

**Better Closing & Integration**

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

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## 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

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## 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?

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## 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**

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## 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!

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## 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

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## 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!

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## Practice

On Your Family

On Your Friends

On your Employees

So, you know your customers can spread  
the word.

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