



LIMITLESS

SALES TECHNIQUE

BRIDGE CLOSING.

Sales Technique – Bridge Closing



Your customer is standing on one side of the a river. On the otherside is their hopes, dreams and desires. That might be a few inches off the hips, a healthier body, more confidence, 1st place at a competition – whatever it is, they don't have it yet but they want it.

They know there's a bridge to the otherside of the river – they can see it (some people might even be half way across already). **But your product or service is going to the vehicle carry them across a hell of a lot faster.**

If you think of the bridge looking like the one above, it's understandable why people generally fal into one of two categories:

1. They haven't even attempted to cross, because look at how hard it is. They simply gave up before they even got started.
2. They made a start, it seemed pretty easy to begin with but now they're at the hump and it's hard work. They're struggling to even see the otherside any more and are ready to turn round.

In real life this equates to someone who hasn't even got the first idea about how to reach their end goal and someone who has either tried themselves (or another service) but still failed.

The bridge close is consultive by it's nature. It's going to involve a lot of asking questions, building trust and coaxing information out of your lead before they jump in your vehicle and let you take them to the other side. **They need to trust that you and your service are going to get them to where they want to be. So, lets see how you do it.**



Preframing – Get to Know Your Customer

Preframing your customer is the single easiest way to make sure you can close a sale when you get on a call.

For most coaches, this will be done in the DMs, via email or through a pre-call information form. If you're selling high-ticket services, you can get someone running pre-sale calls with your potential lead to find this information out and hype you up – all of which makes this process even easier.

During your pre-framing and before you even consider jumping on a call, you should be trying to find out as much (if not all) of the following:

1. Are there any other decision makers you would like on this call?
2. Is there anything you would like us to know that would hold you back from enrolling today?
3. Why did you decide to apply?
4. What are you currently doing yourself to work towards your goal? What's good, what's not?
5. Why is now a good time for you to make this change?
6. Why do you think our team are the right people to help you scale your business/ get the physique you want/ improve your work/life balance (whatever the issue is)?
7. If we decided to work together, what would you need to happen over the next year for you to feel like this is the best investment you have ever made in your life?

*Now obviously this will change depending on the product or service you are trying to sell, but the key principles and information remains very similar. We're using some examples outside of coaching here because **we want you to be able to learn to sell ANYTHING – not just online coaching.***



Why, Why, Why...

Preframing your customer shouldn't stop at the point of jumping onto the sales call either. During your pitch you should be asking your customer "WHY" A LOT.

We want to know exactly WHY they haven't crossed the bridge yet, so that when those last minute panic objections rear their ugly heads, - you are packing some serious firepower to deal with them.

Your conversation isn't going to be the first time they've thought about this, but **you ARE going to be the first person to really dig into it, connect with it and understand them**. Start with a juicy discovery question and then dig into the WHYs. Let's take a look at an example:

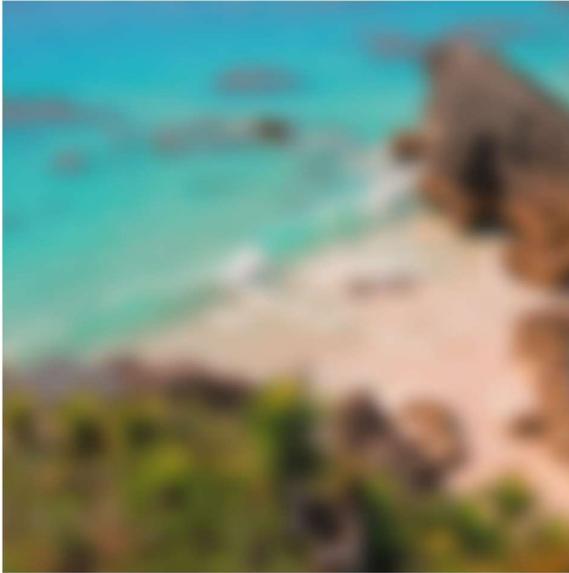
- A) Over the next 6 months what would need to happen for you to feel like getting an online coach was the best investment you've ever made in your life?
- B) *Umm.. I guess if I could lose around 25kg...*
- A) That's a huge goal, why that amount in particular?
- B) *I know I'm overweight and I was happy last time I was that weight about 5 years ago.*
- A) Why do you think you were happier then? It can't have just been the weight.
- B) *I guess I felt more confident about the way I looked. I actually felt attractive and wasn't embarrassed and ashamed of myself.*
- A) So, why have you decided that now is the time to make the change?
- B) *I'm worried my partner doesn't find me attractive anymore. We have zero romance in our relationship anymore and I'm scared that our family is going to fall apart.*

By just digging a couple of layers deeper into a customers goal, we start to understand their hope, dreams and desires a bit better (check out our full guide to understanding your customers



over in the Marketing Resources section for a bit more on this). We've gone from "I want to lose weight" to "I'm sick of being ashamed of myself and the constant worry that my family will fall apart". They are two very different beasts entirely. Some people will open up a lot more than others, but with the right prodding, nearly everyone will throw you a bone to work with.

Asking WHY and getting your customer to dig a little deeper helps them to visualise the end goal in a way they've probably not thought about or maybe even repressed. Using the bridge analogy, your customer is stood on one side of the river squinting, barely being able to make out whats on the otherside. We are going to hand them some binoculars to see if perfectly.



You'll probably end up being asked "why" yourself - "why are you asking me so many questions?"

The easy answer to this is "Because I offer a personal service I want to really understand why we are talking today. It's very rarely the case that someone wants to achieve "X GOAL" for no reason at all. **There's normally always something deeper there.** And, if I understand your motivations, your worries, your concerns – it'll only help me to help you the best I can".

Using Your Preframe to Close Sales.

Truly understanding our customer means we can now pull them back to these feelings and thoughts if they start to get cold feet towards the end of the sales call.

During the sales call you'll probably have run through your service, how it's delivered, showing off some of your technical know-how etc. Hopefully, you'll also have asked an awful lot of questions about them too!

But when it comes to the end of the call and the pressure is on to get them signed up – this is where both the seller and the customer tend to go into panic mode.



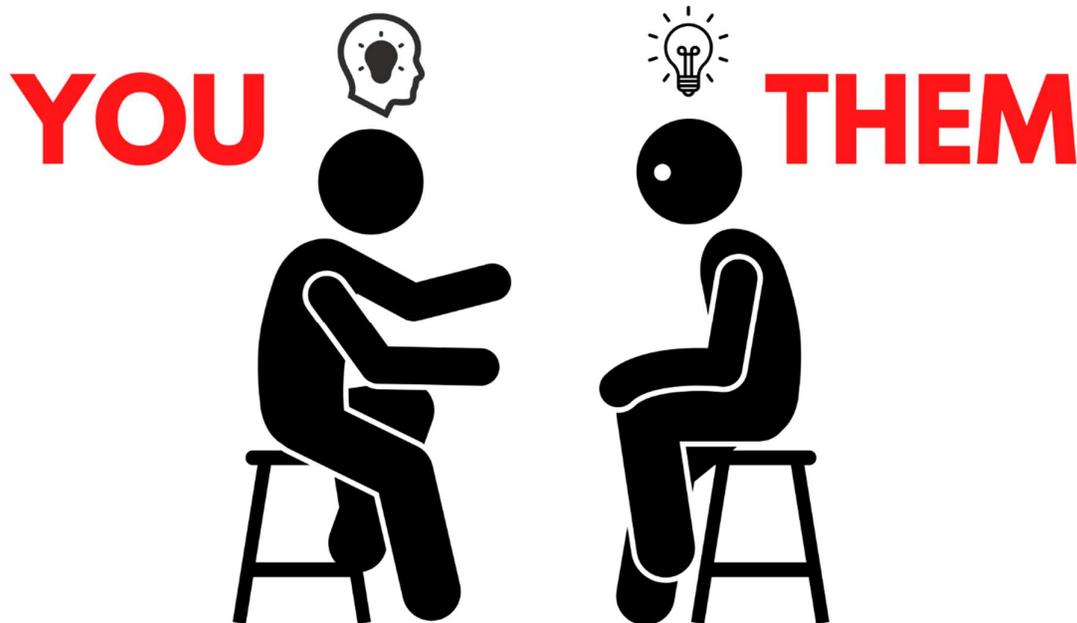
Closing a sale is a high pressure environment for both people. Customers instinctively start to have second doubts – have they just been tricked? Is this definitely the right thing to do? Can they REALLY justify spending that much money? Maybe they'll sleep on it and see how they feel in the morning...

For an unprepared seller, objections at the close can be a nightmare.

Without preparation they start to flail around, grabbing for any thread of hope left within the sale. They can begin to seem pushy and desperate and before they know it – the customer is off the call and left with a sour taste in their mouth and a lasting memory of a desperate coach trying to force them into doing something they didn't want.

Luckily for you, you preframed your customer.

"It's not a good time" becomes "Wait a sec. You said this was the unhappiest you've been in years. Do you think if you continue the way you are that you'll even be able to see the right time? You've taken the first step already which is the hardest part, don't add backing out now to your list of regrets in 6 months time."



We can gently remind them that they haven't been happy for 5 years now, that we can help them regain their confidence and pride in their appearance. They haven't been able to get this right for themselves for 5 years now, but we will be there every step of the way to make sure they reach the otherside of that bridge.

You're not arguing with them, you're just reminding them of what they've already admitted to you. Don't be afraid to contest a customer's excuses – just make sure that you're reminding, not bullying.

NOBODY likes a pushy sales person.



Processing the Sale

Once you think you've handled any objections, given the customer a clear understanding of your service and they're ready to sign. **Approach them in a way that confirms that they are making the right decision for THEM and not for you.**

"Based on [what they told you about their problems and where they want to be], would you agree that it makes sense to make this purchase/move forward today?" If they say, "Yes," collect their information on the call. We recommend having a checkout page ready and ALWAYS try to take payment while they are still on the call or remain on the call until they have to confirm their sign-up.

You'll be amazed at how many people get off the call and have doubts between them finding their bank card and actually signing up. If you aren't there to answer their questions and handle their objections, chances are they won't be signing up.

If your customer says "no" they don't want to sign up, we should go back to the WHYs. Sometimes a customer will just be hard work and you need to decide at this stage whether they are actually going to be worth your time trying to convince and are they going to make your life difficult 1 month down the line. But for most people, it's simply there there is a niggling doubt holding them back and it is up to you to find out why.

Getting good at discovering objections and learning how to handle them during the course of preframing and your sales pitch is what is going to separate you from the crowd in sales. Remember you aren't just selling your service, your selling your customer the means to achieve their goals and understanding this is the KEY to unlocking your sales potential.

