The 6 Steps of a Sales Call That Closes

THE BIG IDEA

Every prospect already raised their hand. Hormozi's CLOSER structure turns that interest into a decision: Clarify, Label, Overview, Sell, Explain, Reinforce.

Run the call

Mostly listening. Then a short, clear pitch.

01 **Clarify why they're here.**
They called, replied or filled out a form. Ask why: "What brought you in today?"

02 **Label the problem.**
Say it back: "You're here, you want to get there, this is in the way. Sound right?" It shows you listened.

03 **Overview what they've tried.**
Ask what they tried, how it worked, and what they liked and disliked. Keep asking "anything else?"

04 **Sell the vacation, not the plane flight.**
Talk about the result, not your process. Pick three selling points, one short story each, then ask "Make sense?"

05 **Reinforce with a warm handoff.**
After the yes, introduce them to whoever starts the work and restate their goal out loud.

Explain away concerns

If the answer isn't yes, find which kind of concern it is.

01 **"I'm too busy right now."**
It's about priorities. Ask how important this is. If it matters, something less important gets traded.

02 **"Can we do it my way?"**
They want your result their way. Explain that if you change the variables, you change the outcome.

03 **"It costs too much."**
First logic: is it worth it if it works? Then proof from customers like them. Then payment terms.

04 **"Let me think about it."**
Walk through the decision: better off doing it? Closer to the goal with you? Access to the money? Then ask, "What's your main concern?"

05 **"I got burned before."**
One bad hire doesn't mean everyone is wrong for you, just like one bad relationship. Don't let it cost them twice.

> "If you change the variables, you change the outcome."
>
> Alex Hormozi

DO THIS WEEK

- ☐ Write your three selling points, each with one short story from a real customer.
- ☐ List the concerns you hear most and match each to one of the five types.
- ☐ If the sale needs a spouse or partner, invite them to the call.

Ask weekly: Which step do our lost deals stall on?