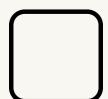
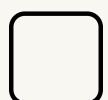


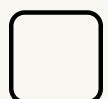
# 7 Steps to Close Checklist



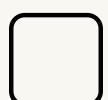
Before you start the presentation, disarm the customer by letting them know they do not need their credit card or checkbook for the meeting



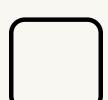
On the first page of the presentation: get them to agree that there is a whole group of people in their area that have yet to be marketed to



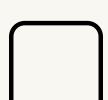
Belief in our company by having the prospect agree that us doing the work first is fair and asking them why we do that - you should get two positive affirmations



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



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



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



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