Twitter Thread by Luke Alexander



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THE MAZE FRAME AND HOW IT HAS HELPED ME CLOSE $100,000 DEALS WITH EASE

This simple frame will improve your sales skills and allow you to start closing more deals immediately

Let's jump in ■



I'm sure you have heard that the easiest sale happens when you aren't even selling..

Essentially the same principle as putting things on a pedestal, and also putting them out of reach

So how do you effortlessly close $100k+ deals without forcing it?

THE MAZE FRAME

Think of yourself standing at the edge of a long maze

At the end?

Everything you desire awaits you

All you have to do is walk on your own free will and you will arrive at that destination

In sales, YOU are the Maze.. This is why

A good closer doesn't grab a prospect by the hand and drag them to the finish line

They guide them gently..

All while the prospect thinks they are doing their own thinking

This is what I am going to show you how to do

The first part of successfully becoming the "Maze" is too never force a prospect or make them feel like they are being pushed

If you learn to ask intelligent questions, you can guide a prospect into whatever you want..

All while they feel as if they are in control

So how do you ask intelligent questions?

Let's say during the call you learn that your prospect is struggling to make money, his business is not going anywhere fast, and that its a pretty tough situation

Rookie closers would agree with him and let him continue on

Not us

As soon as you have ammo you need to use it

(This example is about going for the close with questions, not being aggressive at the start of the call)

You: "So John, I think I understand your situation pretty well now, and I agree things look pretty bad"

You: "Can I ask you a question?"

Them: Yes of course

You: "Cool, John if you don't do something today that will change the direction you are headed, what do you think will happen in the coming weeks? Month? Year?"

You may not realize the power of what we just did...

By asking him a question that will GUIDE him into saying what WE want, we are guiding him towards the realization that he needs help

If you TELL a prospect they need help, they won't care

If you make a prospect say out-loud they need help, they will pull out their credit card

This simple frame of becoming the Maze instead of being forceful or pushy will help you close so many more deals

This frame applies to objections, digging, qualifying, and the close

Remember it like this:

What questions can I ask this prospect so that I am guiding them towards a buying decision?

What questions will make them say OUT-LOUD that they NEED what I have

Keep this in your back pocket and try it the next call you are on

If you liked this thread, show me with a RT! I am creating a new banger of a thread each week so make sure to share it with your audiences

Sales Group is opening back up soon ■