

Zig Zigler Test
“Reaching the Top”

Chapter 1-

1. Don't let the prospect fool you

Many times your very best prospects will almost immediately refuse an appointment, because he doesn't want to “_____”
He is often the best prospect for the very reason that he knows _____.

2. Define the Closes:

The “Snooker” Close:

The “Ownership” Close:

The “Embarrassment” Close:

The “1902” Close:

The Affordable Close:

3. Don't Hear Everything-

... Sales people need to be _____, when the prospect says their not interested.

4. Arguments often create antagonisms and _____.

5. Affordable Close-

It is an absolute fact that the salesman's _____ has a direct bearing on the prospect's _____.

6. You can sell more by _____ than _____.

7. That's known as the _____, and its used by doctors, lawyers, accountants.

8. If your prospect wants to invest in X-dollars but his needs come to X-plus dollars, than your _____ sale is the _____, in his own mind, to invest.

9. Knowing Something about Your Prospects- _____ You cannot get to know all your prospects... ... you should get as much _____ as humanly possible.

10. How does this apply in the introductory process:

11. Many times a prospect will ask you for something very _____. If you have exactly what they want, than you should _____. ... Many people do not know what they want _____. In short if you can not fill the bill exactly, _____.

12. Zig Ziggler Quote: "You can..."

Chapter 2- Making "King" Customer the Winner

13. Convince – Then Persuade

a) How do you persuade people?

b) What is Persuasion?

14. In the world of selling you _____ so you can _____.

15. The sales process is _____ we do for the _____ and not _____ the _____.

16. If you are truly professional you will seek every _____.

17. By my asking you questions, _____.

18. When you ask or use this particular procedure, _____.

19. There is no resentment and therefore the chance of his taking action - _____ - _____.

20. Five Basic reasons people will NOT buy from you:

1. _____
2. _____
3. _____
4. _____
5. _____

21. One of the five reasons prospects will not buy from you _____.

22. When it comes to money, some _____ will _____
when they have any to buy what you are _____.

23. The “Want It” Close

The reason for not buying was no _____ for _____ and
not a _____.

24. Zig Quote:

People buy what _____
_____.

25. People are going to buy, in most cases, _____ - not _____
_____.

26. _____ is one of the toughest objections to deal with.

27. Define The “Persuasion” Close and The “Bride” Close

28. The Chinese say _____. How does
this apply to the renewal process?

29. Define the “Alternate of Choice” Close

30. Your _____ should be so strong it would be _____ for you to understand how anybody could possibly _____.

31. Define the “Now or Never” Close

32. _____% of the people who buy from you do so because they like you.

33. You’ve got to establish that _____ and _____ with your prospects if you want to _____.

34. You must be _____ in all _____ if you are going to achieve _____.

35. Leona M. Helmsley says it this way:

_____.

36. The most important part of the _____ process is _____.

Chapter 3 Credibility: The Key to a Sales Career

37. The “Law of Averages”

The key to successfully dealing with averages:

1. _____

2. _____

3. _____

38. Define the “Next One” Close

39. The Prospects _____ of _____ is greater than his _____ for _____, and most prospects know that you can’t make a _____ with a _____.

40. You can improve your closing percentage by understanding three important things:

1.

2.

3.

41. When the prospect gives you _____ indicating he is on the verge of making that _____ decision, you need to _____.

42. You need to _____ him in solving his _____, which he can do by _____.

43. A _____ percent increase in _____ could increase your _____ if you currently close _____ of your _____.

44. The close is _____, _____, important than any other _____.

45. If you don't know how to make a _____, how are you going to _____?

46. Keep things in perspective:

47. There is no such thing as a _____ who is _____.
"Selling _____ is like _____"

48. First Base-

Second Base-

Third Base-

49. In selling, you must touch _____ of the _____.

50. "Little" Things Determine Sales Results

Give an example of how this is applied in Mile High Karate

51. When should you close?

When you _____ or attempt to close to _____ and _____ any real chance of _____.

52. Question: What or when is it "to early?"

Answer:

53. _____, regardless of the product you sell, _____.

54. When you close try to _____.

55. Don't come across as a _____.

56. Figure out the prospects _____.

57. The "Fair Enough" Close

Define

58. How does it apply to Mile High Karate?

Chapter 4 – Commonsense Selling

59. The "New Decision" Close

Define

60. Make a _____ based on _____ which produces a _____.

61. Before you can get a _____ to _____ his mind,
First:

62. No Often Means They Don't Know
The sales process demands _____
_____, but before you _____.

63. Your job as a salesperson is to _____.

64. Why the Prospect Says NO

When the prospects says no, this means

A.

B.

65. You can't scientifically _____ or _____, but you can dramatically _____ the _____.

66. Zig Quote:

Each _____ you use should be an _____ by which you are able to raise the _____ of your _____ or _____ in the _____.

67. Closes should be Educational

Explain the process of value and price?

68. ... the Fear factor in the prospects mind – the fear he will be _____, even though he can see that _____ of your offer exceeds the _____.

69. Don't Over Sell

When you _____ you will _____.

70. Overselling by Omission

Lesson: _____

71. Closing is a _____ and not a _____.

72. Once your thinking is _____ and _____ on the matter, a
_____ can be _____, provided you're
_____.

73. If you've got the solution to the prospects problem and he doesn't buy from you, then
you are the _____.

74. Once you've accepted that fact and understand that _____ is an
_____ ... closing represents _____ for you.

75. Cavett Robert says:

"The _____ is _____ more by the depth of your
_____ than he is by the _____.

76.