

THE “SHARP ANGLES” CLOSE

This close you save for that situation when someone says to you about our product “Can it do this, can it do that, will it do this for me?” Now you sharp angle her by saying “Do you want it if it does?” Now remember, you must be able to do it. In the process of making a sale you hear this quite often. “Will it do this?”

How do you sharp angle her? “Do you want it if it does?” When she agrees that she wants it if it does, you have your sale made upon proof haven’t you? But if you simply go ahead and prove that it does, you have no confirmation and no sale.

Years ago, I had a lady who asked me if she burned milk in the pot if it would be easy to clean. I had known about the sharp angle close and asked her that if I could prove that it could be easily cleaned would she get a set. She said yes. What did I have to lose? I used my extra 2 quart from the free trial close, proved it, and got the sale.