

# Six Rules for Closing on your First Visit

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## Rule #1

# Change Your Mindset and Assume the Sale



# If you can earn our Trust...



## Rule #2

# Build Trust through Active Listening

**IF PEOPLE  
LIKE YOU  
THEY WILL LISTEN TO YOU,  
BUT IF THEY  
TRUST YOU,  
THEY'LL DO BUSINESS  
WITH YOU.**

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# Keys to Active Listening

- **Be Attentive**
- **Ask Open-Ended Questions**
- **Withhold Judgement**
- **Observe Body Language**
- **Show Genuine Interest**
- **Pause, Feedback and Summarize**

## Rule #3

**Use High Urgency Words  
Throughout Your  
Presentation**

## Rule #4

**Use Emotional Trial  
Closes Throughout Your  
Presentation**



## Rule #5

**Follow Your Script  
Word-for-Word When  
Asking For The Sale**

# When It Comes To Closing, Less is More... Know When To Stop Talking



## Rule #6

# Be Prepared For Objections

# Good News!

When you've followed the five steps above, nearly all objections come down to one thing:

**MONEY!**

**What will you do to get  
out of your  
'Closing Comfort Zone'?**



# Thank You!

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