

**1** **ESTABLISH RAPPORT**  
Share. Emotional Bond. Relate. Be Genuine.  
Open Them up to you. Gain Trust.  
Tell them something personal.

**2** **QUALIFY BUYER**  
Why did they call in?  
what do they really like?  
Sell that and/or similar items  
or call them later with it.

**3** **BUILD VALUE**  
Repeat product attractors.  
Remind them it has what they called for.

**6** **CLOSE THE SALE**  
Assume the sale. Upsell.  
Money back gaurentee.  
Sweeten the deal with an add on.  
Motivate the buyer. Free Shipping.  
Find ways to afford it.

**4** **CREATE DESIRE**  
Intesify motivation. Mention competition.  
Speak as though they won it and stole it.

**5** **OVERCOME OBJECTIONS**  
Isolate the objection.  
Is it the price?  
Can you use separate cards/payments?  
What if we could do... for you?

**7** **FOLLOW UP**  
Call back. Find what they like.  
Deepen relationship. Personalize it.  
"Wow" the customer to remember you.  
**GET REFERRALS+REQUESTS FOR YOU.**

Quantity push  
How many would you like?  
8 things that motivate them to buy now  
6-10 questions to ask customers.  
Common 1-liners.