

# BASIC Success Closes.

Presented by J.W. Owens



**A Perspective 101 Series**

# BASIC

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**B**egin approach

**A**quire needs (customers need/need development quadrant)

**S**elect (Features/ Benefits)

**I**nteract (Objection handling)

**C**lose (success Close)

# BASIC

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## TEST Time

Use the materials handed out.

BASIC - **Begin**

# The Approach:

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BASIC - **Begin**

# The Approach:

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“ My name is J.W., I’m am with the \_\_\_\_\_.

I help other businesses in this area make more money.

I am your consultant and I’m here to talk to you about  
**“Your Business”**.

BASIC - **Begin**

# The Approach:

“ My name is J.W., I’m am with the Moneysaver. (A. Intro yourself.)(B. Who you represent)

I help other businesses in this area make more money. (C. Establishes you are experienced and local)

I am your consultant and I’m here to talk to you about **“Your Business”**. ( Benefit statement)

# BASIC - **Acquire Need**

## Customer Needs:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_

**BASIC - Acquire Needs**

# Customer Needs:

1. Name Recognition
2. Competitive Edge
3. Image
4. Increased Traffic
5. Reduce Inventory
6. Customer Awareness
7. Target Market
8. Budget



# BASIC - **Acquire Needs**

## Need Development Questioning Quadrant:

**General Business**

# BASIC - **Acquire Needs**

## Need Development Questioning Quadrant:

**General Business**

**Competition**

# BASIC - **Acquire Needs**

## Need Development Questioning Quadrant:

**General Business**

**Competition**

**Advertising**

# BASIC - **Acquire Needs**

## Need Development Questioning Quadrant:

**General Business**

**Competition**

**Advertising**

**Budget**

# BASIC - **Acquire Needs**

## Need Development Questioning Quadrant:

**General  
Business**

# BASIC - **Acquire Needs**

## Need Development Questioning Quadrant:

### **General Business**

**How long in Business?**

**How many employees?**

**How many locations?**

**What kind of services do you offer?**

**What do you want to sell now?**

**Who do you want to sell it to?**

**Next  
Competition**

# BASIC - **Acquire Needs**

## Need Development Questioning Quadrant:

### **General Business**

**How long in Business?**

**How many employees?**

**How many locations?**

**What kind of services do you offer?**

**What do you want to sell now?**

**Who do you want to sell it to?**

### **Competition**

**Who are they?**

**Who else is doing what you do?**

**What are you doing differently from them?**

**Who are their customers?**

**Next  
Advertising**

# BASIC - **Acquire Needs**

## Need Development Questioning Quadrant:

### **General Business**

**How long in Business?**  
**How many employees?**  
**How many locations?**  
**What kind of services do you offer?**  
**What do you want to sell now?**  
**Who do you want to sell it to?**

### **Competition**

**Who are they?**  
**Who else is doing what you do?**  
**What are you doing differently from them?**  
**Who are their customers?**

### **Advertising**

**Where are you advertising?**  
**What is working for you?**  
**What is not working?**  
**What have you done in the past?**  
**Co-op?**  
**What commitments, now & the future advertising?**

**Next  
Budget**



# BASIC - **Acquire Needs**

## Need Development Questioning Quadrant:

### **General Business**

**How long in Business?**  
**How many employees?**  
**How many locations?**  
**What kind of services do you offer?**  
**What do you want to sell now?**  
**Who do you want to sell it to?**

### **Competition**

**Who are they?**  
**Who else is doing what you do?**  
**What are you doing differently from them?**  
**Who are their customers?**

### **Advertising**

**Where are you advertising?**  
**What is working for you?**  
**What is not working?**  
**What have you done in the past?**  
**Co-op?**  
**What commitments, now & the future advertising?**

### **Budget**

**What is your average customer worth?**  
**What is a comfortable amount for you to invest on a consistent basis?**  
**Do you have a Budget?**  
**What is your return on your investment?**

# Features: What it means to you.

1. \_\_\_\_\_ 2. \_\_\_\_\_  
\_\_\_\_\_ 3. \_\_\_\_\_  
4. \_\_\_\_\_ 5. \_\_\_\_\_  
\_\_\_\_\_ 6. \_\_\_\_\_  
7. \_\_\_\_\_ 8. \_\_\_\_\_  
\_\_\_\_\_

# Features: What it means to you.

1. Proven Results
2. Proven Readership
3. Long Shelf Life / Conv. size
4. Direct Mail by USPS
5. Audited
6. Zoned Distribution
7. In Print, Online, Mobile and Social Media
8. Constant Contact
9. Digital Edition with e-subscription

# Objection Handling:

I understand how you \_\_\_\_\_,

...Others have \_\_\_\_\_ the same way...

...What **THEY'VE** \_\_\_\_\_ is...

# Objection Handling:

I understand how you **Feel** ,  
(empathize)

...Others have **Felt** the same way...  
(3<sup>rd</sup> Party)

...What THEY'VE **Found** is...  
(Testimonial)

# BASIC - **CLOSE**

## Success Closes:

**REMEMBER:** "Close After You've Sold"

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Name 3-4 closing techniques

# Success Closes:

## **REMEMBER:**

*“Close After You’ve Sold”*

- **Assumptive.**
- **Minor Point.**
- **Either / or.**
- **Hurry for Deadline.**

BASIC



# Success Closes

This is a series of Training for your  
Management, Sales & Office TEAM

## Good Selling !



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**A Perspective 101 Series**



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