

Over the last five weeks we have explored the secret structure of a sale.

Feel free to check out the past blogs to find out more.

Part 1

Part 2

Part 3

Part 4

These secrets I have learned from my experience as a copywriter, marketer, and salesperson.

I study these processes so I can give you help and support to sell more of your product.

As we move into the close and the offer, I want you to think about how you

can now apply these secrets to construct a sale.

Where do we go from here?

It’s time to close the sale. You do that by offering them something.

Here is an example of a close and offer.

This close and offer might be based off an in-house promotion or a blend of what might have been discovered during the discovery process.

Whatever way you think, you can apply an offer to the situation.

Offer:

“Right now, for a limited time I’m making a special promotional offer for this bike. We want to get this electric bike to as many riders as we can.

We know that this suits everything that you are looking for in a bike and the advantages do stack up. Yes?

We talked about the price and you indicated that you would be open to a payment plan, we can do that.

But, please, you will have to approve that now to get all the benefits.

I cannot promise to hold that price for long.

If you can give me a decision now you can take the bike with you NOW!”

That an example of a close and offer. It’s to the point and may open up another conversation. Our job however is to ask for the business.

If we have followed the process, honestly this is a slam dunk.

Let’s see what we have learned.

Let summarise.

In every sale there are 6 parts.

The Sales Promise
The Sales Picture
The Sales Proof
The USP (Unique Selling Proposition)
The Close
The Offer.

My offer.

With all this knowledge, why not jump on a free call to talk about your offer.

I am opening this up to 5 clients who want to work through their sales offer.

Click here to select your date and time.

Nothing more than that.

As always.

Have a great week and talk soon.

PLUS, whenever you are ready…here are ways I can help you grow YOUR business.

1. Join my free Facebook group – *Sales 3 Inner Circle*

My favourite thing to do is to show you what's working right now. It's not as good as being a client, but it's close.

2. Take advantage of a FREE 45-minute consultation

Need some sales support? Make an appointment, and let me take you through the past, present, and future templates.

3. Work with me one-on-one.

If you are wanting to take your product or service from face-to-face to virtual selling, then I have a product that may be able to help you. You can get started for as little as $250 a month. If you're interested then email mike@mikebrunel.com and put 'Virtual Selling' in the subject line…tell me a little about your business and I'll get you all the details.

Cheers,
Mike

Cheers,
Mike



Mike Brunel started mikebrunel.com after being a successful entrepreneur and founder of NRS Media. He co-founded NRS Media in Wellington, New Zealand, expanded it into a global powerhouse in media sales and training, and was eventually responsible for opening offices in London, Atlanta, Toronto, Sydney, Capetown, and Bogota. He has hired hundreds of salespeople around the world.