

# 7 Steps to Close Checklist

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Before you start the presentation, disarm the customer by letting them know they do not need their credit card or checkbook for the meeting

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On the first page of the presentation: get them to agree that there is a whole group of people in their area that have yet to be marketed to

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Belief in our company by having the prospect agree that us doing the work first is fair and asking them why we do that - you should get two positive affirmations

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Getting found (Step 1) = Getting ranked higher - a business needs to get found if they want to compete for new customers in their area

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Have the prospect look at one of our websites from the perspective of a new customer who has never been there

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Get an actual answer to "Other than money, do you have any reason why you wouldn't follow our 4 Steps?"

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Identify the packages by the number of steps: all 4 steps, 3 out of 4 steps, or 2 out of 4 steps.