



## 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 **red, yellow, or green** 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?



- What does that matter to you and your team?
- We're big 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, gated content that is screaming cool, etc.) — how often do you offer Transitional Moments and what are the next steps after each one?
- Let's talk value ladder — I'll use Predictive as an example so we can talk through yours. There are typically 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-days...we're helping them carry their pack...getting 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 second...our 90-day Sprint is what we call our "HERO Offer." Why? Because it helps our clients get a ton done with our help...and...it 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 Turnkey...where 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 again...Turnkey 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 fits...then we talk through our Million Dollar Roadmap program. Let's say someone wants to build out what to sell, and they want to



turn that into a value ladder that is strategically linked and strategically priced – and – they want help in learning how to sell it...then joining MDR for \$1,497 a month could be a great option.

- Now that we've talked through an example tell me what you would consider your HERO offer, your version of Turnkey, and your version of MDR. Where does someone typically step into a relationship with you and your team? And how do you have it priced?
- Now — at this point in the conversation, your prospective client will most likely ask you to tell them more about a particular option or to talk through typical client outcomes or success metrics. But if they don't — you should ask this question:
  - Based on what you've shared with me — I'd like to make some recommendations on how my team and I might be able to help you. Would that be okay?
  - Then talk through the value ladder again, the timing, and your fees for each.

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.