talk to her, I call her "Sugar Baby." Her name is Jean.

translate them into your own specific sales situation. This way you have the best of both our worlds—the information I’ve managed to accumulate from personal experience and considerable research, combined with the knowledge you have acquired that is specifically applicable to your life, your product, your prospects, and your sales situation.

You need—no, you must have—a pen and a notepad in order to get the maximum benefit from this book. It’s easy reading because it contains so many examples, illustrations, and stories. It is not a workbook, but it is a working-book, designed to get you involved in a learning—and not just a reading—process.

Since *Secrets* is written in narrative style, complete with considerable dialogue and humor, the reading will be easy and pleasant. In addition, this manuscript contains over seven hundred questions and well over two hundred fifty sales procedures, techniques, and closes wrapped up in nearly a hundred stories, analogies, and anecdotes.

***The Book You Never Finish Reading.*** The first time you read *Secrets*, I encourage you to move through the book quickly, with your pen in hand, underlining or highlighting the things that really “grab” you. Don’t analyze, but simply read as quickly as you can so you will get the complete message and the overall view of the book.

For your second reading, you’re going to need a notepad that is approximately the same size as the book. That will make it easier to keep handy, even if you are on the road. I encourage you to title your notebook the same as I have titled this book, except add your name to the front. Then it becomes *Your Secrets of Closing the Sale*. Stop and commit to writing the ideas generated by *Secrets* that you can specifically use in your own sales career or personal life. The second reading will be lengthy and involved. Your objective is not to see how quickly you can get through the book but *what* you can get out of the book.

The third reading will give you an even broader perspective of the book, and you will add more pages and ideas to your own companion notebook. Again, this reading will take considerable time to complete; but remember, you are *investing* time, not spending it. Incidentally, I especially encourage you to read this book early in the morning, late at night, and on weekends. Do not take the day off from your selling to read! (The book will stick around—the prospect might not!)

The fourth reading will make you even more aware of the more than seven hundred questions in *Secrets*. As I wrote *Secrets*—the dialogue and procedures frequently reflecting my own experience in selling—the questions came quite naturally. As I reflected on the manuscript, it was obvious to me that

the question approach to selling is a way of life for me. One other advantage in reading the book several times is that this procedure, without your even being aware of it, will become an integral part of you. Your effectiveness will be greatly enhanced.

Even after the fourth reading, you will want to keep *Secrets* handy as a reference. Many of the questions, procedures, techniques, and closes will need to be read repeatedly so you can commit them to memory and make them an integral part of your life.

# The Core Secret

## *The Key to Sales Success*

BY KEVIN HARRINGTON

**W**hy do some people struggle to sell their products or services—no matter how hard they try—while others seem to be able to sell just about anything to anyone? Why are some people barely able to keep the lights on in their businesses, while others experience mind-blowing, over-the-top success? Why do some people have great ideas and the best of intentions but never get traction, while other people have the ability to turn everything they touch into pure gold?

It's almost as if people who experience phenomenal sales success know something that others don't. It's like they have insider info that gives them an unfair advantage. It's like they have access to exclusive sales secrets.

Well, actually, they do.

When the Ziglar family asked me to write two new chapters for *Secrets of Closing the Sale*, I was honored. After all, Zig's influence was one of the most significant keys to my personal success. I'm an original Shark from the hit TV show *Shark Tank* and a successful entrepreneur for more than forty years. I'm a cofounding board member of the Entrepreneurs Organization and cofounder of the Electronic Retailing Association. I also invented the infomercial and helped make "But wait, there's more!" part of our cultural history. I'm one of the pioneers behind the *As Seen on TV* brand and have launched more than five hundred products generating more than five billion dollars—with a *B*—in global sales. And I'm the author of several bestselling books.

But none of that would have been possible if I hadn't become a protégé of the great Zig Ziglar and devoted myself to mastering his sales secrets. Mr. Ziglar really was the Master of Sales Masters. His timeless secrets have inspired thousands of millionaires. The original version of the book you're holding, *Secrets of Closing the Sale*, sold over a million copies. Zig touched more than 250 million people during his forty years of truly innovative sales success.

His legacy continues to make a lasting impact today because he never kept those secrets to himself. He wanted to spread success as widely as possible. Zig became more than functional; he became vital to the success of so many—including myself. He shaped my future as a young entrepreneur and empowered me to multiply my success exponentially.

Maybe you are just starting out in sales, or you recently launched a business. You may be struggling to get traction. You may feel like you're working hard, but you don't have much to show for it. Or you may be enjoying some success already but know you're capable of, and deserve, so much more. Whatever the case may be for you, Zig's secrets are timeless and work as well today as they ever did, even in the modern digital age.

Because of *this* secret Zig taught me . . .

## Everything Is Selling

As I've done business all around the world, I've discovered that everyone speaks the same language—the universal language of selling. Just like a smile, money seems to cross all borders and barriers.

Sales is the secret ingredient for generating massive wealth that can do a lot of good for a lot of people. There's a reason more than half of the top 100 people on the *Forbes* billionaire list started out as salespeople. My fellow Shark Tank Shark and mega-millionaire Mark Cuban started out selling trash bags to buy new sneakers. After growing up in a low-income family, billionaire and former CEO of Starbucks, Howard Schultz, sold for Xerox. Even Warren Buffett, the world's richest man in 2008, started by selling securities in the 1950s. There's just something about selling that ignites innovators, creatives, and world changers.

Now you may not buy into what Zig and I are selling *about selling* because you've been conditioned to believe lies about selling itself. Have you ever heard these before? *I don't like sales. I'm not really into selling. I don't want to be a salesperson.* Some people are even embarrassed to admit they sell anything. After the five billion dollars in success I've enjoyed in sales, I can't imagine thinking that way. But I run into people who think that way all the time!

Let's just blow those lies up right now. Zig was right: *Everything is selling. Everything!*

Think about it. You may be selling who you are on your résumé, your team on your vision, your idea, product, or service to the world. Maybe you're selling your parents on letting you crash at their place after graduation until you finish this book and sales start rolling in—or your spouse on taking a vacation to somewhere tropical. But you get the idea. You've made thousands of sales already in your life, so don't let anyone discourage you by saying you have no sales experience. You've been in the business of selling since you could speak.

The truth is nothing gets done *anywhere* until somebody sells something. Whatever you ate for breakfast started the journey to your table when someone sold something. You probably won't make any money this week unless someone—maybe you—sells something and makes money. Selling is what makes the world work and what drives the economy. And like Zig said, money isn't everything, but it is reasonably close to oxygen, on the “gotta have it” scale. You may have a great product or service, but until it gets sold, nothing happens. No one uses it.

And selling can truly change the world. Maybe you have a message you want the world to hear. Think of Martin Luther King Jr. He had a dream of racial equality. A lot of people had the same dream, but King sold that dream to America on the steps of the Lincoln Memorial—and he changed everything. Selling ideas, products, services—or even yourself—is what makes everything else possible.

I've built my entire career on the value of selling. So did Zig Ziglar. I firmly believe this to be true: *selling is the prerequisite to success*. It's the key to multiplying your influence and wealth. And here's the best part—selling doesn't discriminate. Anyone can master the sales secrets, but it starts by believing that sales success isn't only for everyone else. *It's for you.*

You can have it, if you really want it.

## My Sales Success Story

My own story is a good example of how anyone can apply the secrets in these pages to become an over-the-top success. I like to use the expression “100X” to describe what's possible in life and business. Sometimes people give me skeptical looks. Occasionally, some even dare to say, “Really, Kevin? 100X? Isn't that unrealistic?” Not at all. Yes, I've built twenty companies to over one hundred million dollars in annual revenue each. Yes, I've sold well

over five billion dollars in global sales. Yes, I've been able to realize so many of my dreams. But it wasn't easy. Not at all.

I wasn't exactly born with a silver spoon in my mouth. You wouldn't have looked at me selling newspapers at the age of ten and thought, "That kid is going to be on *Shark Tank* someday." I grew up in a loving, blue-collar Ohio family; don't get me wrong, but nothing was handed to me. In high school, while all my friends had nice cars given to them, I had to earn my own wheels. While all of them were out partying, I got to work—first at my dad's Irish pub and then as an entrepreneur.

If you live in an area where winters are long, you know how pathetic an asphalt driveway can look when spring finally arrives. In an effort to fix the problem, a friend and I learned about driveway sealing for asphalt driveways.

My friend was sixteen and already had his driver's license, so we worked out a deal with the sealcoating distributor to get fifty-five-gallon drums of sealant and give it a try. My buddy would load the product, bring it to the work sites, and do the labor. I would do all the door-to-door selling. We chipped in our money and bought a truck for only a hundred fifty bucks. It wasn't much to look at, but it got the job done.

Now, I knew I loved to talk. I had picked up that gift from hanging out in my dad's restaurant. So, the idea of knocking on doors didn't really faze me. But I quickly learned it wasn't going to be so easy. Picture the scene: You're sitting at home after dinner, reading the newspaper or watching some '70s TV show, and there's a knock at the door. You answer it to find a fresh-faced kid trying to persuade you to let him pour hot tar all over your driveway. Sure, you probably would like your driveway to look nicer, but when you ask, the kid tells you that he and his partner represent the entire workforce.

Well, you can probably guess what happened. I struck out. Again and again. In fact, in one neighborhood, I went 0-for-20. Now I was always pretty cocky, but even I was getting discouraged.

Then something changed. I didn't fully understand it yet, but I accidentally stumbled onto one of Zig's closing principles and then made it my own in a unique way.

I remember thinking, *Kevin, you want to help these people. But you need to show how you will help them. They can't visualize the good it will do for them.* In other words, I hadn't told the story well enough for them to clearly picture what a freshly coated driveway would look like.

The idea grew. If I could help one person by sealing their driveway at cost, I could show *everyone else* the change that could take place by using my service—and not just tell them. I could let them see the "magical transformation" that would take place when they buy.

So here's what I said to the next person who answered his door:

We want to reseal your driveway to get rid of cracks, so next winter the water won't freeze and expand them. You're probably thinking we're too young to trust with the job, so here's what we want to do. Let us do your driveway for the cost of materials—twenty-five bucks. If you don't like it, you don't pay for it. But if you're happy with the work, I want you to let me put up a sign across your driveway and let me show your neighbors the before and after pictures.

It took only three tries before someone saw the value and agreed. I snapped before and after pictures and used them in every presentation after that. I went back to every house in that same neighborhood where I had been told “no” twenty times. This time I showed them the magical transformation that could take place if they worked with us—and *we sold eighteen of those twenty!* Soon I was selling driveways on every block, averaging five or six on a good day.

I began to grow—in sales, experience, and passion for sales and entrepreneurship.

Unfortunately, during Ohio winters you can't seal driveways, so selling high-end safety high chairs became my next entrepreneurial adventure. I was actually pretty good at it, making sales calls every night after school. But I found myself hitting a wall that I just couldn't get around. Has that ever happened to you? You feel like you're on the right track and then . . . you just get stuck? The problem was a lot of people would write a check while I was with them but cancel on me the next day. Talk about discouraging—a third of my sales consistently evaporated.

Just when I was thinking maybe I wasn't cut out for sales after all, my boss pulled me aside. He was a veteran sales pro with the company and said I had some serious potential *if* I was willing to learn how to sell. Of course, I said yes. (I didn't realize it at the time, but that experience was incredibly similar to Zig's own encounter with P. C. Merrell so long ago that altered the direction of his own success.)

But my boss wasn't done. He did something even more significant. He gave me one of Zig Ziglar's books—*See You at the Top*, which started me on a life-long growth journey. As I turned the pages, Zig taught me that “you are what you are and where you are because of what has gone into your mind. You can change what you are and where you are by changing what goes into your mind.”<sup>1</sup>

1. Zig Ziglar, *See You at the Top, 25<sup>th</sup> Anniversary Edition* (Gretna, Louisiana: Pelican Publishing, 2000), 216.

Up to that point in life, I was ambitious, but not focused. I was energetic, but not disciplined. After I began soaking up Zig's wisdom, everything changed.

Zig opened my eyes to the power of selling, as he often quoted this description of selling:

I am proud to be a salesman because more than any other man, I and millions of others like me, built America. The man who builds a better mousetrap—or a better *anything*—would starve to death if he waited for people to beat a pathway to his door. Regardless of how good or how needed the product or service might be, it has to be sold.<sup>2</sup>

From that moment on, I knew I was wired to sell and to build a business built on selling. Zig taught me that selling is really about serving. “To sell is to serve,” he said. It’s about giving value and helping people find solutions to problems, so they can live more fulfilling lives.

So, I went “all in.” I embraced selling as the way to deliver my best to the world. By my first year in college, I had my first million-dollar company. I moved on to sell franchises to empower entrepreneurs. Then, because of my passion for selling, I saw television channels with dead air space and no late-night programming. I put that opportunity together with selling—and the infomercial was born!

When people ask me how to succeed in life and realize their dreams, I say this: learn how to sell. Selling truly is the prerequisite to success!

## The Core Secret

I call it the core secret to getting everything you want. If you want to have sales success and be the right kind of salesman, you have to have the right motives. Believe me, I’ve known a lot of people who were talented at sales and business, but they couldn’t be trusted. As Zig reminded me, we all want to be happy, healthy, reasonably prosperous—or even “unreasonably prosperous.” As Zig reminded me, we all want to be happy, healthy, reasonably prosperous—or even “unreasonably prosperous,” and secure. We all want friends, peace of mind, good family relationships, and hope—hope that our future will be better than today. Can you really have *all* of that—everything you want? Absolutely—if you will just help enough other people get what they want.

When I heard this core secret from Zig, it stuck with me—and I hope you let it sink in, too. “You can have everything in life you want,” Zig insisted, “if

2. The complete passage Zig often quoted can be found in chapter 13 of this book.

you will just help enough other people get what they want.” I call it the *core secret*, because it’s central to the message of this book and to life.

But doesn’t it sound like the opposite of what we usually hear? So many people assume that to become successful you have to be selfish and look out for number one. In reality, it’s just the opposite. I didn’t get to where I am today by walking on everyone else. You have to serve enough other people first if you want to succeed yourself. I started unlocking all the sales secrets that fueled my success only when I began applying this people-first secret. It transforms your perspective in three powerful ways:

### *1. It Confirms Your Desires and Dreams*

Don’t we all want to BE, DO, and HAVE more? And that’s a *good* thing. You shouldn’t feel guilty about wanting something better for you, your family, and the world.

So many people struggle to think they’re worthy of success. They’ve been beaten down by circumstances, mistakes, or even other people. I’ve been there. I’ve been treated like dirt and double-crossed. I had to file Chapter 11 bankruptcy at one point in my early business years. Believe me, I know how tough sales and business can be. Things don’t always go the way we think they will. But that doesn’t mean YOU are defective. I know YOU have dreams and desires that will make the world a better place. (And they can make you a lot of money too.)

Zig put it this way: “Your attitude, not your aptitude, will determine your altitude.” I keep a statement from Paul J. Meyer on my wall to remind me of the power of a positive perspective: “Whatever you vividly imagine, ardently desire, sincerely believe, and enthusiastically act upon must inevitably come to pass.” I’ve used this simple, confidence-building, four-step process for decades to live out the core secret.

The core secret gives you something that’s hard to come by these days: permission to dream. I wouldn’t be where I am today if I didn’t dare to dream of having everything I wanted in life. Now, you may not become the infomercial king like I did. Your dreams will be unique to you. However, until you get clear on what they are, you’ll never attempt to vividly bring them to life.

### *2. It Puts Your Focus on Other People*

The second powerful way this secret changes everything is this: it puts your focus on *other people*. If you can grasp this fact, you will do some serious good for you and the rest of the world. One of Zig’s most famous stories

was about two of his pals who tried to draw water from an old-fashioned pump and came up empty. One point Zig made was that you have to prime the pump if you hope to get anything from it. You have to put something in before you can get something out.

Not believing this principle is why so many people don't enjoy all that life has to offer today. The secret lies in delivering value first—solving a problem, lending a hand, or offering a solution. The value you give makes life better for others before you ever get a dime in return.

When you focus on other people it changes the way you approach sales. I call it the Genius Approach—a people-first, win-win perspective that supercharges your success. Zig taught me that if I treated people right, I would eventually get more money. So, I always took care of people, and I still do. Once I had the reputation for taking care of people, opportunities began flooding my way. When you look out for others, you always win.

The best kind of sale is where both sides come out with value. I've built my success on win-win relationships and have even taken pretty steep losses to preserve relationships. But at the end of the day, I think of it as providing added value to the relationship. It's helping people solve problems and accomplish goals. That's what a great sale really is: a situation where everyone wins.

One of my most memorable stories about helping others concerns Arnold Morris, the man who introduced me to Ginsu knives ("It slices! It dices!"). He was an extraordinary salesperson and really terrific guy. I first watched him at a booth in Philadelphia as he sliced through pieces of shoe leather, a Coca-Cola can, a car muffler, and a metal hammer. Then he proved the knife wasn't even dull by cutting tomato slices so thin you could read the newspaper through them.

Arnold had been selling knives for more than two decades when we first met. He had his sales presentation honed to an art form. But I saw a win-win opportunity by turning his live presentation in front of a dozen people into a video presentation seen by millions at one time in an infomercial. Actually, before anyone coined the term *infomercial*, I called it "sell-a-vision." To make a long story short, we partnered together to bring the Ginsu knives to America. We helped a lot of people, and best of all, we both made a lot of money, because it was important to me that Arnold won at a time when some of my competitors were taking advantage of people with promising products. A people-first focus wins every time.

### *3. It Multiplies Your Vision of What's Possible*

Think about it. You can have everything in life you want if you will just help *enough* other people get what they want. There is magic in that one

word—*enough*. The more people you help, the more you'll get what YOU want. So that brings up a good question: *How much is enough?* I don't mean how much will you sell, but how many people will you help before you say it's *enough*?

How many people are you helping right now? Think about a number. How many people are you helping right now with your idea, product, or service? Go ahead and get that number in your head. Is it a hundred, a thousand, fifty thousand, a million? How many are you helping right now? Picture it clearly.

Now, 100X it! How big is that number now? Ten thousand? Five million? A hundred million? Think about it! What would it feel like to help that many people? How much is enough now?

Unless, of course, you really don't want to help more people. But remember, the key to getting all life has to offer is to help enough other people get what they want. Once you blow up enough, there's no telling what's possible for your success!

I did this very thing back when I first had the idea for the infomercial. You may not know that my first infomercial wasn't for a product at all. When people think of infomercials, they think of some of my greatest successes like the Food Saver, Ginsu Knives, The Great Wok of China, The Flying Lure, Billy Mays, Tony Little, and George Foreman to name a few. But my success originally began by selling franchises to entrepreneurs one at a time.

Then I saw dead space on the Discovery Channel and seized the chance to fill that space with franchise opportunities, allowing me to reach millions. I saw how many people were realizing their business dreams one at a time. And I thought, *What if I could add two zeros to that number? How could I reach more people?* And the infomercial was born.

So, how many people are you helping? How many do you want to help? For Zig, it was over 250 million and counting. How many people will be enough for you?

### **The Magic of Putting People First**

When you embrace this core secret, your sales success simply won't be the same. I know it wasn't the same for me. When you really see the mind-blowing value of applying this secret, your entire perspective shifts. It changes everything.

Now, sincerity is the key. You can't fake genuine concern for other people. We've all experienced what it's like to deal with a salesperson who doesn't want to be there. It doesn't matter how good the product or service may be, when we sense that the other person doesn't like us or isn't sincere with us,

we're out of there. We have to become what Zig calls "good-finders." That means we actively look for the good in other people and point it out. We shine a spotlight on the good that we see in them and applaud it—sincerely.

So, if you struggle to connect and care about people in the sales process, what kind of feelings are you transferring when you sell? Are you sincere? Are you people oriented? Or do you see people as a necessary nuisance and sales as a chore you must do to survive? If you're selling anything (and remember, we all are), then you're in the people business.

### Secrets of Selling in the Digital Era

As a teenager, the only way I had to make sure my product got in front of the customer was by making face-to-face visits, knocking on doors, cold-calling, and so on. If I put up an advertising sign or billboard it stayed on one street corner, and I had no way of knowing its full impact on customer engagement. But now the game has changed.

The virtual market is more than a step up. The playing field itself has been transformed. Anyone who doesn't know how to navigate it will be three steps behind. I've experienced a lot of success by leveraging the power of television, but in the last decade, TV viewership has gone down drastically—*by 50 percent*. But there are no fewer eyeballs out there to watch. So where have they gone? They've gone to the web. They've gone to social media. They're looking to internet sources for information, entertainment, and the next big product.

Consider these facts:

It took radio thirty-eight years to reach a market of fifty million listeners. TV took thirteen years to hit the same mark.

The internet took four years, the iPod three, and Facebook two.<sup>3</sup>

The *Pokémon Go* app hit fifty million Google Play downloads in fifteen days.<sup>4</sup>

Ed Sheeran's 2017 online album release had 375 million downloads in a week!<sup>5</sup>

3. Dan Calladine, "Digital Stats," *Blogger*, April 28, 2011, <http://digital-stats.blogspot.com/2011/04/it-took-radio-38-years-to-reach-50.html>.

4. Alexander Burlacu, "'Pokémon GO' Breaks More Records: 50 Million Google Play Downloads, 75 Million Estimated Downloads on Android and iOS Combined," *Tech Times*, July 26, 2016, <https://www.techtimes.com/articles/171437/20160726/pok%C3%A9mon-go-breaks-more-records-50-million-google-play-downloads-75-million-estimated-downloads-on-android-and-ios-combined.htm>.

5. Ben Sisario, "Ed Sheeran's 'Divide' Rockets to No. 1, Breaking a Global Streaming Record," *New York Times*, March 13, 2017, <https://www.nytimes.com/2017/03/13/arts/music/ed-sheeran-divide-sales-billboard-chart.html>.

The numbers don't lie. Online markets and resources can make your potential for sales, income, and success exponential. And that's no exaggeration.

### Timeless Selling Secrets

When *Time* magazine's CEO told me that their readership has rocketed to fifty-two million up from a single million six years ago, I almost didn't believe him. Hasn't online news been turning traditional news outlets upside down? Yes. But change doesn't mean the end. For years I had focused on product, product, product. But in today's market, personal brand-building is the newest catalyst for over-the-top success.

And the results proved it to me. When I started branding *myself* as the product—creating more written content, speaking on podcasts and at entrepreneurial events and in chambers of commerce—my influence grew, which resulted in further revenue growth and product sales. Growing a company has always been about chains of influence. The digital age lets you expand like nothing you've ever experienced.

Closing the sale in the digital age requires added creativity because you usually aren't looking your customer in the eye, reading their reactions and body language, and responding accordingly. But that doesn't mean the art of closing changes. You can read what they click, where they interact, how much video they watch, and so on. It still all comes down to people.

Think about webinars. You've probably signed up for one because it promised to help you solve a problem you were facing. These online sales presentations are, in many ways, a new form of the infomercial. You start with a guide who recognizes a problem and offers tremendous value and understanding. This guide speaks directly to you, where you are, and offers a solution. Infomercials often use a countdown to drive customers to action; good webinars are time limited and have a specific call to action or a special offer. The key is that the person who attends the webinar derives value from the experience whether they purchase or not. People first!

You see, this core secret and all of Zig's sales secrets remain incredibly effective in today's digital era because the principles behind them are timeless. The method of delivery may have changed, but the need to connect with people, to value and serve them, and to nurture and guide them through a purchasing decision hasn't. People are still people.

The same is true for digital product launches. It's easier than ever to create a digital course based on your intellectual property and serve as a digital guide for your customer. The closing language you use in all of your marketing

materials—emails, Facebook ads, social media posts, web copy—should follow the same formula as Zig’s closes always did. Ask compelling questions, address the customer where they are, remove the barriers to closing the sale, add tremendous value, and blow them away with your generosity. Even the principle of “But wait, there’s more” can be used in the digital age. Whether in a webinar, digital product launch, or just a weekly email you can always look for ways to surprise your customer with your generosity. Often, it’s not even that hard, it just requires some creative thought to see how you can use what you have to blow your customer away. That’s why I often give away simple PDF guides and cheat sheets, audio or visual recordings of my teaching, ancillary products or services, and even access to other courses or digital materials.

The key is to think like your customer and remember the core secret. Help them get what they want—a creative solution to their problem that really works—and they’ll reward you with a sale. The method of selling may change, but the *secrets to closing the sale* are timeless. As you read this book, think about sales in the digital age and how with a little creativity you can use these classic sales closes just as effectively online as Zig did with customers in person. Remember, sales is about connecting to people, adding value, and serving sincerely. Do this and you’ll create customers for life.

It’s going to take some dedicated and creative thinking, and you may have to rewire some of the ways you imagine business connection and growth. But the foundational principles of selling will remain the same. That’s what makes them timeless—they always adapt to the environment you put them in.

It takes only a moment of influence to start a chain reaction of success like Zig started in my life. In fact, many of my successful moments trace back to the very closes you’re about to learn! In this revised edition, I’ll drop in every now and then to share my secrets and stories with you. Keep an eye out for my Xponential Insights to see how to take your sales success to the next level.

## PART 1

# The Psychology of Closing

### Objectives

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- To “sell” the importance of the credibility of the salesperson.
- To “sell” and teach the importance of commonsense psychology in the sales process.
- To “sell” you on why you must learn to use your voice in the sales process.
- To familiarize you with the concept that sales training alone won’t make a salesperson, but it will make a salesperson more effective.
- To introduce you to a real sales pro and a series of professional sales techniques.

### Closes and/or Procedures

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- |                           |                                 |
|---------------------------|---------------------------------|
| The “Snooker” Close       | The “Bride” Close               |
| The “Ownership” Close     | The “Alternate of Choice” Close |
| The “Embarrassment” Close | The “Now or Never” Close        |
| The “1902” Close          | The “Next One” Close            |
| The “Affordable” Close    | The “Fair Enough” Close         |
| The “Persuasion” Close    | The “New Decision” Close        |
| The “Want It” Close       | The “Voice Inflection” Close    |

The “Fear of Loss” Close

The “Cost” Close

The “Quality” Close

The “Answer for Everything”  
Close

The “Reverse” Close

The “Shame” Close

The “Extra” Close

The “Add On” Close

The “Gloomy Gus” Close

## The “Household Executive” Saleslady

**H**ow much should we invest? We moved to Dallas in 1968 and I immediately started teaching a class in sales and motivation from nine in the morning until nine in the evening, Monday through Saturday. I was as busy as I’ve ever been in my life. But it was also house-buying time because we obviously couldn’t live in a motel. The Redhead and I talked about a house in considerable detail until we finally arrived at a “reasonable” figure we would be willing to invest in a home. I know the figure was “reasonable” because she assured me it was “reasonable.” (Personally, I felt the price bore a striking resemblance to the foreign-aid bill for the world!)

After we’d arrived at the exact amount we were going to invest in a home, she said, “Honey, suppose we find the dream house. I mean, exactly like we want. How much *more* can we invest?” That brought on a lot more talk. So we talked and we talked and we talked and finally arrived at a figure of an additional \$20,000, which in that day would build an additional two thousand square feet of quality construction.

So house-hunting that Redhead went, and I mean she really looked—at two houses. When she walked into that second one, that ended all her house-hunting. She had found what she wanted.

### How Much Does It Cost?

That night when I got back to the motel room, there she sat on the edge of the king-size bed. Even though she was *just* sitting there, the bed was vibrating!

I've never seen her so excited. She jumped up and said, "Honey, I have found our dream home. It's absolutely gorgeous! Four beautiful bedrooms on a big lot, plenty of room in the backyard for you to build that arrow-shaped swimming pool you've been talking about, walk-in closets in every room, and four bathrooms!"

Interrupting her to squeeze in a question, I said, "Sweetheart, hold the phone! How much does that house cost?"

Sugar Baby: "Honey, you'll have to see it to believe it, but you're going to love it because the den is monstrous and it has exposed beams and a cathedral ceiling. The garage is so big we will have room for the two cars and all our tools. Best of all, honey, there's an eleven-by-eleven-foot spot for you to build that little office where you can do the writing you've been talking about. And, honey, the master bedroom is so big we're going to have to get a riding vacuum cleaner! I'll tell you, that is soooooome house!"

Zig (interrupting her again): "Sweetheart, how much does that house cost?" She told me. It was \$18,000 *more* than the *maximum*, which was already \$20,000 more than we had any business investing!

Zig: "Sweetheart, there is no way we can buy a house like that!"

Sugar Baby: "Well, honey, I know that, but don't worry about it. You know we don't know a thing about real estate in Dallas, so I invited the builder to take us to the property after your class tomorrow night so we can both look at it and get a benchmark on real estate in this area."

## Don't Let the Prospect Fool You

When we pulled into the driveway the next evening, I knew I had a problem. When we walked in the front door, I knew I was in bad trouble! The house was beautiful and was laid out precisely as I would have laid it out, had I been an architect. I instantly wanted that house—badly—but what we want and what we can get are sometimes worlds apart.

When I fully realized the situation I was in, as a protective measure I started to treat my Redhead and the builder the same way your prospects have been treating you all of your sales career and will continue to treat you as long as you're in the world of selling.

Even though I was interested, even *excited* about that house, *I acted as if I had no interest whatsoever*. The reason is simple. I was scared to death that between her and that builder they were going to get me to do something I already wanted to do, was afraid I was going to do, and knew I had no business doing. I'm talking about buying a house that I was absolutely convinced

was more expensive than we could handle. To protect myself from myself, I acted as if I had no interest.

### The “Snooker” Close

There is a lot of difference between a prospect’s saying, “I’m not interested,” and “I really am interested but don’t feel I can get it right now and therefore don’t want to watch a presentation at this particular moment.” Many times the prospect is in identically the same position I was in as I approached the front door of the house that the Redhead was excited about.

Now I would never accuse my Redhead of secretly taking drama lessons, but based on what happened next, I strongly suspect that she had. As we stepped up to the front door, she turned around and made huge sweeping motions with her arms and declared the yard perfect for the future construction of the circular driveway I had always wanted. As we walked inside, there was a nice chandelier in the entrance hall of the home. The Redhead didn’t say a word, but she did come to a dead stop. It couldn’t have been for more than a second. She turned slightly sideways, looked up, grinned, and walked on. That’s all she needed to do. Message delivered—message received.

### The “Ownership” Close

As we walked into the den, with mounting enthusiasm she said, “Look at the size of this den, honey, and aren’t those exposed beams gorgeous?” Without waiting for an answer she continued, “And just look at *your* fireplace with all those bookshelves around it for *your* books [all of a sudden everything gets to be *mine!* That’s good psychology!]. I can just see you watching the Cowboys whip up on somebody on Sunday afternoon out of one eye while watching *your* fire out of the other one.”

Without pausing for breath she said, “Look back here,” as she took off in a dead run back to the master bedroom. “Just look at the size of it, honey. There’s plenty of room for the king-size bed, and we could put our two chairs and table over here. It’s perfect for us, because you know how we like to get up in the morning and have our coffee and quiet time together. And, honey, just look in *your* closet. Why, even as messy as you are there’s plenty of room for everything.”

Barely pausing for a breath, she said, “Look out here,” as she opened the back door and pointed to the big backyard. “Plenty of room for *your* arrow-shaped swimming pool. We can put the point of the arrow in the direction

of the garage and the diving board on the other end will still be ten feet from the neighbor's lot."

As she stepped off the distance in the direction of the garage, she opened the door and said, "Just look. Plenty of room for the two cars, and here's that eleven-by-eleven-foot space for you to build *your* office you've planned for so long." As we moved back into the house, she said, "Look at this bedroom. Suzie will be gone from home in a couple of years and we'll have that guest bedroom we've always wanted."

When the tour was finally over, she squeezed my hand, looked me in the eye, and asked, "How do you feel about it, honey?"

### The "Embarrassment" Close

Question: What could I say? Obviously I couldn't say, "I don't like it," because that would not have been true. So I said, "Sweetheart, I like it. There's no question about it; it's a beautiful home, but you know perfectly good and well we can't afford a house like this."

Did this discourage her or dampen her enthusiasm? Not in the least. She looked at me, and with a twinkle in those beautiful, loving eyes, she said, "Honey, I know that, but I just wanted you to see something really nice— [pause]. Now we'll go look at something *cheap*." (Now come on, you don't *really* think she would try to embarrass me into buying a beautiful home, do you?)

Not much else was said about the house that evening. We went back to the motel and to bed. I got up the next morning and was in the bathroom brushing my teeth (I know you'll agree that when you've got a mouthful of toothbrush, you're handicapped, at least from a talking point of view) when she walked in and said, "How long are we going to live in Dallas?"

"Wrmwrmwrmrmmr years," I replied, toothbrush still in mouth.

She couldn't understand my garbled reply, so she asked again, "How long?"

This time I removed my toothbrush and replied, "A hundred years. I'm forty-two. I'm going to live to be a hundred and forty-two, so that leaves a hundred." Sugar Baby: "No, I mean *really*." Zig: "I do, too."

### She's "Closing" In on Me

Sugar Baby: "Honey, do you think we'll be here thirty years?"

Zig: "I'll guarantee it! I love Dallas, it's centrally located for my travels, I hate to move—we'll be here at least thirty years, but why do you ask about thirty years?"

Sugar Baby: “Honey, if we live here just thirty years, how much does that eighteen thousand dollars figure out per year?” (She forgets—or ignores—the original price of the house. She forgets about the twenty thousand too much I felt our original commitment to a house had been. She forgets about the interest, insurance, and taxes.)

Zig: “Eighteen thousand dollars for thirty years would be six hundred dollars per year.”

Sugar Baby: “How much is that a month?”

Zig: “That would be fifty dollars a month.”

Sugar Baby: “How much is that a day?”

Zig: “Now come on, sweetheart, your arithmetic is just as good as mine. It comes to about a dollar and seventy cents a day, but why do you ask all these questions?”

Sugar Baby: “Honey, could I ask you one more question?”

Somehow I sensed as she stood there, all five feet, one and a half inches of her, with a twinkle in her eye and a “Look out, honey” grin on her face, that I was in the process of being had. But there was nothing I could do about it.

Zig: “Why, sure.”

Sugar Baby: “Honey, would you give another dollar and seventy cents a day to have a *happy* wife—instead of ‘just’ a wife?”

Guess where we live?

The story demonstrates a lot of points, techniques, and psychology. First, I knew what that Redhead was doing to me, but there was nothing I could do about it short of being obnoxious. Like the vast majority of the people you will be dealing with in a sales situation, I wasn’t about to treat that Redhead in any such way. Really good technique, in the hands of a good person (you can’t be one kind of person and another kind of salesperson), is almost irresistible.

## Translate to Your Situation

### The “1902” Close

I tell this story—which is a true story—because I want you to do a lot of things. First, I want you to translate this story to your specific situation. I call the procedure the Redhead used on me the “1902” Close, because in 1902 a man named Frederick Sheldon described this close in his book. The Redhead had learned that close by sitting in on some of my sales training classes. When she heard that “1902” Close, she took it and applied it directly to her own situation and need.

## Don't "Hear" Everything

The second lesson in the story is the fact that for some weird reason the Redhead developed a hearing problem which I had never noticed before.

I kept saying, "Too much money, can't afford it, not interested, can't afford it, not interested." To this day I don't think she heard a word I said. She had already decided she wanted *that* house and she wasn't going to listen to any negative talk about not getting it. I believe *most salespeople need to be a little hard of hearing when the prospect says they're not interested.*

Think about it this way. When the prospect says, "Too high," or "Not interested," they are merely saying or implying that they are not going to give you their "big" stack of money for your "little" stack of benefits. In those cases, be like my Redhead and become a little "hard of hearing."

Another factor which parallels this line of thinking is the fact that not once did that Redhead become defensive, argumentative, or antagonistic. All the way through the presentation she was lovingly and enthusiastically optimistic that she was going to make the sale. She never argued when I kept talking about money, and that's good, because arguments often create antagonisms and it's difficult to antagonize and positively influence at the same time.

### The "Affordable" Close

Number three. My Redhead is an optimist and knows that I am also an optimist. She was confident I could make a bigger payment by getting another speaking engagement or making another sale. You, too, need to be optimistic that your prospect can handle the purchase. It is an absolute fact that *the salesman's expectancy has a direct bearing on the prospect's decision* in many, many cases. *Expect* a sale on every interview. (More on this later.)

Number four. She asked me a lot of questions, and those questions led me to the obvious decision that not only could we get the house but we should get it. You can sell more by asking than telling. That's the Socratic (after Socrates) method, and it's used by doctors, lawyers, accountants, counselors, ministers, detectives, and successful people from all walks of life.

## Her Objective Was Clear

Number five. The Redhead clearly understood that she needed to make an \$18,000 sale. Before she went house-hunting she had already "sold" the price

we could pay. She had even “sold” the idea of going an additional \$20,000. As a super saleslady she knew there was zero need to discuss what had already been decided.

If you are in real estate and the prospect tells you they can go \$200,000 for a house, then as a practical matter you have just gotten an order for \$200,000. Your “selling” takes place only in the sense that you have to “sell” the prospect on a particular house in a particular location, and then you have to “sell” the owner on accepting your buyer’s offer, which is almost always lower than the asking price.

Your major selling takes place when you find what the buyer wants and needs, but at a price tag of \$250,000 instead of the \$200,000 which your prospect says is their maximum price. If you clearly understand that you need to make a \$50,000 sale and not a \$250,000 sale, your task will be much easier. Actually, your prospect “bought” \$200,000, and you had little or nothing to do with it. Their *needs* made the purchase from you or someone else mandatory.

The same thinking needs to be applied to any product on the market. If your prospect wants to invest X dollars but their needs come to X-*plus* dollars, then your real sale is the amount beyond what the prospect had already committed, in their own mind, to invest.

As I say, the Redhead had a sales job now of selling just the \$18,000. She knew that if we talked about the \$18,000 *plus* the \$20,000 *plus* the original price *plus* the taxes, insurance, and interest, I would get financial indigestion. With this in mind, she took the *extra* amount, the \$18,000, and broke it into such small units that it wouldn’t even require a financial Pepto-Bismol. The late sales trainer J. Douglas Edwards called this the “reduction to the ridiculous.”

The Redhead had worked with our budget long enough to know that regardless of how often you’re paid or how you’re paid, you spend money on a daily basis in order to live. She simply broke it down on a per-day basis, using figures she knew I could understand and felt confident I could handle. *She did not let the why we should buy serve as a stumbling block to the how we could buy it.* Point: Break the price down into small amounts so your prospects can afford it. Make it *easy* for them to buy.

### **Know Something about Your Prospects**

Number six, you cannot get to know all of your prospects as well as the Redhead knew hers, but you should get as much advance information as is

humanly possible. She also knew a great deal about what I wanted. She knew, for example, that as a child one day in a fit of anger I had said I was going to build a swimming pool, a big one. Learn as much as you can about your prospect and capitalize on that information. Learn how to use voice inflections, which we will thoroughly cover throughout *Secrets*. Break the price into small segments. Optimistically sell, and be hard of hearing. Ask questions to identify the problem and lead the prospect to the decision. Find out what they need to solve their problem, and show them how they can solve their problem with your product.

### Three Things the House Didn't Have

The seventh lesson in the sales story is this. When we moved from Columbia, South Carolina, to Dallas, one of the things I shared with the Redhead was the fact that when we bought our next house she could make most of the choices as far as style, location, materials, and the “little extras” which would personalize “our” home. However, I did want to have three things in that house and she could have everything else. First of all, I wanted that arrow-shaped swimming pool which I've mentioned already. Second, I wanted a small office so I could write the book I had been talking about but doing nothing about. And third, I wanted a circle drive.

When we bought our house it had a lot of beautiful features, but there were three things the house did not have. Now, my reading friend, you know what three things were missing. However, the “saleslady,” that Redhead, carefully pointed out where we could build a swimming pool, exactly where the office was going to be built, and the exact path for the circle drive.

This truly is a major point. Many times a prospect will ask you for something very specific. Now if you have exactly what they want, then you should fill that bill. But please remember that *many people do not know what they want because they do not know what is available*. In short, if you cannot fill the bill exactly, do not assume they are so adamant they would not even consider anything else.

From time to time, all of us have gone shopping for a specific item, couldn't find it, and ended up buying something else which we really enjoy much more. Just because the house did not contain those items I wanted did not eliminate the house as a good one to buy. The Redhead simply pointed out that we could add those things later and we could build them exactly like we wanted them and not how some builder might have built them. This really trans-

lates into using your imagination to help the prospect get what they want.  
Remember:

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You can have everything in life you want  
if you will just help enough other  
people get what they want.

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