



KEY SKILLS OF A MASTER CLOSER

Face to Face Prospecting Script

In order to do ultimate prospecting, both you and your prospect must relax. Before the prospect will relax and listen to you, he wants to be sure of **five** things. He wants to be sure you have something important to communicate, that you're talking to the right buyer, that your visit will be short, that he will be placed under no obligation and that you will not use high pressure.

① Create Rapport

Greeting & introduce yourself . Let the prospect know why you are there and your approach is going to be short.

② Exchange Cards

May I give you my card?.....wait 1,2,3
May I have one of your cards?
Wow!

③ Qualify – M A N

Money? Can prospect invest via EPF? Have money for cash investment?
Authority? Who else is involved in making the decision to buy?
Need? Does the prospect want a better retirement, better education for children, better lifestyle? Better rate of return than where he/she is investing now?

④ Offer/Book Appointment (always have your diary or schedule handy)

“I will be in your area”
“May I make an appointment to see you on or on?”
“I'm looking in my diary and I am free this or do you prefer?”

⑤ Handle Objections – use Tai Chi words and re-book appointment

⑥ Thank prospect & Recap Appointment date & time



KEY SKILLS OF A
MASTER CLOSER

Telephone Prospecting Script

On the telephone, the prospect cannot see you. Therefore, you are your words and voice. It is important to make your words clear, precise and come alive. Relax and imagine your prospect is smiling at you. The same five things in Face-to-face prospecting applies here.

① Create Rapport

Greeting & introduce yourself & company

② Reason for Calling

If referrals, referee talked highly about you.

If met at function, remember that you had a good conversation together.

③ Qualify – M A N

Money? Can prospect invest via EPF? Have money for cash investment?

Authority? Who else is involved in making the decision to buy?

Need? Does the prospect want a better retirement, better education for children, better lifestyle? Better rate of return than where he/she is investing now?

④ Offer/Book Appointment (always have your diary or schedule handy)

“I will be in your area”

“May I make an appointment to see you on or on?”

“I'm looking in my diary and I am free this or do you prefer?”

⑤ Handle Objections – use Tai Chi words and re-book appointment

⑥ Thank prospect & Recap Appointment date & time

⑦ Documents needed

⑧ Gifts