

**17 Highly-Guarded Strategies to Close
Every Sale Guaranteed Plus How to Combat
the Fear of Closing**

John Di Lemme

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About the Author

In September 2001, John Di Lemme founded Di Lemme Development Group, Inc., a company known worldwide for its role in expanding the personal development industry. As President and CEO, John strives for excellence in every area of his business and believes that you must surround yourself with a like-minded team in order to stay on top of your game.

In addition to building a successful company, John has changed lives around the globe as an international, elite speaker that has spoken in over five hundred venues. Over the past fourteen years, he has shared the stage with the best of the best including Rich Devos, Denis Waitley, Jim Rohn, and Les Brown only to name a few. This is truly an amazing feat for someone that was clinically diagnosed as a stutterer at a very young age and told that he would never speak fluently. John's teachings have also been featured on Fox Small Business, Inc. Magazine, HSN, CNBC, and in many other media outlets.

John truly believes that everyone needs personal development to reach their full potential in life, and his determination to reach all forms of media with his motivational marketing messages has catapulted his career. John has produced over four hundred fifty products and is an accomplished author of thirteen books including his best-selling book, "ABCs of Millionaire Marketing." As a High-End Business Consultant and Strategic Business Coach, John's students include doctors, lawyers, realtors, entrepreneurs, consultants, CEOs of million dollar companies, and various other occupations that are thriving in a so-called poor economy. John's success with his students has made him one of the most highly sought after business coaches in the world.

John's passion is to teach others how to live a champion life despite the label that society has placed on them. Through his books, audio/video materials, sold-out live seminars, numerous television interviews, intensive training boot camps, weekly tele-classes, Strategic Business Coaching, Closing & Marketing University, Millionaire Affirmation Academy, Motivation Plus Marketing Podcast, Channel for Success, and Lifestyle Freedom Club memberships, John has made success a reality for thousands worldwide.

Introduction

Seventeen highly-guarded strategies to close every sale guaranteed! I have to admit, that's a powerful title for a book and full of a lot of action. I'm going to share with you seventeen specific highly-guarded strategies to close every sale guaranteed. Now, I know that you're saying, "John, how can you guarantee it?" That's a great question especially since there are so many so-called coaches out there that "guarantee" everything and follow through on nothing.

Based upon my experience in sales, I have a very high closing ratio because I have a different kind of mindset than most people who teach sales and closing, and you're going to discover that. I suggest that you sit back, enjoy, and get ready for some serious revelations. Get ready to say to yourself, "Wow, I can't believe I never knew that. That's what's holding me back from closing my sales!"

This is just for champions! Only continue reading if you want to double your closing ratio and close every sale. I'm going to share highly-guarded strategies of the top closers in the world. I am one of them, and I challenge you to join the team of the champion closers. Also, if this is your first time reading this book, you have to review it six more times before you truly understand the empowering wisdom I'm going to share with you. It will take seven times until you chip away at all the useless garbage that you've been taught in the past that simply doesn't work. That's why most people in sales fail. Ninety-seven percent of people in sales are failing miserably. Do the complete opposite of what they're doing, and you're going to succeed.

The word highly-guarded is defined as "to protect, watch over and keep confined." Most six and seven figure earners in sales will NEVER divulge their protected strategies to their competition. Remember, I'm your coach and want to see you succeed so I'm going to share the highly-guarded strategies that I have used, and my top coaching students are using right now to break records in their businesses. I'm excited to share with you!

The definition of strategy is "a specific systematic plan of action for obtaining a specific goal or result." Most people in the sales and marketing industry do not know these strategies. They may hear them but they won't adapt them, because 97% of salespeople do not earn six figures a year. They simply can't think big enough to implement these life-changing strategies! It's really a shame, because the industry of sales is a great opportunity to earn huge income, impact lives around the world, and live the life that you've always dreamed of living.

That's why I know you're reading this. You want something more! Acknowledge yourself. Pat yourself on the back, because today you're taking a major step in your sales career and your life. The strategies that you learn in this book will give you the edge that you've been looking for all these years. You will surpass all of your competitors that just sit around doing the same old thing producing the same old results.

Close means "have no openings." That means when you go into a sales presentation, you leave with no openings, no chance of that person not becoming a client, customer, patient, consultant, representative, or whatever your "end result" is to be. It's to close every sale. That's awesome, isn't it? Write this down: I am going to close every sale, guaranteed! Now, I want you to keep that little affirmation somewhere so you see it everyday and believe that you can truly close every single sale.

Every sale? Do you really know what sale means to you and your business? In the dictionary, sale is defined as "the transfer of ownership of property from one person to another in return for money." My mission through this book is for you to transfer the ownership of the property that you're marketing or selling to the individual that's in front of you or you're speaking with on the phone. These strategies will work for everyone! It doesn't matter what product or service you are selling. Let me repeat myself...these strategies will work for everyone reading this material! Whatever product you have, you want to transfer it to the customer, but it doesn't stop there. You want them to remain your customer long-term. It's not a one time deal. It's longevity that builds a successful business.

Let's go over the word guaranteed. It's "an agreement by which one person undertakes to secure another in the possession or enjoyment of something." I am going to guarantee that after you read this material you will possess the skills to explode your results in sales and marketing. Here's the catch...You can't just read the strategies and expect for them in some way to attract success for you. It's action, not attraction, that yields success in any business! You must take action and implement these proven, time-tested strategies into your business.

The number one reason why people earn huge income is because they are closers! But like I said before, you don't just close a sale and then you're done. Anyone who teaches that is completely wrong. Closing is actually opening up relationships. When one door closes, another one opens. You are continually opening doors of opportunity through your closing skills when you maintain those long-term relationships with the customers that you have moved through your selling process.

Closing isn't second nature to most people and can be a little intimidating at first. Through these strategies, I am literally going to bulletproof your belief in yourself and your ability to close. Fear won't stand a chance. I am going to teach you exactly how to achieve more success, overcome the fear of closing, and beat the apprehension that builds when you think about doing a sale. The bottom line is: You are going to get focused! You will be very clear on what you need to do in order to develop and build your lifestyle and business.

WARNING: This isn't going to be popular with 99% of the world, but I don't care about them. I care about you. Believe in what you are going to learn in this book, and understand that the art of closing will absolutely put an end to frustration in your sales. Plus you will discover how to earn the most income ever!

Strategy #1: The Fear of Closing

You have to combat the fear of closing to overcome that obstacle. You can't even move forward in the sales process until you have conquered this fear. The underlying fear of closing is the fear of success. Your mind is saying, "What if I actually create a relationship with the person, open up a relationship, develop a bond with the person, and they trust me to do business? All of a sudden, I've got the right to close the sale and earn that 10% commission." Let's say 10% of \$1,000,000 is \$100,000.00. You've never earned that before so your internal belief structure is full of fear. Not only is that a lot of money, but the responsibility that goes along with it and the dedication to the client is terrifying for most people.

You must self-develop and stretch yourself. I have seen so many people that have a great product, have a great service, and they have an absolute right to earn huge income, but they have a fear of closing. They simply don't believe in themselves enough to take a step of faith and just do it. The only way to combat that underlying fear of closing that is holding you back is to get totally immersed in self-development. I've never met a person that invests time in personal development material that is completely shell-shocked at the thought of closing. Why? Because their belief in their own abilities and their business vehicle outweighs that fear.

Don't even think about giving me the excuse that you don't have time or the money to invest in success and motivation. It's literally minutes and pennies a day! Isn't your success worth that? If you don't know where to start, then become a member of our Lifestyle Freedom Club where you have the ability to immerse yourself in personal development 24 hours a day, 7 days a week. We bombard you with incredible information that allows you to build a solid foundation of self-belief. You see, I love to close. Why? Because I know that I am opening long-term relationships with people that want to succeed. Print this out, circle this, and put it in front of you: "I love to close because I am opening up a long-term relationship."

Like I said before...When one door closes, another one opens. Isn't it amazing to know that every time you close a sale, you open a door of opportunity not only for that customer but also yourself? You must internalize that opportunity and look forward to closing the sale so that you can open those life-changing doors.

I am under the assumption that you are marketing an ethical and moral product. When you have an ethical and moral product that will change someone's life, then you have

a right to earn huge income through that product. You notice that I did not say “make money”. Everyone that strives to just make money is usually broke. If you desire to earn a huge income so that you can change your life and the lives of others, then success is inevitable.

If you have a fear of closing, then you have to develop within you the ability to overcome that fear by developing yourself. Without your belief structure, you can learn every how-to in the world of sales and still not succeed. I have outsold numerous so-called experts and coaches in the speaking world and online market. It wasn't because I had any type of advantage that they didn't have. Let me explain something to you. Focus on this. I outsold them because I out-believed them.

I absolutely believe in my products and services, which are self-development, motivation, success strategies, internet lead generation, and small business owner marketing strategies. I absolutely believe that my products and services will change people's lives, empower them, and equip them to fulfill their goals and dreams in life. It is my foundational belief in my products and services that empowers me to overcome the fear of closing and outsell nearly everyone else in the industry.

Strategy #1 Champion Tip: Develop yourself and build your belief to overcome the fear of closing.

Strategy #2: Always Be Opening

I want you to lose the mindset of “Always Be Closing.” That’s ridiculous! I know that you are saying, “John, what are you talking about? You’re losing your mind.” Yes, I lost my mind over 18 years ago and gained the mind of a champion. The sad fact is that the average mind, which includes the average mind of the average salesperson, never succeeds. You must lose your mind and gain the mind of someone that has achieved what you want to achieve in order to succeed. On a serious side note - Don’t take direction from anyone who hasn’t done what you want to do in life.

Over a seven-year period, I built a direct sales organization to over 25,000 reps in 10 countries. I know how to close by opening long-term relationships. I know how to make people take action. I know how to transfer property that I have to them for them to own and become a long-term customer. That’s why I have earned the right to teach you closing strategies. Once again, don’t take direction from someone who hasn’t done what you want to do in life. Okay, back to this teaching...

Lose that mindset of “Always Be Closing” and never find it again. What I want you to gain is this mindset of “Always Be Opening.” I prefer to call a sales presentation the sales arena, because it’s a sport - the sport of sales and marketing. You are preparing to win the sport so why would you use the negative terms like “always be closing?” Think about the last time you went to a football game or watched any type of sports on television. Weren’t the athletes fired up and focused to win? They didn’t go into the game with a negative mindset. It’s the same in the sales arena. You have to look forward to the presentation and enter the arena with a positive mindset and outlook on the situation.

How extraordinary will it feel when you walk into your next sales presentation and shake the potential customer’s hand with the mindset that you will know this person long-term? You believe that you will close the sale, but more importantly, you will open up a life-changing relationship. Even if the product that you’re marketing (e.g., insurance, real estate, products, services) is not for this specific individual right now, you have opened up a long-term relationship. You’re creating a new contact and increasing your mastermind team. Right now, I want you to think about these three words: Your Best Friend.

Who is your best friend? Can you see his or her face in your mind? Now just think, at one time your best friend was a stranger. You had no idea who they were or that they would eventually be your best friend. At one point in time, you opened up a relationship with them built upon trust. You acknowledge and respect their opinion. That’s exactly what you’re

looking to do every time you sit down with someone in a sales arena. You want to open a relationship. I'm not going to promise that every single person that you meet during a sales presentation will be your best friend or even someone that you want on your mastermind team, but it's important that you enter that room with the "Always Be Opening" mindset no matter the person.

It's just like when you open a window in your home and the fresh air comes in. I'm blessed to live in the Palm Beaches of south Florida. I open my living room door and the beautifully fresh air of south Florida blows in off the golf course. Any cobwebs, dust or dirt gets blown right out the door due to the cross ventilation from the front to the back of the house. It's the same with your sales presentation. You open that door to greet your potential client with an "Always Be Opening" mindset and all of the prejudice and misconceptions go right out the window. Just imagine that the person could be your next best friend so treat them with that courtesy and kindness.

I have hundreds of thousands of students all over the world, and I always try to treat every one of them like a friend of mine. I will do whatever it takes to maintain our relationship and over-deliver. My mindset is extremely focused to under-promise and over-deliver. With an always be opening mindset, I will give you whatever I can to empower you to achieve greatness and go to the next level.

Why is the "Always Be Opening" mindset so important? Let me ask you that question. Do you want to be closed? Do you enjoy the feeling that you get from a pushy sales person that is just trying to close you? Of course, you don't like that kind of treatment. If you don't like it, then why would you think that your potential business clients would like it? Instead, create a comfortable atmosphere and keep the "Always Be Opening" mindset. You will notice that your demeanor as well as the demeanor of your potential business client will radically change.

For example, let's say that you're a realtor. You show someone a home, but the home is not for that person. Two years later, they're back in the market for a home or have a friend looking for a home. They call you. Why? Because they remembered how you treated them. You had an open mindset and were looking to build a long-term relationship. Although you didn't sell the house the first time, you created a lasting bond with that person. Your level of confidence stuck out to that person and they want to work with you again. Just think about having hundreds of people that ultimately come back to you or refer others to

you, because of your very first sales presentation with them. It's realistic and completely possible for that to happen if you have the "Always Be Opening" mindset.

Strategy #2 Champion Tip: It's not "Always Be Closing." Lose that mindset and gain the champion mindset of "Always Be Opening."

Strategy #3: Never Prejudge

Let me share with you what the word prejudice means. Prejudice means making a mental decision prior to even engaging in a sales conversation or presentation. In your mind, you're already saying, "You know what? This person doesn't have what it takes to invest my product or service." Never prejudice a potential client, customer, patient or prospect. This will be one of the worst mistakes that you make in your career!

Remember, I was never prospected for the industry of direct sales. No one ever prospected me. I was a stuttering twenty-four year old kid from Yonkers, New York that was simply not attractive to the average business builder. Here's the kicker...If someone would have prospected that stuttering kid, they would have earned over \$1.1 million off the business that I built. I learned the industry and I was looking, but no one ever approached me and gave me a chance to show my potential. I earned my financial freedom many years ago and retired from network marketing. I still get prospected several times a day, but my answer will ALWAYS be no. Why? Because I respect the fact that many of my students are involved with various companies, and I would never jeopardize those relationships by joining any company.

Back to the topic...people prejudged me. They looked at me and saw a 24-year old, stuttering kid that worked for his successful family business and had a college education. They assumed that I was completely content with my great level of success. That mindset cost numerous people millions -- literally over a million dollars. What they didn't see was that I was tired of working around the clock and was actively looking for another way of achieving financial freedom. I was hungry for change!

Think about it for a second. I lived in Yonkers, New York. I was often in Manhattan or Long Island. These are very heavily populated areas yet no one, no one, no one (I'm not stuttering) – NO ONE ever walked up to me and said, "By any chance, are you looking to earn extra income? Do you love what you're doing? Do you want to be free?" Instead, people prejudged me. They walked by me every single day. It was definitely their loss!

Never prejudice. You must internalize this by saying to yourself, "I will NEVER prejudice someone in my business." You never know where someone's coming from. Don't judge them by their dress, by the car they drive or where they live. You never know what's going on inside their mind. Most people who you think have money don't have it, and those you think that don't have it, have tons of it.

When you meet a potential client, have an open mind. This was one strategy that catapulted my level of success. I treated every single person that I showed my business

presentation to like they were my next top business partner. When you walk into a sales presentation and you're already saying to yourself, "I don't think this person has what it takes to invest in my product. I don't think this person has what it takes to get involved in this business." You are wasting your time. I don't care what you are selling – legal services, high-end art, health services, furniture, kitchen cabinets, real estate, insurance, travel services, etc. If you prejudge that person before you even begin your business presentation, you are setting yourself up for failure.

Instead, enter the sales presentation saying to yourself, "I will show my product/business the exact same way to everyone with the belief that this person will become a customer of mine long-term." Once again, you're walking in with the "Always Be Opening" mind set. I'm opening up a new relationship. I'm not prejudging this potential client, customer, prospect, etc. Your mindset going into it will allow you to do a better presentation, and allow your excitement, enthusiasm, belief, conviction, and commitment to flow through. That's what people buy! They buy who you are. They physically buy your product, but they were sold on you.

No matter what type of product or service you're selling, the potential client is ultimately buying you. They have to believe in you. If you walk in with a mindset of "I don't believe this person has what it takes to invest in this product or service.", then they're going to feel that. They'll feel your non-belief. I love walking into some of the snooty shopping areas of Palm Beach in my gym clothes. If the sales person judges me on my clothing and gives me an attitude, then I walk right out the door. I refuse to sow my money into bad ground. In other words, I ain't giving my money to someone that treats me like garbage. That's exactly what your potential client will be thinking in their minds too if you prejudge them. Don't fool yourself to think that they won't know. They will notice the minute that you walk into the room. They will feel your non-belief in them, and that will dramatically cut your closing ratio down by 80 percent.

As I'm writing this I'm in beat up sneakers, my workout tank top and my workout pants. If you looked at me during the day, you'd walk right by me and say, "Who is he? He doesn't have a job. Only a loser walks around in the middle of th afternoon with a hat on and unshaven." You are probably smirking right now, because you know that you have prejudged someone that looks exactly like that for your own business. Little do most people know, I can walk around like that in the middle of the afternoon, because I am free to

do what I want, when I want and with who I want to do it with. That's far from being a loser! A prejudging mindset backed up with assumptions will cost you millions.

Allow EVERYONE the opportunity to own and take advantage of your exclusive offer to own your products. Enter every sales presentation with the belief that the person in front of you is your next big sale. I believe everyone has a champion inside them. Remember who I was and where I came from. No one ever prospected me. I had to answer an ad to get involved in network marketing and earn a million dollars. Isn't that incredible? No one gave me a chance. Don't you fall into that same trap of judging people. An open mind leads to a bountiful harvest!

Strategy #3 Champion Tip: NEVER prejudge or assume a potential client, a customer or prospect will not be able to afford or need your product.

Strategy #4: Dress for Success

You know as well as I do that you feel better when you take a physical shower. Think about it. When you come home from the gym or work, there's nothing like taking a nice hot shower. For me, it's cutting the lawn. I have a pool in my backyard, and when the landscapers from our home owner's association come into my backyard, they blow grass into the pool. I am a maniac about my pool. I simply couldn't take it anymore so I posted a sign in Spanish that said "Stop. Do Not Cut the Grass!"

Now, I cut my own lawn, and there's never any grass in the pool. My friend, Bob, assists me with the lawn and when I'm finished, I am very sweaty. My wife, Christie, says that I smell like a little stinky kid that just came off the playground and pretty much demands that I take a shower right away. The refreshing shower washes away all the dirt, grime and most of all, the smell from the hard work.

On the other hand, when you see me speak live, I am always dressed sharp. People say, "John, you are always dressed to the ultimate. You are always one of the sharpest looking speakers or presenters." Absolutely! I believe in dressing for success. I completely disagree when people say, "Well, you don't need to dress like that to be successful." Everybody has a right to their own opinion, but I believe a major strategy for success is to dress the role. Can you imagine if I just came in from cutting the yard in my old shorts, tank top and hat smelling all gross and went straight to a seminar to speak? That's just simply absurd, right? Yet, many so-called sales experts enter the sales arena looking almost as bad.

Clean up your act. Men, go out and invest in some sharp ties. Buy some shirts with cufflinks. At the recommendation of one of my billionaire friends, I now get my nails manicured. Notice, I said BILLIONAIRE. If it works for him, then it will work for you and me too! Whether you believe it or not, people notice. The first impression is the most important impression. I usually let my wife handle the women's issues with dressing for success, but let me talk to the ladies for just a second. I will put this gently...You don't have to bare all of your assets to make a sale. I didn't say it. I'm just reiterating what my wife says, and I agree with her. Whether you are a man or a woman, make sure that you dress appropriately when you are in the sales arena. It will definitely have an effect on your sales presentation.

I disagree with coaches that teach success principles, and they look slothful. They don't look cleaned up. They're half asleep when they are talking to you, their clothes are wrinkled, and they are not dressed as a champion. It disgusts me when I see someone like

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