

**Better Closing & Integration**

**Let Your Customers Sell You-  
Build Prophets**

**Beyond  via**

# Better Closing & Full Integration

## Understanding Reality

### Have you Ever..

- Made A Presentation
- Introduced Yourself

### The Bottom Line

- Repeatable
- Let Them be Prophets

### Preparing the Memorable Tools

- The “Leave Behind”
- “Before/After”

### Preparing Your Vision, Values & Big Goals

# Understanding Reality

Do we make buying decisions  
Alone? Immediately?

How are our messages repeated?

Remembering and Repeating

- Is anything lost? 50% lost!
- Is anything changed? All is!

Let's do a quick role play

- Introduce yourself
- Partner Repeats to another
- Talk to another—how much left?

So, do pitches really work? Could they  
be better?

# Have you Ever .....

...Made a Presentation to a Group

- Let's See What Happens After

...Had to Make a Quick Pitch , Speech, etc

- Let's See where this went

...Answered "what do you do?"

- Let's See how that works

**The impact of Showing, Teaching,  
Explaining, Demos, Solution Selling is  
what?**

**The Role of Remembering & Repeating**

# The Bottom Line - Success

**Your Message is Important! But...**  
It must be repeatable  
It must answer 4 questions

**Building Prophets (and profits)**  
• How?

**Simple Tools Help Repeatability**  
• Seeing....  
• Action & Value.....

**It is Physical – here, just hand it out!**

**Beyond  via**

# Preparing the Memorable Tools

The Points on your “Leave Behind”...

Who I (we) am (are)?

What Important/Strategic trends?

Why use your Product/Service?

How We Do Business Together?

Let's Build Your Leave Behind

- One Page, with pictures
- Think “Before – After” Impact
- Show “A Day in the Life”
- 

**In Person, Make 2 Simple Statements**

- **An Action statement....**
- **A Value Impact Statement.....**

**Practice and redo often**



# Preparing Your Vision, Values, Big Goals

**What is better?...**

**A Business Plan or a Vision**

**A Spreadsheet or Big Goals**

**Show Enthusiasm**

- **How?**

**This Is Your Who I Am?**

- **Part of Leave Behind**

**Show off to Everyone – Sell!**

# Practice

**On Your Family**

**On Your Friends**

**On your Employees**

**So, you know your customers can spread  
the word.**

**Beyond  via**