ELITE CLOSING ACADEMY



WELCOME TO ELITE CLOSING ACADEMY

INTERMEDIATE STAGE

Phase 2 of your journey to integrating the art of sales and closing until it's completely natural

OUR VALUES

Our values are really the standards we hold ourselves to, both as a team and as individuals.

Hopefully sharing them here will give you a sense of what you can expect from us over the coming year, and also the kind of attitudes it takes to be successful in the expert space.



WELCOME

A WARM WELCOME FROM

Matt Elwell

Elite Closing Academy Director



Firstly, thank you for investing your valuable time, energy and money in the Elite Closing Academy.

When you master the close, everything in life and business grows.

You are already an Elite Closer at a foundation level and Phase 2 is specifically designed to take the next step upwards on the journey to true Elite Closing Mastery.

Now that you understand the blueprint to regular closing, this phase will ensure that sales and closing becomes more than a process.

This phase is about strategy, process and feelings.

Great selling is asking, saying and doing what feels totally natural whilst serving, selling and closing effortlessly.

This phase will enable you to 'integrate' the ECA core philosophies, structures and skills of selling and closing in 'your own image' even more than you have up to now.

Come with me and my team,
roll your sleeves up, let's go...

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FOUNDATION MASTERY

The 5 keys of the ECA formula that you have learned at the foundation stage give you a process, a spinal cord if you like, to ensure you have the baseline skills and understanding to close contracts on a regular basis.

In fact, by now, the process should be clear in your own mind and either systemised electronically or at the very least organically.

Let's remind ourselves of where you should be on the Elite Closing journey.

Take the test before transitioning to Phase 2.

	Your Score		Your Score
Total clarity from within you about your product, service and offers **(4A'S)**	/ 10	Have a number of go to questions all through the prospects journey that start with 5W'S & 1H **(5W's & 1H)**	/ 10
When to serve, sell and close **(Serve Sell Close Circle)**	/ 10	Clearly understand & use the differences between neutral and outcome questions **(Neutral VS Outcome Q'S)**	/ 10
How to take a cold lead and turn it into a client **(C.E.B.B)**	/ 10	Have identified up to 5 Red & Green words, statements and phrases **(Phase 1)**	/ 10
What being purposeful, professional and persistent actually means to you **(3P'S)**	/ 10	Use and understand the technique required to overcome all standard stalls, excuses, deflections and objection **(3A'S)**	/ 10
How to use possibility thinking as a tool to assist sales and opportunity growth **(Possibility thinking)**	/ 10	Use and understand the 2 of the bullseye techniques to hone in on key words and phrases used by our prospects in conversations **(Bullseye mirror / flip back)**	/ 10
Recognise and understand the three key areas of the human brain and the key differences between them during the sales process **(Ancient brain)**	/ 10	**Have a bespoke script for:** Cold calls, Prospecting calls, Strategy Calls, Hot Qualified Leads, Overcoming Stalls, Referral Calls, Cancellation/Refund calls	/ 10

To transition to Phase 2 you must pass the foundation level at 80%

(96 out of 120 points)

PHILOSOPHY

1 - Foundation Mastery - Integration Until Natural (Living It)

For many businesses, the words ‘sales process’ can cause some problematic thought patterns:

Inconsistent, disappointing, pushy, lack of process and lack of confidence are the main things we hear at first.

For Elite Closers who master both foundational closing and intermediate, the opposites are more likely:

Consistent, easy to forecast results, serving, structured process and purposefulness.

Success is the biggest driver in all professional salespeople and teams.

When the sales system is successful and skills are delivered with a soft spiritual energy, the hindering thoughts gradually leave you and are replaced with new powerful helpful thoughts. In fact they become beliefs.

When you wear helpful beliefs in the sales process and wear the results you achieve for others as a badge of belief, you know you have become integrated with the ECA philosophies and techniques.

Now it's time to make it your ‘own’ way.

Living the life of an elite closer means:

You can create **greatness** through the three wins mindset:

A win for the customer, a win for you and a win for the universe.

Perfect!

Every opportunity is a partnership to be explored.



2 - Structure & Process

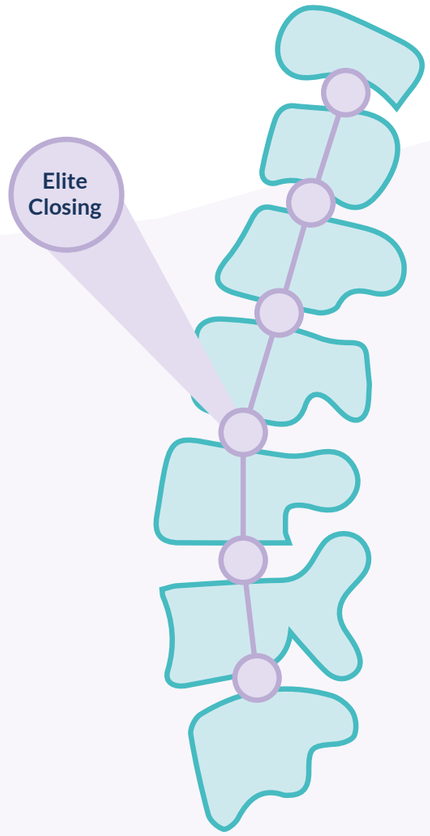
At the intermediate phase we look to build on the foundations that you have created and master three key areas:

1. Prospecting structure to cold leads
2. The S.Q.U.I.D sales system
3. Mastery of always closing ‘what happens next’

To do this you must be able to clearly differentiate between the skills required for elite sales and those required for elite closing.

Like the sun and the moon, they differ so much, that the words, phrases, thought patterns, processes and energy chosen to operate in are all completely different.

Phase 2 is designed for both you and any leaders in your team to follow tried and tested patterns of behaviour and beliefs that when repeated, create consistent, easy to predict and inspiring sales results.



The skill here is to imagine a spinal cord. Each vertebrae plays an important part of the overall structure.

Then imagine the soft spongy bits in between.

This is where the elite closer dwells. This is where you must be.



The 5 KEYS

Elite Closing Formula - Intermediate Level

SCRIPTS	Written Proposal The Platform Xmas Tree
TECHNIQUES	P.U.N.T with a Q / R.I.O Lockdown S.Q.U.I.D
LANGUAGE	Golden Questions Body Language Dead End vs. Creative
MINDSET	Neurological Lying Stalls Deferred Truths Sales & Closing Energy
FOUNDATIONS	Heart Energy 3 Phases of any Conversation The Sales Muscle

PHRASEOLOGY

1. **QUALIFY** - Make sure that both parties are compatible and relevant

2. **M.A.N** - **M**oney /**A**uthority / **N**eed
   Make sure that you are talking to a decision maker or at least know who makes the final decision

3. **FREE CATCH** - Capture prospects data (email and phone number wherever possible) in return for some useful information and build your community

4. **L.N.S** - Always have a logical next step or not at all (filter out prospects that do not fit / match as early as possible)

5. **P.U.N.T.Q** - Prospecting system
   Pains
   Urgency
   Need
   Trust
   Qualitative / measurable information that's helpful

6. **R.I.O MINUS** - Search for possible **R**isks, **I**mplications, **O**bstacles

7. **R.I.O PLUS** - **R**easons, **O**pportunities, **I**mprovements

8. **CHECK IN** - Recap the information you have gathered and decide if you're a good match

9. **P.U.N.T.Q ONLINE ONLY** - When the marketing has done a great job and is almost ready to buy without any human contact

10. **TEST CLOSE** - Ask a closing question to test the response

11. **FLIP BACK** - Refer back to the moment the prospect chose you earlier in the process

12. **LOCKDOWN** - That they are expecting to be spoken to (you have officially locked down time and confirmed it in the diary)

13. **IMAGINE** - Use questions in the future to find out answers now

14. **HQL** - **H**ot **Q**ualified **L**ead (ask Amelia or Tia to send the template 6 things that make an ECA HQL)

15. **WRITTEN PROPOSAL** (P.U.N.T.Q verbal) - They have had a written proposal and been spoken to by a human being

16. **S.Q.U.I.D** - Sales system
    Share
    Questions
    Understand
    Inform
    Decide

17. **S.C.O.F** - A very powerful energy to operate in
    Smile
    Confident
    Organised
    Focus

Heart Energy

Our hearts are 60 times more powerful than our heads. It is the force behind everything we do in sales.

Many sales people and negotiations are conducted through the head, logically. All about money, figures, returns, commissions and results.

Of course, there must be a place and a concrete base for all the logical information to make sense.

This is where the heart and emotional aspect of elite closing comes into its own.

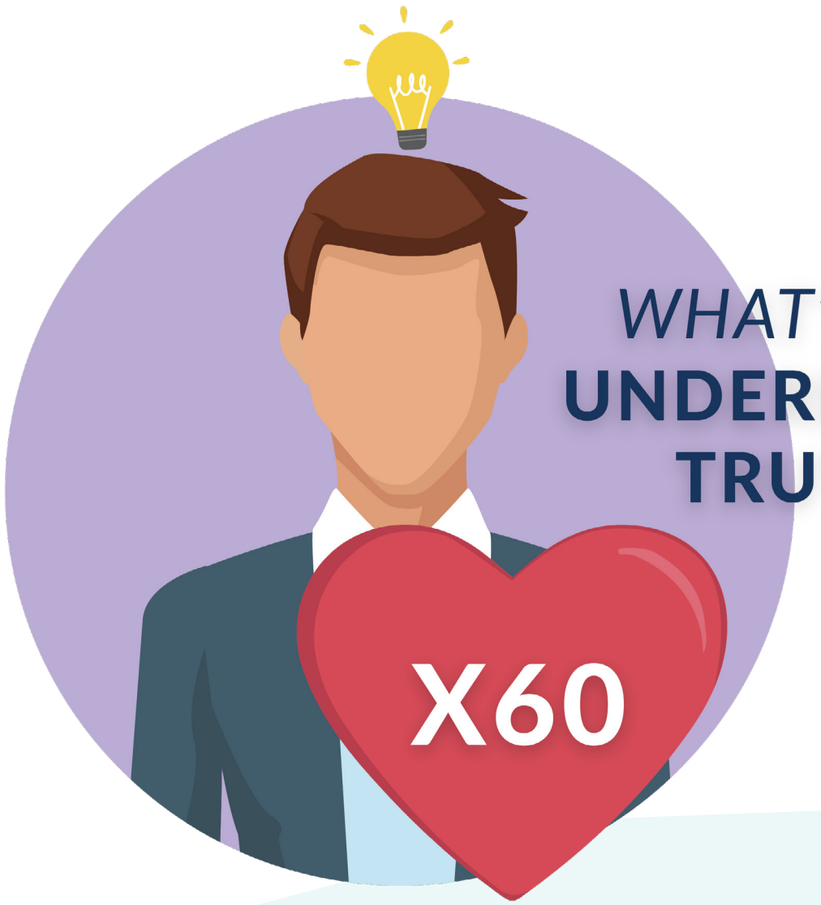
Your job is to use your heart energy to search for value and vision in every deal as well as money and logic.

This focus alone separates elite closers from most professional sales people.

The core teaching to bear in mind for heart energy to be integrated as a tool into your sales process is to carry the following thought question when selling, 'If I was the buyer, how would I need to feel to attach myself to the end result emotionally?'

Always start with what's best for the customer before thinking about what's best for you and allow your heart to do the thinking not your head.

This powerful pattern creates the 3 win scenario: a win for the client, a win for you and a win for the universe.



The 3 Phases of a Sales Conversation

Whenever you enter into a sales discussion, follow these three simple phases:

1 Qualification

The skill is to be as clear about who it's not for as who it is for.

Disqualification is as powerful as qualification.

Make sure that both parties are relevant, have mutually beneficial common areas and that you join the conversations in the prospect's mind immediately. The only question a prospect asks themselves is 'What's in it for me?'.

2 Them

Make it about them and not you. Never ever, ever start off by telling them about who you are, what your business can do for them and all the reasons why they should listen (features and benefits of sales).

Ask them about themselves. What do they need from you right now? What additional results might they possibly get with you?

Ask lots of questions about them and the business and practice the art of listening.

3 Us

After listening to them, now it's time to decide what happens next or not at all.
We are looking to collaborate and create a great experience together that has tangible and agreed measurable results. The number one goal here is to search for long term relationships.

See it as a partnership and a collaboration, so that both parties get what they want and come out at the end even stronger.

The skill is to decide and professionally lock down what happens next or not at all.

Always put a date in the diary, never let them control when the next action happens.

Role Play & Practice

Sales & Closing skills work exactly the same way as a muscle. They require daily activity to maintain strength, flexibility and core stability.

The main reason for this is to maintain the sharpest skills so that, when the split second moment comes in a sale, close or negotiation, you are able to naturally, effortlessly and with certainty allow your skill set to kick in and make great decisions, even under pressure.

So, firstly, all academy members are encouraged to do two things:

1 **Commit to the idea & discipline of daily practice, learning and role plays**

2 **Make the most of the ECA 'Buddy' ethos (Have lots of different practice partners)**

Here's three ways in which we encourage good practice and two role play guides to build into your practice schedule:

1. **Book a weekly call in with an ECA 'Buddy' and use your scripts book, role play one of them every week using up to date, life like examples that are relevant to your business.**

2. **Role play exercise A - 5Ws & 1H**

Pick any subject, it could be the weather, places, names, colours, anything.

Ask six questions in the following order about the subject or wherever the answers lead you. Only use words, phrases or statements that have actually been said.

WHAT
WHEN
HOW
WHO
WHICH
WHERE

Once all six questions have been asked and answered with your Buddy, swap over and repeat.

3. **Role play exercise B - Bullseye**

Using exactly the same as before.

Listen to either one of the last 3/4 words in the answer and formulate a question that starts with:

Bullseye Mirror



5Ws or a H

OR

Bullseye Flip-back



Select a standout word/phrase, **previously** used by the answerer and hone in on it by asking a question starting with a **5W or a H**

OR

Bullseye Flick-forward



Select a stand out word or phrases used in an answer and ask a question starting with a **5W or a H** and utilise a **future vision**

N.L.S (Neurological Lying Stalls) - Deferred Truth

In the 21st century, humans have learned to tell each other untruths or say 'yes' when they mean 'no' or 'no' when they really want to say 'yes'.

Confusing!

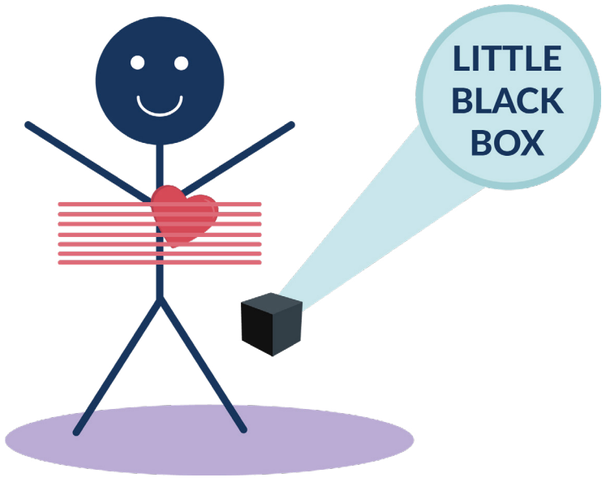
We lie on average 3 times every 15 minutes to a stranger.

The other thing we have mastered in the sales process is to defer the truth. Which is to nod our cap to the truth whilst deflecting from the pains to give ourselves time and not be pressured.

Consider this stall 'We are really interested, we could definitely do with more sales but it's not the right time'. If you had a serious problem in life, you look to find ways of paying for it rather than reasons why you can't.

It's critical that as an Elite Closer, you hone in on what comes after the 'but'. It's nearly always the reason why they should.

A **deferred truth.**



Elite Closing Formula - Intermediate Level

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Hindering Thoughts & Assumptions

All assumptions and presumptions in the sales and closing process are unhelpful because we have decided what may or may not happen before asking them what they actually think, and without any factual evidence to support our hindering thinking.

Here's three critical questions to ask yourself daily:

1 What assumptions am I making that are unhelpful that are not serving me to serve my clients right now?

2 What general statements, opinions of others and presumptions am I using that are just not true or cannot be proven?

3 What other unhelpful thoughts or belief patterns do I need to declutter?

The most powerful tool here is '**choice**'.

Focussed thinking by decluttering unhelpful thinking is crucial.

Interestingly, the area of the brain that creates hindering thoughts is exactly the same place as where it creates 'helpful' thoughts. There is no in between.

As professional sales people, we can choose to operate either with helpful or hindering thinking, which will create what happens next (the outcome).

In order to serve those that need you, you must be in control of your personal energy so that your internal certainty is 10/10 and that your actions allow the serve, sell and close circle to unfold.

The next time the 'hindering thought police' show up, choose more helpful thinking before entering into the sales conversation.



S.C.O.F

Choosing to operate in a helpful energy, with the associated skill set and the relevant attitude is critical to the likely outcome during the sales and closing cycle.

A very powerful energy to choose is known as S.C.O.F.

S MILE

Smiling is an emotional and powerful skill during the sales and closing cycle.

Humans are 31% more likely to have a positive thought when smiling. It's a skill.

C ONFIDENT

Being confident and certain during the sales and closing process is key.

Getting rid of all 'ifs', 'buts' and 'maybes' creates confidence in the sales person and within the prospect.

O RGANISED

Having a system and a process (C.E.B.B) and the discipline to follow it at all times whilst allowing for human to human spontaneity is crucial.

Before any sales conversation it's our job to have all the tools needed to succeed.

F OCUS

Being totally clear on the outcome of every conversation is the start of mastering focus.

Golden Questions

A Golden Question can be used all through the system.

Its main purpose is to close what happens next by being totally on point and transparent.

It should be delivered in a soft spiritual energy with laser-like skill.

The skill is to ask the 'killer' question. The thing that everyone wants to say. The bloody obvious!

Here's some examples for each type of lead:

COLD

What's the one thing that led you to move towards us?

PROSPECT

If there was just one piece of information that we could share that when implemented in your business, would either solve a problem or get an accelerated result, what would it be?

WARM PROSPECT

What results would you need to get for this to be the greatest investment you ever made?

HQL

Which one of our products or services would get you the best result?

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Body Language

The feeling and emotions that we are experiencing inside of us are communicated on the outside both conscious and unconsciously.

Both verbal and non-verbal communication is a massive part of human to human interaction.

That's what body language is.

Any uncertainty whatsoever will show up somehow someway and can sometimes only be as tiny as a nod, a distracted eye line, or even an uncertain body movement.

This is the reason why all Elite Closers must operate from a place of total certainty in the products and services they sell and in the results they get for others.

In **PHASE 1** of the ECA formula we teach the 4 A's to connect with the certainty required to operate in positive body language.

The opposite is also very true. Salespeople that operate in uncertainty, make promises they can't keep and fall short on measurable results or fail to give enough information during the sales process, act uncertainly, and in turn this creates uncertainty in buyers.

When a prospect or a buyer is even slightly uncertain they never buy.

'I'm interested but...' is code for uncertainty in a buyer.

Maintaining a state of certainty requires mental strength, incantation, awareness and repeated good practice.



Tonality

Our voice was given to us as a gift for others to understand us deeply.

Our voices give off so much hidden information it's hard to describe.

We can 'hear' if someone says they are happy but really they are sad.

In modern sales a 'yes' can easily mean 'no' and vice versa.

So, the first thing to do is to find your voice. I call it your '**triangular**' tone. The tone that feels really connected to the other person / people.

Then have the awareness that the direction of the words that you say and how you say them, will impact the thought patterns that the prospect has.

The palms of your hands directly impact the tonality of your voice.

Here are some common examples:



Elite closers naturally navigate this very powerful internal skill set during the sales process.

P.U.N.T with a Q

To PUNT a prospect with a Q, is to commit to understanding what they need from you before sending them a written proposal, whilst in the sales aspect of the prospect's journey.

You should not need to PUNT with a Q when closing.

It's a process that is designed to find out the truth about what the prospect really needs and the underlying issues that they have by needing it.

Being the solution to a problem or an accelerated result makes closing much easier. Wherever these 5 things exist, magic happens.

P AINS
U RGENCY
N EED
T RUST
Q UALITATIVE

The skill is to follow the system both logically and emotionally asking for measurable data wherever possible.

Score each answer out of 5 until you feel you have enough data to make a decision.

That decision is whether or not you feel you can get them a result and you are a good fit or not.

	LOGIC		EMOTION
	/ 5	P	/ 5
	/ 5	U	/ 5
	/ 5	N	/ 5
	/ 5	T	/ 5
	/ 5	Q	/ 5
Total score:	/ 25	Total score:	/ 25

The 4 outcomes when prospecting:

"Yes, let's move forwards..."
(Close the next step)

"Yes, but..."
(Need more information/involve others to lockdown what happens next)

"No for now..."
(Give them access to all free information/ community. Ask for a referral)

"F.O.A.D"
(No forever, not a good match and unsubscribe. Ask the following question: "I've unsubscribed you, but just before I go, who do you know that needs what I do?"

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R.I.O- & R.I.O+

R.I.O - / Risks, Implications and Obstacles

The skill when selling (B.W.P) is to move towards and explore possible risks, implications and obstacles, genuine concerns or anything that may get in the way at a later stage. This is so that you can think around them at this stage, not when you are closing.

Once they've shared with you all the reasons why they shouldn't, all the possible obstacles/risks, now is the time to transition to R.I.O +.



RISK

IMPLICATIONS

OBSTACLES

R.I.O + / Reasons, Improvements and Opportunities

R.I.O+ stands for reasons why they should do it, possible improvements they would get when investing in your service, and all the possible opportunities that would come their way that they are not getting now.

In summary (B.W.P.) it's helpful to think of all the reasons why they may not go ahead, and it's critical to move towards that as early on in the process as possible. It's even more important to identify all the reasons why somebody should work with you, and all the improvements and opportunities that would come their way.

OPPORTUNITIES

IMPROVEMENTS

REASONS



Locking Down the Logical Next Step (L.N.S)

Never **ever ever ever ever ever ever** leave any sales conversation without confirming what happens next or not at all.

Always have clarity around the next steps and the information that should be shared between now and then.

Phrases like "call me in a few months" are **not** acceptable.

Always find out what the next call / meeting would involve and what their expectations would be next time so that every agreed meeting is important to both parties and meaningful.

The secret is to move the prospect preferably forwards or backwards if needs be along the pipeline, but not to let them get stuck or block it.

Lockdown includes:

1. Sending confirmation for the next meeting/action via electronic calendar, whilst they are talking to you.



2. **60 second rule**
Send a text to confirm within 60 seconds of ending that conversation. Also forward any links or helpful information via text or messenger.



3. Ask for a referral.

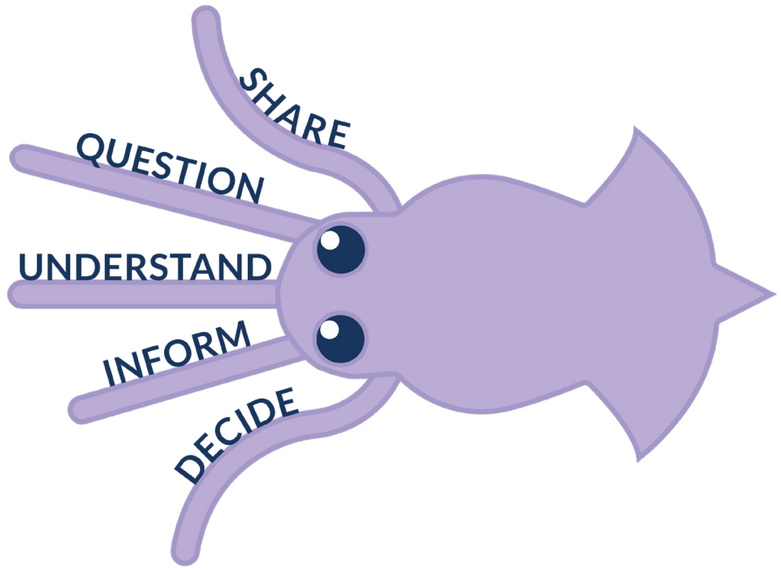


S.Q.U.I.D Sales System

The five secrets to amazing sales are revealed in this system.

They all should happen prior to making a written proposal (B.W.P).

It's designed to be totally transparent and to enable a prospect to make quality investment decisions about your products or services in a collaboration with a professional salesperson / elite closer.



SHARE

Look to share as much information as possible including the positioning of fees and financial options

QUESTIONS

Ask lots of powerful creative questions using 5Ws and 1H that when answered lead the prospect into the C.Y.C (Close Yourself Cycle) where logic and emotions are connected enough for them to see all the reasons why they should invest and not all the reasons why they shouldn't.

UNDERSTAND

Commit to understanding your prospects so much that you have explored all avenues and are convinced that you really understand what they need from you on a deep level.

Leave no stone unturned and move towards concerns as well as positive outcomes.

INFORM

Operate from a place of fact not assumption or presumption. This enables both parties to make informed decisions all the way through the process.

DECIDE

Making decisions is critical in the sales process. Here's the two biggest decisions to make –

Before S.Q.U.I.D

1. Are they a qualified prospect at the start? Do they qualify as needing or wanting what you do?

After S.Q.U.I.D

2. Can you get them the result they need?

If yes to both, make a written proposal and lockdown the next time to speak.

Written Proposal

Making a formal proposal in writing is critical in the sales and closing process. It's the bridge between two worlds. The time to stop selling and start closing.

The key areas of discipline to a written proposal are:

1. Avoid minutiae at all times. Have high level information.
2. Keep it simple, make it easy to read, easy to understand and offer simple options for the prospect to choose.
3. Even a simple text/ WhatsApp / brief email summary is a written proposal.
4. By having it written, it becomes more official and removes any doubt.
5. Hold onto your written proposal until you are convinced that the prospecting journey is over and that both parties are a good match.
6. On receipt of the written proposal you must employ the push and pull technique. Ask – 'what questions have you got about the proposal?' Followed by a high level answer, finished with 'what else do you need to know?'
7. Always close what happens next (The first thing that happens once the contract is signed).

Having a written proposal, as long as you fully understand your prospect, is the best way to answer the following question from a prospect.

"Tell me more about your product or service?"

DO NOT SOLVE DURING THIS CONVERSATION.

"Here's how it works..."

When somebody asks you about your product or service, present a written proposal.

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The Platform

This applies to every conversation except a cold call.

Before you get on a train you leave the platform. Sales conversations are exactly the same.

A great conversation (the train journey) always starts with a solid opening platform.

Having an opening that feels really comfortable, solid, repeatable and safe for you is crucial.

Phone call:

"Hi is that ... (prospect's first name)?"

"It's .... (your first name)."

"Firstly, I wanted to say thank you for... (insert)"

"The purpose of today's call is..."

Then transition into a Golden Question linked to the outcome.



The Xmas Tree

When you feel that a conversation is moving away from the outcome, that it's becoming a bit chatty or feels like it's leading nowhere you have one HUGE power.

Ask an 'outcome question'. A question linked to the truth. Linked to the real reason why you are speaking to each other.

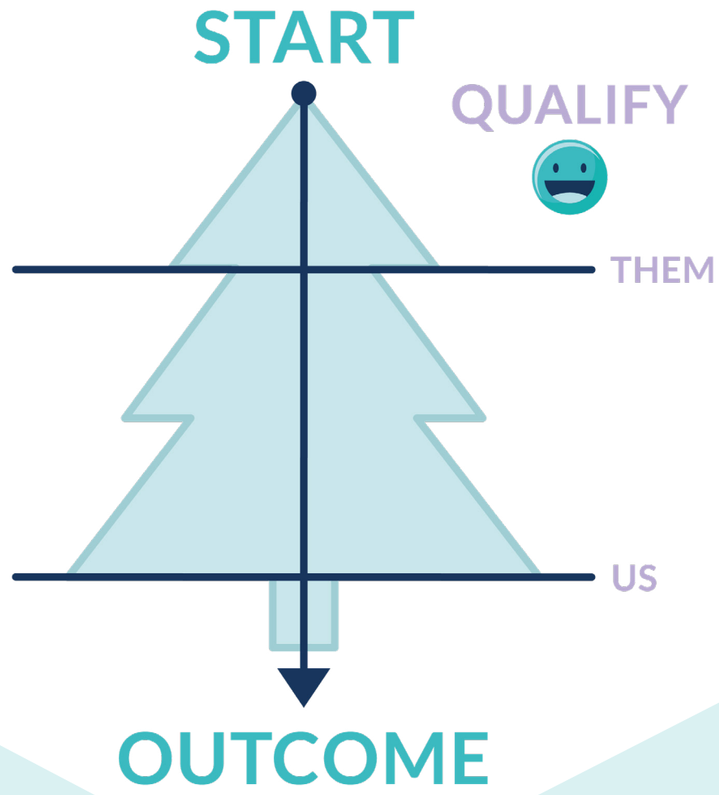
It will always start with a 5W or 1H.

Example:

"Yes, I'm really interested to get this done BUT... I need to move some money around and we're going away for a couple of weeks and we've got a birthday and..."

"Let me stop you there, it's clear that you have lots going on, so let me ask you a question...

What needs to happen to get this done today, so that you can then get back to all the other stuff?"



Notes

Notes

Notes

THE ELITE CLOSING ACADEMY STANDARDS

Master the sales process when closing

Please rate yourself and your business on a scale of 0-10.

0 = completely useless ☹

10 = beyond your wildest dreams! ☺

	Where did you start?	Where are you now?
Operates in a powerful and purposeful energy		
Connecting with tonality and energy		
Moving people to the next logical step		
Connecting to others peoples heart with truth		
Asking powerful outcome questions		
Being purposeful		
Overcoming objections and stalls		
Comfortable with saying or receiving no's		
Finding value other than money		
Asking very powerful closing questions		
Your Personal Score =		

MORE RESOURCES

As a member of the academy, you can take advantage of the wealth of content and resources available.



Get a Copy of Matt's book
www.eliteclosingacademy.com/owac-book-offer-website



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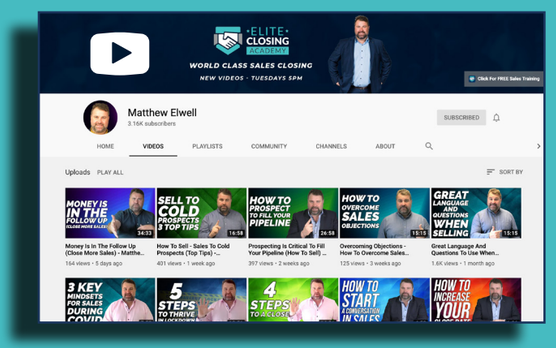
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Your main points of contact for all queries are Tia & Amelia.

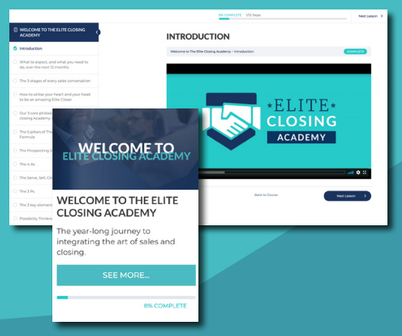
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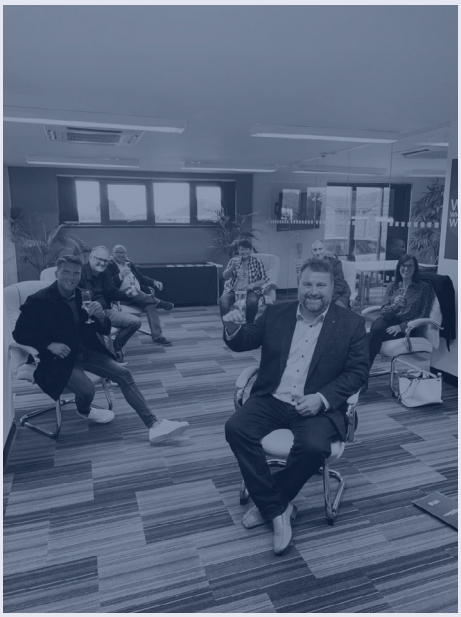
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