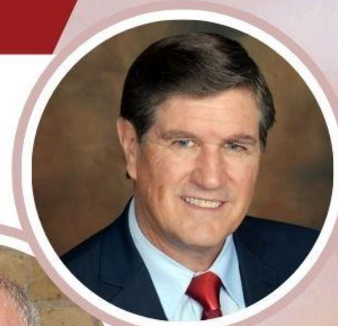
WINNING AT SELLING PODCAST

What Salespeople Need to Know About Selling



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How to Close on the First Appointment

*Globally ranked in the top 1% of all podcasts

Most salespeople are trained to *build rapport, gather information,* and *follow up later.* But what if your prospect is ready *today*? In service-based, in-home sales (home improvement, senior care, children's services, etc.) the best close might happen on the *first visit. Do you want to be strong in influencing or persistent in follow-up to make a sale?*

Let's break down how to build curiosity and interest, define the buying criteria, uncover motivation and create urgency to close the deal with confidence — all on the first appointment.

Why does this matter? Some say **70% of sales are closed on the first visit**; and if a second appointment is required, the chance of closing drops by up to 50%. Or you may be investing in a strong follow-up plan attempting to close afterwards, which may require 5 or more touches.

1️⃣ The Sales Philosophy - Your Mission:

Guide your prospects toward making a confident decision *today* by balancing curiosity, clarity, and control.

Core Process:

1. **Create Interest** – Build curiosity, not pressure.
2. **Understand Expectations** – Discover what success looks like for them.
3. **Exchange Information** – Share what matters most, not everything you know.
4. **Outline Priorities** – Identify their must-haves vs. nice-to-haves.
5. **Determine Options** – Match solutions to motivations.
6. **Confirm Commitment** – Lead toward a clear next step.

2️⃣ The Mindset

Your mindset shows up in your **attitude, tone, and body language.**
Ask yourself:

- Am I truly listening or just waiting to talk?
- Do I believe this person can and will buy today?

Your goal: Bring the *reason to buy today* to the surface.

Reputation check:

- What is your company known for?
- What's your **Unique Selling Proposition (USP)**?
  - Scalable? Compatible? Community-driven? Transferable?
- Are you selling on **price** or **value**?
  Know who you are—and sell with that confidence.

3️⃣ Pre-Appointment Prep

What information do you know before arriving?

- Name, address, appointment time

Ask yourself, do you know…

- What excites the prospect before you even arrive?
- What problem or outcome they're hoping to achieve?
- Can we improve our qualification process?
- What can we learn ahead of time to make this first visit count?

4️⃣ Discovery and Motivation

During the appointment, uncover both **specifications** and **motivations.**
Specifications (the facts):

- Quantity / Rooms / Size
- Budget range, Timeline or Completion Date
- How long do they plan to stay in the home?

Motivations (the feelings):

- Past experiences and current expectations
- Market trends catching their attention
- Desired outcome or emotional goal
- Other options they're considering
- Distractions or competing priorities

Urgency questions to ask:

- Why now?
- What happened recently that made this a priority?
- What's the cost of waiting?

Your job: **connect emotion to action.**

5️⃣ Handling Objections

Common objections:

- "I want to get other quotes."
- "I need to think about financing."
- "Maybe I can repair instead of replace."

How can you refine your discovery process to surface objections earlier — so prospects naturally address or even disqualify them before they become roadblocks?

6️⃣ Presentation and Options

People buy when they feel in control.
Structured choices = empowered decisions.

Your deliverable:

- Quote
- Proposal
- Agreement
- Drawings or visuals

3-Option Strategy:

Present **Basic, Standard, and Premium** packages to shift the focus from *if* they'll buy to *which* one they'll buy.

- Frame each around *value*, not *price*.
- Use visuals or brief stories to illustrate each tier.

7️⃣ Closing with Confidence

Closing isn't an event — it's the natural next step in a confident conversation.

Use trial closes early:

- "How does that sound so far?"
- "Would that timeline work for you?"

Transition smoothly to the close:

- "Would you like to get started today?"
- "It sounds like this meets your needs—let's take care of the paperwork."

Have your materials ready:
Agreement forms, payment options, or digital signature tools. The easier it is to say "yes," the faster it happens.

🎯 Key Takeaways

1. The first appointment is your best opportunity to close.
2. Create curiosity, build trust, and clarify urgency.
3. Present structured options and guide with confidence.
4. The close should feel like the *logical conclusion*—not a surprise.