

STACKING THE CLOSE

HOW TO USE THE
POWER OF REFRAMING TO GET
YOUR PROSPECTS OFF THE FENCE
AND SAYING YES.

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Stacking The Close

How To Use The Power of Reframing To Get Your
Customers Off The Fence & Saying YES!

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Introduction

Helping interested prospects make a buying decision in their best interests is synonymous with awkward moments, hesitation and a sense that you're being a sleazy salesman.

It's no surprise we're made to feel this way. The whole industry is built on the idea that our job is to serve others and in order to serve, we can't sell. The two activities are often positioned to be antithetical to each other.

You've probably heard yourself, or one of your peers say:

"I never try and make a sale. If someone wants to do it, they will do it."

Which, in the real world translates to:

"I never try and shift someone's thinking. Unless they have full confidence that they can make the transformation they desire, I let them sit on the fence, stay stuck, and never get what they want."

Think about it this way.

How many times have you needed a little nudge in the right direction in order to realise you'd made a great decision?

How many times have you had to 'jump' in order to experience the thrill of a new opportunity?

How many times have you needed someone to say "*You can do this... I'll help you*" in order to believe that you can?

I'm sure there are countless examples in your life.

There certainly are many in my own.

Over the past 15 years selling fitness services and grossing well over 10 million dollars in sales, I have come to a few, powerful realisations. These three realisations have proven to be true year after year. After so long, I'm confident that these are timeless principles that will endure for as long as we're on earth.

Here are those principles:

- **Sales is a form of leadership.** The salesperson must lead the prospect to the decision that is in their best interests. If that happens to be your product or service, then as a leader, you must try everything at your disposal to help them reach that decision.

- **Conviction is the most powerful attribute you can have as a salesperson.** It trumps sales tactics by an order of magnitude. A bad salesman who truly believes in the power of their product will beat a great salesman who has no belief in the product's efficacy nine out of ten times.
- **Do not assume that your prospect sees the world the way you do,** in fact, assume the opposite. Assume they DON'T properly appreciate the opportunity cost of inaction. Assume they DON'T properly understand the downside of staying the same. Assume they DON'T realise how life-changing and transformative your product/service would be in their life.

These three principles have never failed me. I have never found an example to refute them. As such, I consider them to be timeless.

And because this is true, I have developed strategies over the years that have helped me take prospects who are on the fence and help them make the decisions that are in their best interests.

The strategies I'm going to share with you in this book relate to the point in a sales conversation where things are most likely to go tits-up – when the prospect does not say 'yes' straight

away. Instead, they present to you the following:

“It sounds good, but I have to think about this a bit.”

“Yeah that sounds great, but I need to speak to my partner.”

“Yeah I like it, but I need to see if I’ve got the time for this.”

In the world of sales, this is called an objection.

I’ve found it helpful to reframe an objection by thinking of it this way:

“I can see how this might benefit me, but I’m not yet convinced it’s worth my money. I still need to better understand what is at stake.”

By reframing the word objection and seeing it as a request for more help, I have been able to destigmatise the element of salesmanship known as closing.

It has allowed me to assume the role of a trial prosecutor responsible for providing a thesis on the defendant’s guilt, and then ‘stacking’ evidence to support the thesis argument so the jurors deliver a guilty verdict.

In this book, I am going to share with you the strategies I use to help stack the close and close out the argument.

In my experience, presenting the offer at the end of a sales conversation is NOT the end of a sales conversation. This is especially true when you're met with a no, initially.

No does not mean *"f*ck off I never want to hear from you again you dirtbag"*, which is how a lot of service professionals perceive an objection. You have not been rejected by your childhood sweetheart.

All "no" means is that you've yet to effectively persuade the prospect that on balance, the decision is worth making.

The strategies I'm about to share will help get your prospects off the fence by utilising the power of compounding. These strategies 'stack'; they can be used together and in combination to continue the act of selling and persuasion.

For the rest of this book, each strategy will be known as a 'stack'.

You can think of them as hooks with different baits.

Some baits will appear more appetising to some prospects than others.

Hooking multiple different baits onto the end of multiple rods ensures that you set a hook that sticks.

This is what I call 'Stacking The Close'.

I've found that stacking has always resulted in a greater percentage of prospects getting off the fence and saying yes.

They are best deployed when your prospect has all the information at their disposal but cannot make a decision, or, has made an initial decision of "no."

For these to work effectively, they need to already know the offer and already understand the guarantee.

But when used correctly and in this manner, stacking will help your prospects get off the fence and saying yes more often.

It will save you the hassle of following up a couple of days later only to find out they won't be taking action.

It does this by leveraging the power of reframing and crushes the internalised objections that otherwise prevent your prospect from taking action. It is the remedy to your prospect's own handbrake that keeps them firmly stuck where they are. Most of the time, your prospect agrees that they want what you

are offering; but their objections and beliefs get in the way of them embracing it.

Once you master the ability to 'Stack The Close', you will be able to close anyone who is capable of being sold to. Does that sound good?

Let's get stuck in.

Stack #1: The Damaging Admission

But is one of the most powerful words in the English language if you know how to use it.

It has been told that anything that someone says before the word 'but' in a sentence is irrelevant... and it's true.

Take this as an example.

"Hey, I really enjoyed spending time with you last night. I had such a great time. But, at the moment, I'm really enjoying doing my own thing. I don't want to get into anything serious so won't take you up on the offer for a second date."

It stings, doesn't it?

This has happened to me more than once in my love life. It's probably happened to you, too.

If you're like me with a few war wounds inflicted by love and lust, you probably find it hard to remember the good things he/she said about you prior to the word but. And, you're still probably reminded by your memories of the fact that you weren't good enough for a second date.

This is the power of the word but. It has the power to make whole sentences redundant. Which makes this a compelling stack when you're trying to get someone off the fence.

Except, almost everyone gets this wrong.

They put ‘but’ in the wrong place and it destroys any chance of your prospect saying yes.

Here is what I mean.

“This watch is the best-looking watch on the market, and for the price, it’s a steal. What costs you \$49 makes you look like you’re walking around with a limited edition, \$49,000 Rolex which everyone will notice. But, unfortunately, it doesn’t tell the time.”

Ask yourself what are you paying attention to right now?

The fact it looks like a \$49,000 Rolex or, that it doesn’t tell the time?

My bet is you’re paying attention to the fact you’ve just been pitched a \$49 rip off watch that doesn’t tell the time. The absence of measuring time is the impression that lasts.

Let’s try again.

“This watch is purely for show because it doesn’t tell the time. But, it will make you look like you own a \$49,000 limited edition Rolex, and you can get it for \$49. Plus, do you even need a watch

to tell the time? You have your iPhone attached to you anyway. The real reason you wear a watch is for status and recognition, and this watch gives that to you without the price tag. For \$49, it's a steal."

See the difference?

Same benefits are outlined to the prospect. Both pitches used the word 'but' to acknowledge the 'damaging admission' (in this case, time), but, you get two completely different results.

In the first example, the lasting impression is that the watch doesn't tell the time.

In the other example, the lasting impression is that you will wear a watch that brings status and recognition and it's a steal at \$49.

That is the power of the word but when you link it with a damaging admission.

So what exactly is a damaging admission?

In the real world, there is no such thing as perfect.

Your prospect knows that. They are acutely aware that there has to be some downside to your product or service.

There is always a cost.

The damaging admission works so well because it acknowledges the objection first.

This disarms the prospect because it's no longer something they can use against you. It takes all the winds out of a potentially deal-breaking objection.

Here is how it works in our world of selling health & fitness products.

“One of the downsides to coming to Joe’s Bootcamp is the extra ten minutes of travel there and back for you. The other downside is the cost – it’s \$15 more expensive than Frank’s Bootcamp where you’re currently attending. But, it does have 3x more sessions available, and you told me that one of your frustrations with Frank’s was the lack of good timeslots. The other advantage is the quality of service – we have 3 coaches on duty while you mentioned Frank only has one. And on top of that, while Frank has up to 50 people per class, we take no more than 40. And, because you said coaching was important to you, you won’t be 1 amongst 50, you’ll be 1 amongst 13, so you know you’ll get much more attention here at Joe’s.”

Repositioning the downside BEFORE the upside hits like a tonne of bricks because it shows that you are aware of the negatives. This makes you more trustworthy and in doing so, your prospect is far more likely to believe the upside, which is exactly what you emphasise by utilising the word but.

See how these two work hand in hand?

Try this for yourself.

List out all the potential negatives/objections to your product or service.

It could be price, the time commitment, logistics or anything else for that matter.

Then list out the benefits to your prospect if they use your product/service.

From there, practice your damaging admission and deploy it after the offer has been made.

Another example:

“So I think it’s important to let you know that one of the downsides of joining Sally’s Sweat Studio is the cost – it’s \$15 more expensive than Barry’s Basement Boxing, but...”

Here is the one I personally have used to great effect.

“So, the Athlete Development Program isn’t cheap and there are definitely more budget options out there in the market that tries to do what we do. But, if the thing that is most important to you is for your son to succeed, then nothing else comes close outside of being called up to the AIS. The ADP will give Joey unlimited support from our team so you never have to worry about his athleticism ever again, you’ll have free access to world-class facilities that include all our recovery services at no extra cost so he gets a competitive advantage, and, Joey will be surrounded by a high-performance training environment that has become known for breeding success. To date, I think we’ve had over 200 athletes turn pro so it’s not like we’ve fluked it.”

This works a treat and doubles as a trust and credibility piece.

It’s humble and positions you with humility while ratcheting up your conviction.

It’s a powerful combo.

Give it a go whenever it’s to your advantage to list out the objections/concerns of your prospect in advance (which is almost always) and see it work its magic.

Stack #2: The Hypothetical Worst Case/Best Case Scenario.

Prospects typically catastrophise the worst-case scenario when confronted with a new decision.

When their routine is about to be disrupted by your product or service, they immediately default to all the downside risk, while finding it hard to appreciate the upside opportunity.

It's a natural bias but if left unchecked, will keep your prospects firmly stuck on the fence hedging their bets.

The worst-case/best-case scenario is incredibly powerful because it's so conversational. It rolls off the tongue and works so well coupled with other stacks because it can slot in almost anywhere.

It's even better when it can be coupled with a bullet-proof, risk-reversing guarantee.

Here is how it works.

Let's say your prospect has a price objection after hearing your offer since that's a common stumbling block for most in the health/fitness industries.

The worst case/best-case scenario would acknowledge the objection and actually agree with the prospect.

Why? Because arguing an objection never works. If they say it's expensive, in their eyes, it's expensive. There is no utility in telling them it's cheap. All we can do now is demonstrate both logically and emotionally, why it's worth the investment.

You would respond:

"You're absolutely right. It is a big investment and we should consider all options. So let's do a quick hypothetical..."

The hypothetical functions as an opportunity for you to take them into an alternative reality where they are already consuming your product or service.

But it does so without any pressure because you've framed it as a hypothetical.

In this reality, you can tell them what the worst-case scenario looks like and de-catastrophise what they would otherwise imagine in their mind if they were left to their own devices.

Here's what we say next:

“Ok so let's say you join the program and get through onboarding and then you absolutely hate it. Let's say you think it's the worst thing in the world and you feel like you've been conned. If that happens - it never has but let's just say that's how you feel - here's what we'll do about it. You tell me you think it stinks, and I'll refund your money straight away without a delay. No harm no foul... So yeah, the worst-case scenario is that you don't like it, and you get a refund straight away.”

By framing the worst-case scenario in this way, you turn a stampede of rhinos into a stampede of sloths. You take all the wind out of the sails and you de-catastrophise the situation.

With the worst-case scenario dealt with, you're now in a position to frame the best-case scenario, which, in contrast, is going to feel much more like a group of stampeding rhinos racing toward your prospects' desires.

“On the flip side, if our program is as good as all the reviews say it is (pro tip, don't say that you believe it's good because they know you're biased, say that others believe it's good), then the best-case scenario is you get in crazy-good physical condition, dominate in the ring, and everyone will be asking how you did it. You'll tell them it was the hard work you put in, the commitment

you had when things got tough, and your training in the gym that made the difference. That could happen in 12 weeks from now if the program pays off”

In comparison, the worst-case scenario seems measly compared to the upside. But, we’re not done yet.

We contrast one more time:

“So yeah, the worst-case scenario is you hate it and I give you your money back and you’ve only lost 3 hours of time that we’d take to onboard you... The best case scenario is that 12 weeks from now you’re in the best condition of your life.

What do you think? Does that sound fair?”

You can see how powerful the hypothetical can be when deployed appropriately. It helps your prospect's future pace the benefits and gains of your program while minimising the downside risk that they'll otherwise overexaggerate.

Coupled with a guarantee that reverses risk, or with the other stacking strategies you're about to master, the hypothetical puts the odds in your favour and gets prospects saying yes.

Stack #3: Apples & Oranges

The Apples & Oranges stack works so well because it plays into the power of positioning.

If you're reading this book, you probably already know the persuasive potential of positioning – I wrote a whole book on it. If you haven't read it yet - it comes free with a subscription to my newsletter that you can get [here](#).

When it comes to positioning, the main aim of the game is to create a frame where your prospect sees your product/service as standing alone without comparison.

This makes this stack super effective when you know your prospect is weighing up alternative options.

It's just as effective if your prospect is likely to think your service offering is similar to your competitors.

Deploying this stack will swiftly strike down any chance that your competitor starts comparing you and your competitors as being largely the same – an apple for apple comparison – by positioning you like an orange.

Here is how this stack works.

Let's say your prospect found you on Google. It's likely that you're not the only program they're considering if that's the case.

If you know this, you can assume that they're doing due diligence on your competitors too. This shouldn't worry you, because, with the Apples & Oranges stack, your competitors will all look the same while you'll stand out from the crowd.

After making your offer and stating the price, they'll come back to you with some clarifying questions.

You can answer their questions and propose that they think about it this way:

"One of the important things to consider with us is that while we might look similar to the alternatives that are available to you, we're really nothing like them. Here is why:

While the competitors do <insert similarities>, what they don't do is <insert differences>... and it's those differences that make it chalk and cheese.

Because without <insert differences>, you aren't going to get <insert big benefits you know are important to the prospect> and that means its like comparing apples to oranges."

Here is a full example.

"One of the important things to consider with us is that while we might look similar to things like F45 or Crossfit, we're really nothing like them. Here is why:

While both of them are great, high-energy group training options that cost the same, have the same schedule and will improve your fitness if you're consistent... neither of them focuses on the other two factors that will guarantee your success. In F45, you're expected to know what to eat, how much to eat, and already be an expert when it comes to nutrition. From what you've told me, you don't feel like you're there yet. The same goes with Crossfit – a lot of them encourage you to eat Paleo which for a lot of the people I've worked with, is limiting and unrealistic when you're juggling 3 kids and a full-time job. Both of them also don't actively work on establishing great habits that you can sustain for life, so they tend to be something that people do for 30 to 60 days before falling off the bandwagon because they didn't help them create a sustainable routine.

And that's what makes us different. We do the group fitness piece just as well as Crossfit or F45 without you spending a dollar

more, but we also put a huge focus on the other two elements that matter most – your nutrition and habits. Without those two things, it's like comparing Apples to Oranges.”

What is so great about this stack is you can use it even if your prospect hasn't checked out your competitors. It works preemptively, too.

The main thing here is to not slag off your competitors. Doing so would completely annihilate the credibility of your comparison. Be humble and even acknowledge their strengths like I did in the example.

The key here is to be conversational.

Stack #4: Price Chunking

This works like crazy if you're offering a low-cost product/service (less than \$10 a day/\$5000 a year).

In fact, it's the most powerful stack you have at your disposal for anything less than \$10 a day. It can even be used with high-cost offers too when used in combination with future pacing (more on that shortly).

So how does it work?

Price chunking is a strategy that leverages the power of reduction.

It reduces the perception of price by chunking down the investment to something so insubstantial it's considered negligible.

It is one of the tried and true frameworks that you've heard a million times during those mid-day infomercials, but have probably never used yourself:

"For less than the price of _____ a day, you can get <insert product>"

This can be put to work in so many ways.

It can be used in long-form where it is used to future pace your prospect, or, in short-form where it is used to compare to a negligible alternative.

I'll give you examples of both, starting with some short-form options. This short-form option price chunks in order to position the benefits as worth much more:

For the price of a coffee a day (great for products around \$25-30 per week), you can get:

- Benefit 1:
- Benefit 2:
- Benefit 3:
- Benefit 4:
- Benefit 5

Plus, you also get benefit 6, which is worth 10x the cost just in itself.

Here is an example:

For the price of a coffee a day, your gym membership will open the doors to:

- *24/7 gym access so you never have to miss a workout again because something came up... we're always open for you;*
- *Unlimited access to our class schedule so when you're feeling like you just want to turn up and follow along, you'll still get an incredible workout that leaves you feeling like you're on cloud 9;*
- *Our relax and reboot recovery lounge is the perfect place to relax when you just need to put your feet up and switch off... sit back in our massage chairs with your favourite book or even take a rejuvenating nap... or de-stress in our infrared sauna and let the stress of the day melt away. Do this after a tough workout, or by itself... there is no judgement here!*
- *A private place to work or study without the distractions – our Work & Wifi zone is tucked away where you can knuckle down with free and fast wifi to get stuff done. Whether it's being productive for 10 minutes or 10 hours, you can rest assured every minute of your day is being maximised so you keep achieving.*

Plus, our PT accountability community will ensure that you hear from one of our PTs if you go more than a week without making it in. We'll touch base to make sure you're still on track and answer any questions that you might have that we're qualified to answer. Having an accountability partner like that is worth the

price of a coffee a day in itself if it means you achieve all your goals!

The second short-form price chunking compares and contrasts the cost of the negligible amount they would keep against what they won't have if they don't act. Here is an example that I might use if I was trying to sell the Alley-Oop Newsletter using this stack:

What's more important?

- *Would you prefer to have \$3.19, or an expert gym owner at your disposal to answer the business questions that have stopped you in your tracks (which might be costing you \$100's or thousands of dollars by not solving right now)...*
- *\$3.19 or the mental models, insights and strategies that have grown a \$3 million single-gym empire in 6 years from scratch... which to our knowledge, has never been done before in our niche?*
- *\$3.19 or a community of coaches, physios, and facility owners just like you with the aspiration to achieve more in their career from who you can bounce ideas off of, get inspiration from, or get consolation from that you're not alone in your situation ?*

- *\$3.19 or the opportunity to get guidance from a mentor that charges 666.67x more than that for a one hour phone call?*

And if it helps, I'm happy to bank transfer \$3.19 to cover your first day so you can see on the inside and make the decision for yourself if it's a big deal.

Because I know that for \$3.19 a day, you'll get 20x that in value from day 1 just by reading the book that comes free when you subscribe. And if you think I've misrepresented what it is and you don't feel like you've got value for money, you can keep the book and other free bonuses and I'll cancel you straight away with no hassle at all."

You can also use price chunking in long form. This is where you combine it with future pacing and it works especially well if it's a higher-priced offer where short-form chunking wouldn't be as effective.

Here is an example:

"So let's click our fingers and fast-forward a year from now. You're 3-0 as a pro, you're in the best physical shape of your life and you're feeling strong and confident. You've got people chasing you for sponsorship opportunities because they want to get in for the ride up, and you're even getting headhunted by

other coaches who want you to join their team... even if it costs them.

How would that feel? If we could provide that for you, that comes out to \$21 a day. Would you pay \$21 a day to have that?"

Long-form chunking like this compounds when used with the worst case/best case scenario and the damaging admission because they feed each other.

Here's how you'd do that:

"And even if you didn't achieve that (weaving in the worst-case scenario), and you didn't go 3-0, you, didn't have a full list of sponsors and you didn't have coaches wanting you to join their team BUT (damaging admission) you were in the best physical shape of your life, full of confidence & getting noticed, would you pay \$21 a day for that anyway (price chunk)?"

If they say yes, then you can ask for the sale. If they say no, you are consequently given permission to ask if they'd say yes if the best-case scenario was achieved. For example:

"Ok, fair enough. It sounds like the achievement is really important to you, which is great because it's important for us too. Would you say yes if we achieved those goals for you?"

If they say yes to that, then you can follow up with:

“Ok, great. So is there any reason in your mind why you wouldn’t be able to achieve those goals?”

If they say that there is no reason in their eyes why they wouldn’t achieve it, then you can once again ask permission to make the sale because there is no reason (outside of unforeseen circumstances) that he/she won’t be head over heels thrilled with your program either.

See how powerful that is? The long-form price chunk can be a killer strategy when stacked alongside the other reframes in this book.

This is the power of stacking the close. I’ll show you some more combinations later.

Stack #5: “What I’m Hearing Is...”

This stack is by far the hardest to pull off because it requires serious levels of conviction, but, it also has the most potential to radically transform your closing percentage.

It requires nuance, practice and attention to detail... but, it has knock-out power that can break through rock-solid objections and turn them into dust.

This stack is something I learned from Chris Voss, an FBI hostage negotiator. It originated from his labelling framework, which works like crazy for making your prospect feel heard. This stack builds on his framework. Here is an example:

Your Prospect::

“I think we’re going to struggle to get Joe there 3x a week to really get value out of the program.”

You:

“I totally understand. It sounds like it’s really important that you get great value from the program and take full advantage of our services.”

^^^ That’s the label. You repeat and reiterate the objection in a calm, concerned manner. It helps them feel heard and understood.

You then add to that:

“What I’m hearing is we need to help you manage your scheduling, which can be so tricky to coordinate with a young athlete who has to juggle school, sporting commitments, study, and then your work schedule. Have you ever worked with a coach before that can help in creating a schedule that’s sustainable and adaptable as things change throughout the year? Because typically, we can identify how to map out Joe’s schedule so he gets the most from training, even if that’s only 2x per week during certain periods of the year, and make sure he gets the results that you and him are after. So, have you ever sat down and worked on Joe’s week from a scheduling point of view with someone who understands load management?”

Notice I didn’t make them feel stupid for raising that concern. I agreed with them, acknowledging that it can be tricky to coordinate unless you’ve worked with an expert in load management before. But in doing so, I defuse the objection,

because I frame it as an issue with scheduling that can be resolved, not something that is reliant on them coming in 3x per week to 'see the value'. I shifted the frame away from value (3x per week), and moved it toward results (something that is overpowers value).

Naturally, this parent will say no, and then I'll reply:

"No worries, that's totally understandable. Most parents before they meet us have never experienced that type of support before, so it can be a bit strange to hear that we do everything like that for you. As the slogan says, you play sport, we'll do the rest... So yeah, we'll sit down with you and Joe and coordinate his schedule, finding the best opportunities for him to train while maximising his recovery and fitting it alongside all his existing commitments. And the good thing about our program is, you never pay more than our fixed price, which means that during the school holidays when he can come 5x a week, he can do it without you being paying more for it. So we can increase and decrease training as we please to match what Joe needs at any point in time"

Objection, diffused.

Another one:

“This all sounds great, but I’m not sure I can afford it.”

“No worries, it sounds like it’s really important to you to make good financial decisions (Label)...

(cont)....

I totally appreciate it’s a big investment and I’d never expect you to make a decision that impacts your health lightly. So if I could summarise, what I hear you saying is you want to make sure that you actually achieve the results, because I’m assuming if we could guarantee that you’d be happy to spend the money?”

“Yeah, if I could achieve the result then it’s worth the cost.”

“Ok, cool, so it’s just an assurance that you need that our system will work for you then? Easy. Well, there are a couple of things to consider here.

The first is our results. We have over 460 5-star google reviews, have turned over 200 athletes pro, and have dozens and dozens of professional athletes singing our praises. Have you had a chance to check them out yet? (If you’re in person with them, pull up your phone and show them... overwhelm with evidence that you have the proof to back up your claims).

The other thing to consider is we fully back our program with a performance guarantee. If you don't improve your sports performance, we give you your money back, no questions asked..."

If price is your only concern, then you can rest assured that unless you're head over heels thrilled with your experience, you won't be paying for it anyway."

The original price objection is diffused by reframing the objection as a concern relating to the likelihood of achievement (in the vast majority of cases, this is the only reason people won't pay you what you ask).

Another:

"I love the sound of the program, but committing to 12 months is a stretch. Do you do shorter time periods?"

"It sounds like you really value your time and making good decisions with how to spend it (label). I can appreciate that the idea of a commitment to a training program might feel a bit foreign with everyone promising transformative results in 28 days or less where all your wildest dreams come true. But in the real world, it doesn't happen like that, and when we make a commitment to you that we will help get you in peak physical shape for your sport, we mean it. So what I hear you saying is

that you want to know why it takes 12 months to achieve the results you're after, which I'm happy to walk you through, because it will make sense once we map out the phases of how we create elite athleticism."

You would then go through your processes and your proprietary formula that achieves the result. This then adds clarity to the time commitment and diffuses the objection.

This is even easier if it's an injured athlete following a rehab program, because naturally we can leverage tissue healing, different phases of rehab, and previous experience to set the frame for a specific time commitment.

But as you might be able to tell, this requires **conviction**. The colloquial 'brass nuts' comes to mind.

So a warning before trying this one.

This separates the boys from the men, and the girls from the women.

This requires high levels of self-belief and conviction in your product/service and you can't run a mediocre show and get away with this one. You will be found out quick-smart. This is for those who wear the term 'Overdelivery' like a badge of honour because you're going to have to show up bigtime.

But, if you're willing to commit to that, "*What I hear you saying is*", is, without question, the most powerful reframe at your disposal.

So use it wisely, ethically, and always with your prospect's best interests at heart.

Stack #6: “The Pro’s/Con’s Close”

Growing up, I used to get pocket money for doing chores around the house. It was about 20c a chore.

As my vast wealth would accumulate over the course of the week, my focus would redirect to what I’d spend my wealth on. Back then, it was anything Pokemon.

My Mum, before giving me the all-clear on a purchase decision, would make me do a Pro’s and Con’s.

Now of course, I would always end up deciding that I *would* spend my money on Pokemon, because I’d intentionally diminish the cons and embellish the pros.

I’d frame the downside as minor, and the upside as major.

You can do the same thing and this works especially well for in-person sales consultations where you can do the Pros/Con’s in person, very conversationally.

I used this to great effect as a membership consultant at Fitness First and loved it so much it became a staple for all-inperson sales I’d make for the next decade and a half.

Here is how I'd do it.

While sitting alongside my prospect, I'd pull out my notepad and in front of them, draw a Pro's Con's table.

I'd do this *without* explicitly stating it.

Here is an example:

=====

"So Sally, what is the main motivation for wanting to join the gym?"

**draws pro con's table"*

"I'd like to improve my fitness and get back into a good routine."

**Adds the following to the pros list:*

- Improve Fitness
- Establish a healthy routine

"It sounds like you really care about taking care of your health Sally. Why is that important to you?"

“Well, my thoughts are if I can get into a routine and improve my fitness I’ll be able to lose some weight that I’ve been carrying around for a while... and just generally look better.”

*Adds the following to the pros side:

- lose stubborn weight
- Look better

“Yeah, I totally get that Sally. Why is it important to you to lose weight?”

“Well, I guess I’ll feel much more confident right? I don’t think anyone likes carrying around extra weight.”

*Adds the following to the pros side:

- More confidence
- Look better
- Carry around less weight

“Yeah, fair enough. What’s been stopping you from doing anything before now Sally?”

“Time... and work has been full-on. I’ve had to make that a priority.”

*Adds the following to the pro side

- Better time management and balance
- Restore the balance of priorities so work doesn't dominate

*Note I took the cons (time/work) and turn them into pros by flipping it... as if she'd already solved the problem.

"It sounds like you've got a big work ethic, Sally. That's going to be so helpful to channel that into your training. And what have you tried before to lose weight?"

"Literally everything. Diets, Keto, fasting, cabbage soup diet... you name it. Also tried supplements, hypoxo and a few other things that didn't work."

*Adds to the pro's list:

- More sustainable than fad diets
- Less expensive than supplements and weight-loss fads

"Yeah WOW. You have tried it all. And what do you think are the reasons that would stop you from achieving this?"

“Work and time. Money to a lesser degree. Mainly if work gets in the way.”

“Ok, so it sounds like it's going to be really important for you to create a sustainable routine for yourself around work that makes best use of your time.”

*Adds time-efficient 30-minute workouts to the Pro's List, while adding \$25 cost per week to the Con's side.

“In your eyes, Sally, what else would you spend that \$25 on, if you didn't spend it on your health and joining the gym?”

“Probably crap food and snacks when I get hungry in the arvo after work.”

“Oh ok, so it's probably not even a bad thing that you're spending the money on a gym membership instead hey? Haha...”

*crosses out the cost on cons side.

“So Sally, what have I missed?”

If you join the gym, you'll:

- *Improve fitness so you can start feeling great again*

- *Establish a sustainable routine so work doesn't always put your health last*
- *Lose the stubborn weight that you haven't been able to shake off despite trying all those fad diets*
- *Look better so you have more confidence*
- *Create an environment where you can better manage your time*
- *Balance out your priorities so you can feel like you're looking after yourself*
- *Not rely on unsustainable fad diets*
- *Save money on fad supplements*

Was there anything else? And for cons?

It'll cost you \$25 per week which you'd probably spend on cheeky snacks anyway hey?"

See how powerful that is.

I'd then let the Pros and Cons stack just sit there, staring back at her on the coffee table as I went through the rest of the presentation.

After the presentation and walkthrough is made, we'd return to the coffee table and I'd grab the Pros and Cons list and return it to the top of the membership forms, then ask:

“So Sally, have you seen enough to know that you’d like to join us and get this journey started?”

=====

This was a ripper close.

It was best done in person, but it worked 9 times out of 10. Use it ethically.

Stack #7: “The Reframing Story”

There is nothing more powerful than a compelling story. We have used it since the dawn of humankind to share the most important mental models, lessons and morals that have been necessary for survival. Stories passed down from generation to generation are the fabric in which we communicate good ideas.

So it is only fitting that the final stack is a story close. A close you have at your disposal that you're probably underutilising (to your detriment). Because the best orators are always the best storytellers.

The key to their persuasive character was telling powerful, unifying stories that are steeped in important lessons. These lessons have the power to make non-believers apostles and sceptics complete advocates.

And they can work for you too, even if you don't think of yourself as a public speaker, or persuasive story teller.

Because when done right, storytelling doesn't even need to be about yourself.

It can instead, be about those you've helped and how they made an incredible transformation since working with you.

The story close leverages the power of testimony from your advocates to help your prospects appreciate that they are one simple decision away from achieving the same remarkable result.

Here is how you do it, using the example of Sally in the previous chapter.

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“So Sally, I want to tell you about Miriam. When I met her, we had almost the exact conversation we were having right now. And just like you, she was sceptical about joining the gym after having so many misses before now. Just like you, she was...

What I ended up telling Miriam was if she thought I was trustworthy, to give this one shot, and fully commit for the next 30 days. If it didn't work out and she put her heart and soul into it,, then she'd be able to approach me directly and I'd organise her cancellation there and then.

So Miriam starts, and she gets into a routine from day one and is showing the same consistency for her training that she had been doing with her work.

By Day 15, Miriam had a perk in her step.

She'd had some early wins, she was down on the scale, down a belt buckle, and feeling great.

By day 30, I caught Miriam training on the gym floor on my way out. I checked in, and she said she was going great... she was so proud of her progress.

That's when I half jokingly said, "So I guess we don't need to put that cancellation form in then, hey?"

Her response?

"God no, this is the best decision I ever made."

And all it took for Miriam to get out of her rut was one simple decision to TRY... with her work ethic, the rest came without much hassle. Just consistency, and patience.

Which is exactly what can happen for you too Sally. All you have to decide is if you want to TRY. So what do you think? Do you want to give this a go?"

=====

This reminds me of the feeling prior to jumping off a cliff into water.

It's always easier to make the jump once you've seen someone else do it.

In this case and even though Sally doesn't know Miriam personally, in many ways she does... Because Miriam is like Sally. Miriam thinks like Sally, makes decisions like Sally, and acts like Sammy. You, the storyteller, made that connection.

This creates an assumption that Miriam and Sally are alike and as a result, future paces Sally because she can visualise her achieving the same result.

With a picture of achieving the result in her mind, she is pulled toward the ideal scene. Sally is being compelled by emotion and it's acting like a metal ball to a magnet. The power of story is helping her see the situation in the way that it needs to be viewed in order to take decisive and powerful action.

Stories have declared war, created peace and been the catalyst for every big revolution known to man. If it's good enough to persuade the world, it's good enough for your prospect. Try it.

Stacking Your Stacks

These seven stacks in isolation have the potential to drive up your conversions by helping your prospects take action.

However, this is a case where the whole is greater than the sum of its parts.

While powerful in isolation, these stacks are unstoppable in combination.

The real power of stacking the close is when you naturally, effortlessly and seamlessly combine multiple stacks that make the most sense in your sales conversation. In this final chapter, I will show you some ways to do this, but, I encourage you to explore and try out different combinations for yourself.

Combo Stack 1: The Price-Crusher

When your prospect seems to be caught up with the price, the combination of the worst/best case scenario stack alongside the price chunking stack, (and ideally, a great risk reversal guarantee), will overcome almost all price objections.

Here's how I would do it:

I would start by introducing the guarantee, reinforcing how

you take responsibility for reversing the risk. From there, I would price chunk, reducing the investment to its smallest possible, conceivable value. Then, I'd present a worst case/best case scenario which includes the risk reversal elements. This combination is the same framework I teach all my own sales team across our divisions to help them overcome price barriers with ease.

Combo Stack 2: The Orator

If we meet a prospect who has been quite open with us about their history, then we'll typically match this with the storytelling stack. For the Orator stack, we introduce the offer with a damaging admission. This generates the necessary humility that will build trust and credibility and make your story compelling as you enter the close.

From there, recall a story of a client who was in a similar boat to your prospect. Do everything you can to mirror their experiences – this works better the more similar their experiences are. This means that you might have to work to create the parallels.

With your story told, finish this off with a worst case/best case scenario and you'll have a powerful framework for the 'chattier prospects'.

Combo Stack 3: The Arbiter

When a prospect is weighing up between you and your competitor, then you cannot look past the Apples & Oranges stack.

This is because a decision to act has already been made; the decision is simply in which direction the action goes.

This can be used in conjunction with a Pro's/Con's, but unlike the example I gave, you would use an alternative training solution instead as the 'con'. Remember, Arbiters are making a binary decision, so you want to overwhelm them with evidence as to why your offer cannot be matched.

If you have a powerful, risk-reversing guarantee, then this is where a guarantee would shine – especially if your competitors don't have one as compelling. On top of this, you can also leverage a worst case best case scenario here, using your competitor as the option they can try if things don't go to plan with you. This immediately positions you as preferred.

A powerful combination when you can fit the puzzle pieces together.

Combo Stack 4: The Indecisive One

If you come across an indecisive person, then it's likely that you have to reframe how they see and interpret risk. In this type of prospect, they are more likely to prefer the devil they know, than the devil they don't know... even if they are in hell.

This is obviously defunct thinking, but you can't simply tell them that. You have to persuade them through reframes.

This is where "So what I hear you saying is", stands alone.

It is the only stack I rely on when I am trying to help someone who has a history of inaction, take action.

When they say "I have to think about it", I reply:

"Of course, this is a big investment and it sounds like it's really important for you to make the right decision. James, what I hear you saying is you're trying to figure out if this will work for you, is that right?"

This is a reframe because I've now brought something that was going to be thought about at home and asking James to address it here, in the now.

I would keep going with this process until all things that he goes home to think about are addressed... because it's always in your and their interests to address it now, rather than catastrophizing it at home.

Closing Thoughts

Stacking the close could be one of the most important skills for you to master. In the moments where sales are either made or lost and when the future of your business is either made to be more prosperous or not,, how you show up can make all the difference.

Having these frameworks will give you a chance to lean on a proven solution in the high pressure moments, but, they only work if you work them.

So get going with these and deploy them immediately. Start with the one that makes the most sense to you first that feels the most natural.

Just use one or two. Don't try and become a master overnight. When you chalk some wins on the board, begin to adapt and deploy more frameworks.

Do this consistently over time and your sales will become the thing in your business you can rely on the most, which, when it comes to making enough money to thrive, is the best skill you can have.