

# EBOOK



# CLOSER

[lopezmarketing.com](http://lopezmarketing.com)

This ebook is really written on my style.

Short.

Brief.

Concise.

Straight to the point.

At university I sold \$2.000 vacuum cleaners.

Door-to-door.

On commission.

Company: Kirby

Holding: Berkshire Hathaway.

Rejection was the rule.

Ideally you should copy our morning routine at Kirby, from Monday to Saturday:

– **Breakfast at office with all the team**

Teambuilding

– **Singing company song**

Teambuilding

– **Speaking in public for new sales**

When somebody teaches something, 2 people learn

– **Product training**

How are you going to sell your product if you don't know it like the palm of your hand?

– **Handling objections training**

On your way to sell. Objections show you the way

– **Director motivational speech**

Inspiration

– **Selling day!**

Are you aware of the strength of this habit? Every single day. It was a sales masterclass.

There were 2 ways of doing demos.

1.- Recommendations.

It's the best way to sell but...

what if you didn't get enough leads?

or were bad quality leads?

or you daddy was not granting you?

2.- Door-to-door

Check out these following ratios:

Newbies needed 8 demos to sell.

Pros just needed 3 demos to sell.

Funny thing, even pros listened NO twice but YES only once.

Rejection was the rule.

So, here comes a funny lesson.

**Even best salespeople listened NO twice, and YES just one.**



Now I'm going to tell you what I learned in Kirby. This should change your sales mindset.

It may happen one of these 3 things:

1.- You already know it, and you're earning money.

2.- You didn't know it, and you'll start to earn money for changing your mindset.

3.- You didn't know it, you just read it, and you pass. So there, you'll continue with your sales figures. (Nothing wrong with it, but I pass too).

What I learned in Kirby was about handling objections, closing deals.

90% of the times were the same 3:

1.- I'm not the decision maker

2.- It's too expensive/I can't afford it

3.- I don't need it

...well, I'm sure this is your day to day in sales.

Sometimes, potential customers lie (consciously or unconsciously), so you've to identify the main objection. The real one.

**Yes, there's only 1 main objection!**

Sometimes the housewife said she wasn't the decision maker.

Other times it was the method of payment.

And lot of times value was no created during demo, so there were different objections (excuses).

Here comes another tip:

**You've to create value.**

As I said, this is valid for any sector.

Though most probably you don't sell door-to-door.

Try it and keep me updated at [info@lopezmarketing.com](mailto:info@lopezmarketing.com)

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