

Persuade to Profit

Pre-close:

- Ground rules before we get started because I want to maximize the time we have together.
- Is that cool with you?
- The purpose of this call is to see if we are a good fit to work together.
- If we are a good fit, I am going to invite you to an offer.

There are 3 things you can say:

- Yes, let's go.
- No, allow to say no will not hurt my feelings.
- I need to think about it.
- I don't want you to say that because I've been around long enough that means no and you don't want to hurt my feelings. You are not going to hurt my feelings.