

Examples of "Closer" Questions

Below is a list of questions we use at Predictive ROI during the "closing" stage of the sales process. We put the word "closer" in quotation marks because we never attempt to close a sale. We orchestrate the questions and flow of the conversation with a prospective right-fit client, so they feel compelled to ask how we can help them (assuming there is truly a right fit).

All of the questions you ask during this stage of the sales process should connect back to your point of view and how you help your clients. For Predictive — our point-of-view is: "We believe that most agencies and consultants go about sales in the least effective, most painful way possible. And that there's a better way — we call it the Sell with Authority Methodology."

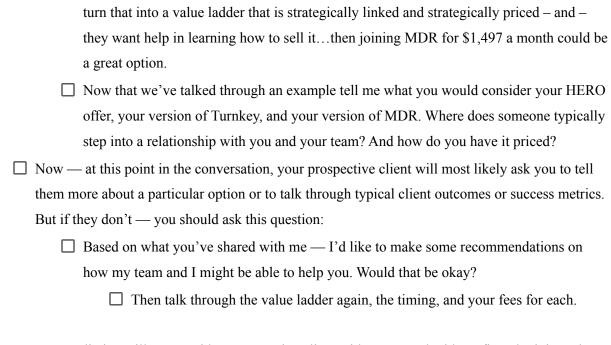
And — we use Predictive's Content Blueprint as the on-screen visual while asking the below questions.

During the discussion — we're color coding sections of the Blueprint as <i>red</i> , <i>yellow</i> , <i>or green</i> depending
on the prospective client's answers.
☐ What's your focus area of expertise — or to say that another way — where does your expertise go
an inch wide and a mile deep?
☐ Where do you — or what channels do you use — share your thought leadership content and
expertise?
☐ How would you describe your specialty or expertise when meeting a prospective client for the
first time?
☐ How often do you create what we call "Cornerstone Content?" (define)
☐ How often do you create what we call "Cobblestone Content?" (define)
☐ How is the content you create uniquely yours?
☐ How does your audience know you created it for them?
☐ How often are you sharing your expertise and content with your email list?
☐ How many people are on your list, and how did they get there?
☐ Why are you passionate about helping this audience?



Ш	What does that matter to you and your team?		
	We're b	oig fans of what we call "Transitional Moments" (think open-mic Q&As, Facebook	
	Groups	where questions can be asked, virtual workshops where people can learn directly from	
	you, ga	ted content that is screaming cool, etc.) — how often do you offer Transitional Moments	
	and what are the next steps after each one?		
	Let's ta	lk value ladder — I'll use Predictive as an example so we can talk through yours. There	
	are typi	cally three ways we can be helpful to agencies and consultants.	
		First – is our 90-day Sprint (draw in the middle of the value ladder/arch). It's where we	
		can help our client get super clear on a niche, their point of view, and their positioning —	
		we build out their Dream 25 prospect list, we map out their Content Blueprint (that looks	
		like this), and we even help them build out their 2-year Everest Mission, so their team	
		is never aimlessly wandering the wilderness. Throughout the 90-dayswe're helping	
		them carry their packgetting strategic and tactical work done every week. One of our	
		Sprinters told us that she got more done in her business during Sprint than she had in 20	
		years. Amazing.	
		Our fee for Sprint is \$20,000, and we break that up into four monthly payments of	
		\$5,000.	
		Okay — let's go behind the curtain for a secondour 90-day Sprint is what we call our	
		"HERO Offer." Why? Because it helps our clients get a ton done with our helpandit	
		helps them see the future forward, which is what we call "Turnkey."	
		Next Turnkey — this is where a client will say to us — I've read your Sell with Authority	
		book, but I don't have time or capacity for our team to put it into practice. Can you do it	
		for us? And our answer is "Yes. We call that Turnkeywhere we literally 'Turnkey' and	
		DO the book for you and your team. Our fee is either \$8,000, \$6,000, or \$5,000 per	
		month, depending on the scope of work you select."	
		Okay — let's go behind the curtain againTurnkey is typically reserved for clients	
		running businesses with \$1 million to \$5 million a year in sales $-$ or $-$ who are very close	
		and want to break through.	
		But if Sprint and Turnkey are not the right fitsthen we talk through our Million Dollar	
		Roadmap program. Let's say someone wants to build out what to sell, and they want to	





Please note: Predictive will not provide a prospective client with a proposal without first obtaining what we often refer to as "conceptual agreement." The prospect must acknowledge that the fee is realistic, the timing works for their schedule, and the outcomes – or what success looks like – are clear.

If not, we continue clarifying, discussing, or just agree to loop back together if/when the timing is more appropriate. We never write proposals with the intent to persuade someone to say yes.