

## **THE SIMILAR SITUATION CLOSE OR 3RD PARTY CLOSE**

There is no reason why any person cannot tell a story about someone who decided to have the product and achieved a happy result that was rather unexpected. If you don't have one of your own, tell them one you have heard. You see, what you do is put them in somebody else's place so that they imagine that it's them. This is similar to story telling. We've lost story telling in selling but people love stories. Your Manager will have lots for you. Stories about insurance replacements, mothers who bought double serving pieces to be on the safe side and broke both lids of her sugar bowl after the pattern discontinued.