



Advertising
Specialty
Institute®

“I’ll Take It!” How to Make Closing Quick & Easy

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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



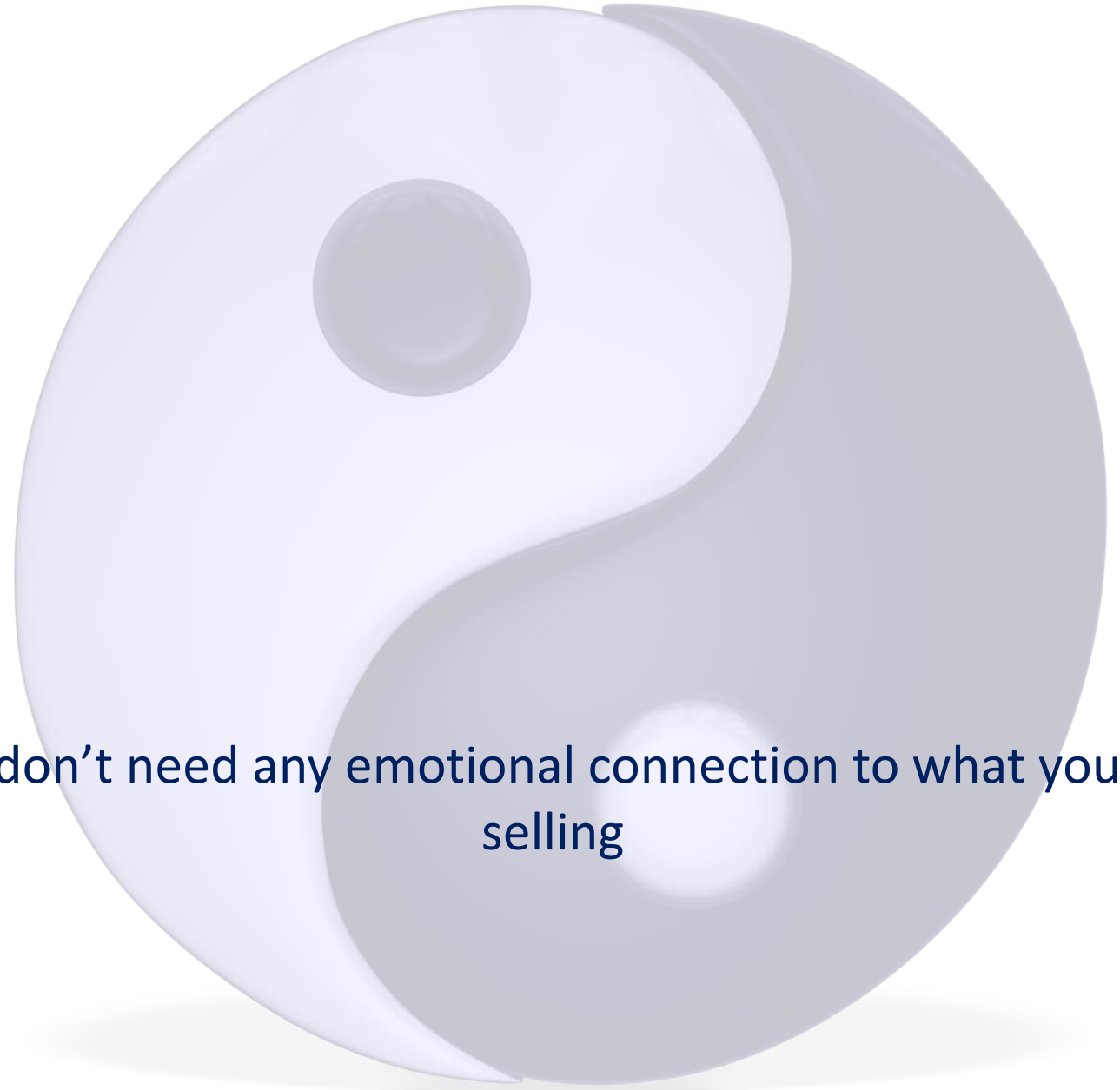
Myth #4

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



CRITICAL CONVERSATIONS

31-DAY CHALLENGE



exactlywhattosay.com/challenge



exactlywhattosay.com

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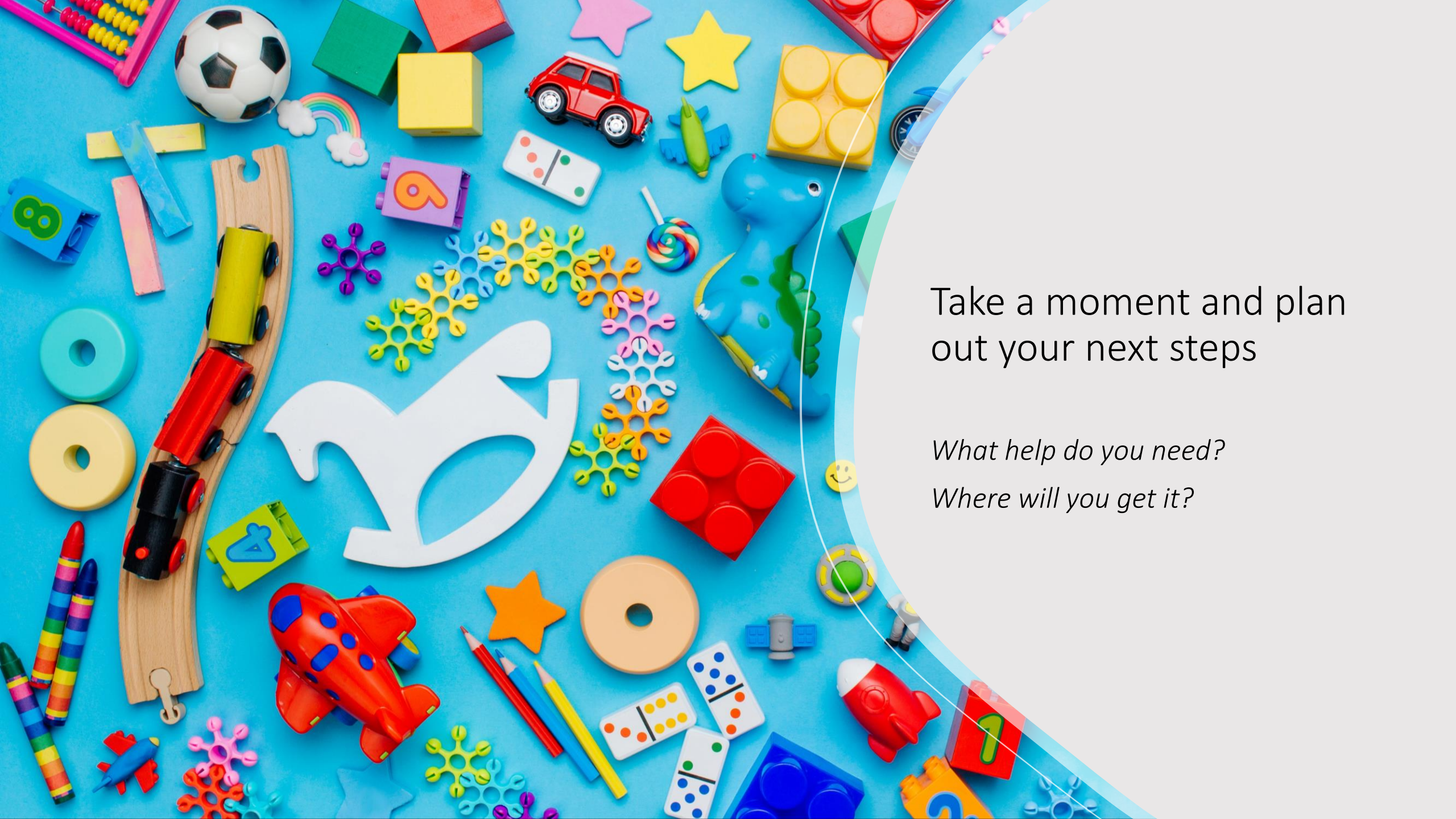


@exactlywhattosay

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

2. Enter this code on the screen

CAROLYN

Thank you!!!

Carolyn

