

Zig Ziglar Part II

The Heart Of Your Sales Career

1) Explain “Ya gotta believe” and how it applies to Mile High Karate

2) _____ is essentially a transference of _____.

3) Believers are _____.

4) “Buy it and you can sell it.” How does this apply to MHK?

5).... A calm, confident, positive, reassuring salesperson working from a base of _____ and _____ is the most _____ tool to calm the fears of the _____ and get the _____.

6) Define The ”Believer’s” Close

7) Because of this what happen to Bill’s results?

8)High-performing salespeople are _____ by their customers.

9)_____ own what they sell.

10) Define Empathy vs. Sympathy

11) What was the significance of B-U-S-I-N-E-S-S?

12) Good technique at the wrong time can be _____ because there is such thing as the _____ wrong time to _____.

13) Define the "Get Them Smiling Close"

14) They must buy _____ before they buy _____.

15) A sale is made on every presentation. The _____ either sells you that he can't or won't _____ or you _____ him that _____.

16) Hear what the prospect is saying- not _____.

17) Define the "Empathy" Close

18) Define the "Can't Afford It" Close

19) Your mental attitude makes _____.

20) "Your business is never really good or bad out there. Your business is either good or bad right _____.

21) Define the "Go Giver" Close

22) Poor image is the _____.

23) "They can't make you feel inferior without _____."

24) Selling is _____ (not easy)

25) Define the "Columbus" Close

26) Define the "Courtship" Close

27) General Douglas MacArthur defines security as _____.

28) Define the “Testimonial” Close

29) Why use testimonials?

30) Define the “Love” Close

31) H _____
E _____
A _____
R _____
T _____

18) Define the “Physical Action” Close

19).... the odds are at least ___ to ___ that the prospect’s reason for not buying can be used as a _____.