



Advertising  
Specialty  
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**“I’ll Take It!” How to Make Closing Quick & Easy**  
Carolyn Strauss, CSP



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18 Years on HSN

Myths  
About  
Sales.....



# Myth #1

You have to be in the room with your prospect



## Myth #2



You think you know what will sell....

## Myth #3

You have control over how long it will take for your client to make a decision



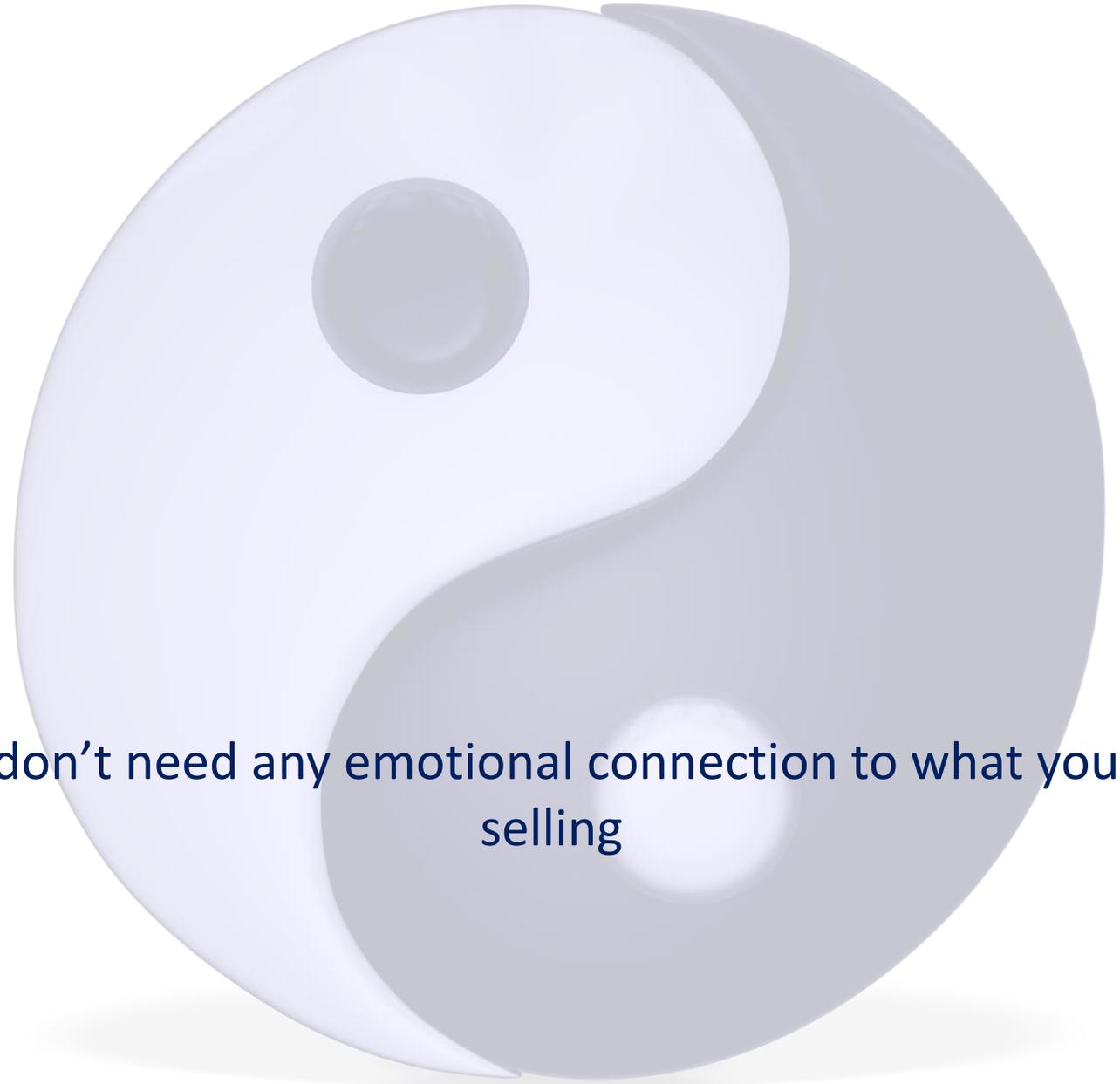
## Myth #4

You know who your customer is ....



## Myth #5

You don't need any emotional connection to what you are selling



## Myth #6

You don't have to care about your customer



## Myth #7

You have to know more than your customer



## Myth #8



You have to be slick and polished,  
not authentic and human

Know yourself





# Your Presentation Skills

How do you show  
up?

Know Your  
Offer



## 8 Mistakes Promo Sales Professionals Make

- Not being clear on pricing in all circumstances
- Being hard to reach or get answers from
- Lack of respect/sexism, racism, ageism, ableism
- Assuming they know more than the client about the needs and past history
- Talking too much
- Being distracted
- Lack of resources
- Not having easy-to-follow next steps



How EASY are you to work with?

Do you have your next steps mapped out for any situation?



# EXACTLY WHAT TO SAY™

The Magic Words  
for Influence  
and Impact

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# The Four Cornerstones of Conversational Excellence

The worst time to think about the thing you are saying is in the **MOMENT** you are saying it.

**CURIOSITY** is the fuel for great conversations

People do things for their own **REASONS** and not yours

The person asking the **QUESTIONS** controls the conversation



# EXACTLY WHAT TO SAY™

Change your words.  
Change your world

## REJECTION-FREE OPENINGS

I'm not sure if it's for you, but  
Open-minded  
Who do you know?  
Opening-fact-question

## ASSUMPTIVE FRAMES

When would be a good time?  
I'm guessing you haven't got around to  
You have three options  
Two types of people  
I bet you're a bit like me  
Simple swaps

## STAYING IN THE GAME

What makes you say that?  
Help me understand  
Before you make your mind up  
Would it help if?  
If I can, will you?

## PERSPECTIVE CHANGERS

What do you understand?  
What is your experience?  
How certain are you?  
When was the last time?  
How important is it?  
Could it be possible?  
How would you feel if?  
Just imagine  
If...then

## LABELING

Don't worry  
Most people  
The good news  
What happens next

## MAKING CONVERSATIONS COUNT

Enough  
Just one more thing  
A favor  
Just out of curiosity

[www.exactlywhattosay.com](http://www.exactlywhattosay.com)



# CRITICAL CONVERSATIONS

31-DAY CHALLENGE



[exactlywhattosay.com/challenge](https://exactlywhattosay.com/challenge)



[exactlywhattosay.com](https://exactlywhattosay.com)

#exactlywhattosay

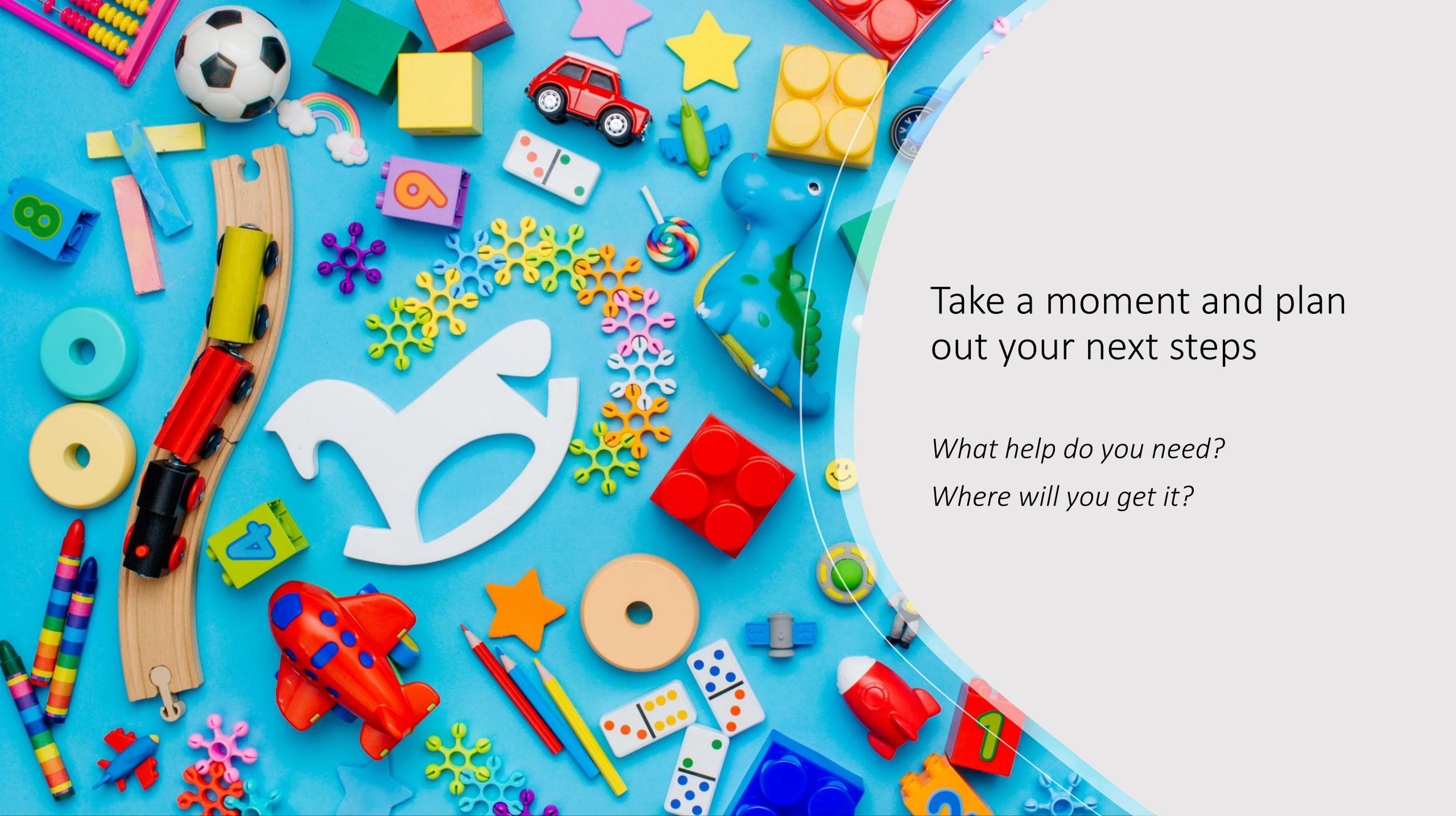


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One more  
critical  
question



Is there anything else I can tell you that will make it easy for you  
to make this decision?



Take a moment and plan  
out your next steps

*What help do you need?*

*Where will you get it?*



## Give feedback to Carolyn

1. Scan this QR code



or go to [talk.ac/carolynstrauss](https://talk.ac/carolynstrauss)

2. Enter this code on the screen

CAROLYN

*Thank you!!!*

*Carolyn*



**Finally, at 4:10 pm, don't miss the Education Day Wrap-Up session.**

**You'll hear the best tips and takeaways from many of today's speakers – including me!**

**Plus you can enjoy free coffee, hot tea and lemonade.**



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**EVERY STEP OF THE WAY™**

The ASI Show wants your feedback!



*Before you leave this session...like...NOW!*

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