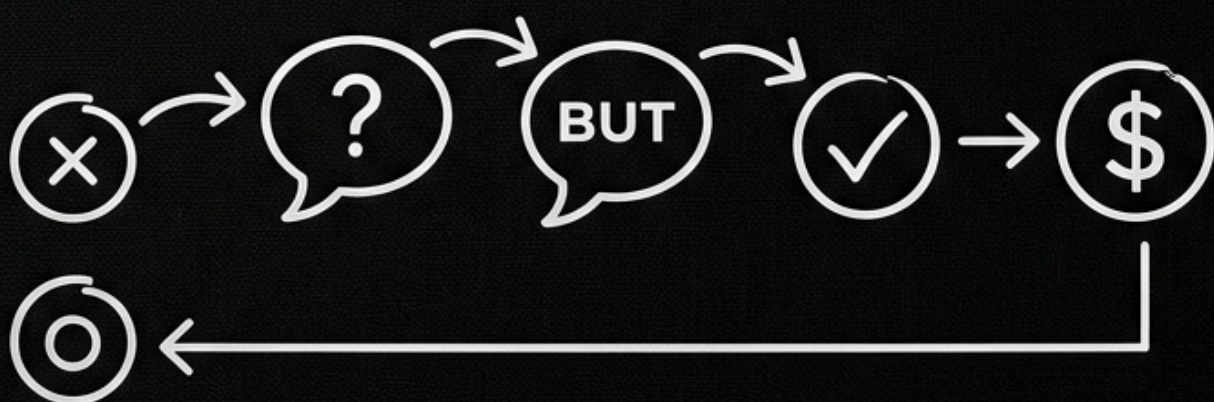


PRIVATE COLLECTION

HOW TO SELL TO A STRANGER THE PLAYBOOK

39 EXACT TACTICS ANYONE CAN USE



LUCAS JANSEN

jansenlucas.com

jansenlucas.com

How to Sell to a Stranger

The Playbook
39 Exact Tactics Anyone Can Use

LUCAS JANSEN

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ABOUT THIS BOOK

This book has 39 plays you can use on a sales call. They come from public sales training, talks and real cases. Each page shows a small Library number. It is the number of that play in the full collection of 186 plays.

This book is not made by, or backed by, any person or company named in it.

DISCLAIMER

This book is for learning. It is not legal, money or work advice. Your results depend on your market, your offer and your effort. Nothing here is a promise.

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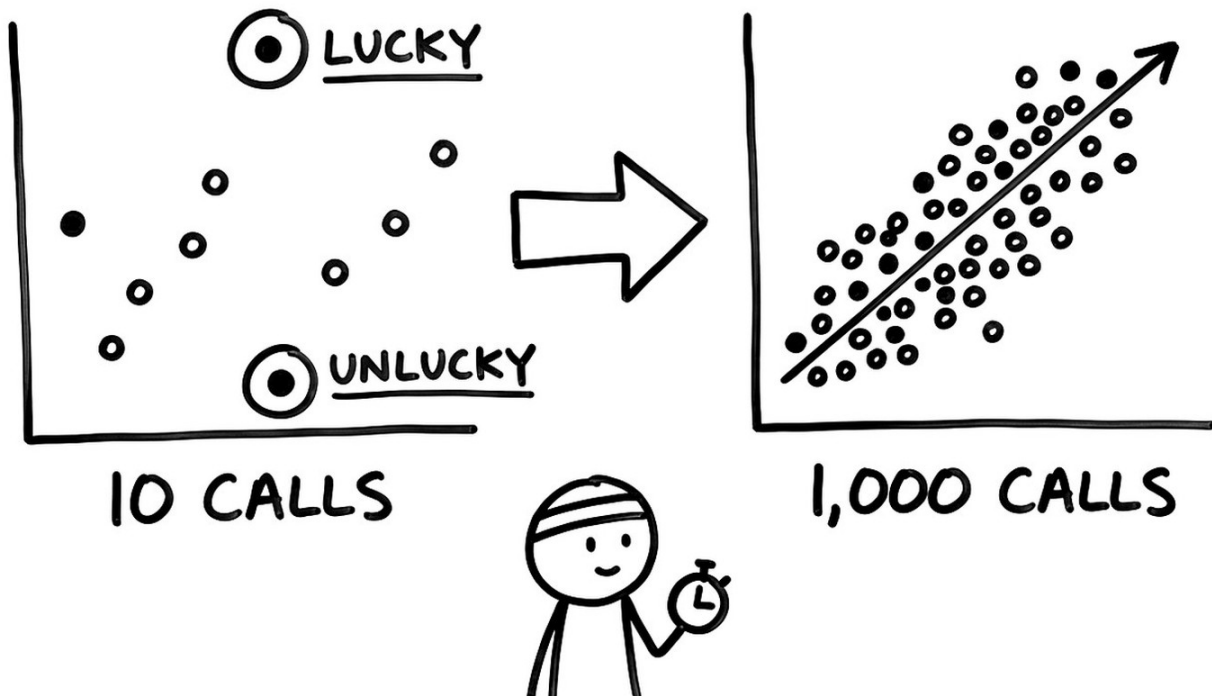
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1. More Tries Beat Luck

“Do more. The more you try, the less luck matters.”

Luck is what is left when you try too few times. Make 10 calls and one lucky person can make your month. Make 1,000 calls and luck fades out.



Then you see your real numbers. You see what works and what does not.

The start will feel bad. That is normal. It is the price. Push through it fast and you get good fast.

Find the best seller on your team. Then do twice what they do. If you hate selling, you are not good yet. Everyone is bad at first. Do enough, and you start to like it.

Before you blame the leads or bad luck, count your tries. Hit the number first. Then judge.

Say it:

- *“I will make the full number of calls before I judge.”*

Real example. Alex Hormozi's Money Models launch sold \$106 million in 3 days. He used over 2,000 ad creatives. Kobe Bryant said: if everyone else works out once a day, work out three times.

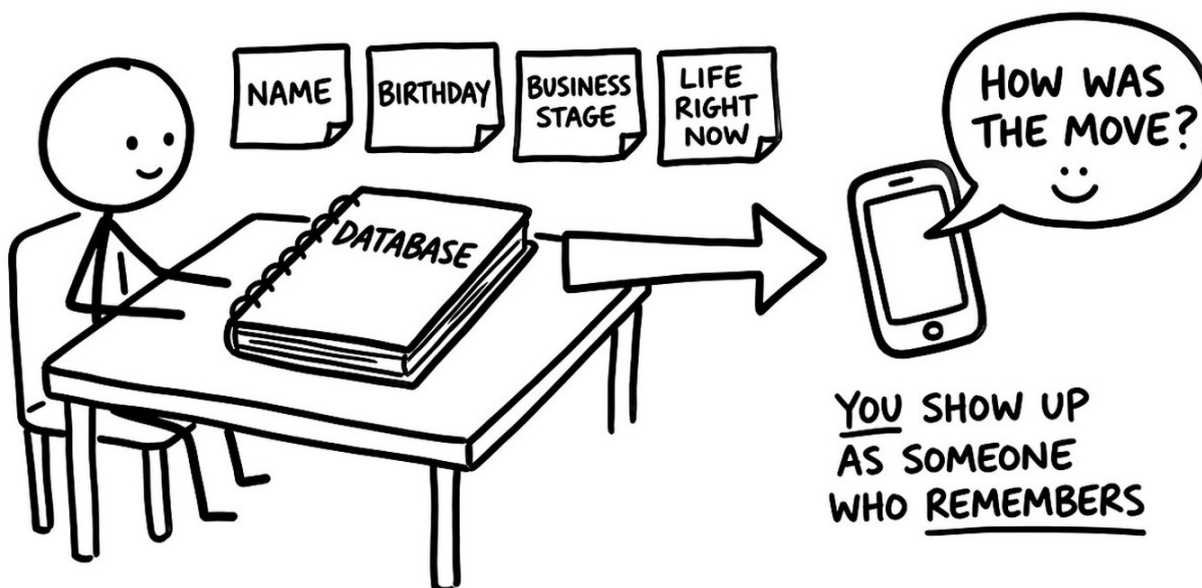
Why it works. More tries show you the real pattern. Each try also makes you better.

How it connects. This is the start of the book. Chapter 2, Pre-Call Intel, shows what to do before each try.

2. Know Them Before You Call

“Know their name, their story, and their life before the call starts.”

Write down what you learn about each lead. Put it all in one place.



Log their name. Log their birthday. Log what stage their business is at. Log what is going on in their life right now.

The more you write down, the more you can use on the next call.

Read it before you call. Now you do not feel like a seller. You feel like a friend who pays attention.

That is what builds trust. They feel known, so they relax fast.

Spend two minutes on this before each call. It pays back all call long.

Say it:

- *“Last time you told me about your move. How did that go?”*

Why it works. People trust those who remember them. A note makes you look like you care.

How it connects. Chapter 1, Volume Negates Luck, says to make many calls. This chapter makes each call count. Chapter 3, 60-Second Contact, is about how fast you reach out.

FREE LIVE WORKSHOP FOR DENTISTS

I host a free live workshop for dentists. It is on Saturday, Oct 24, at 8 AM PT, 11 AM ET and 12 PM in Brazil. You will learn why your website gets visits but no calls. One office wins a free website.

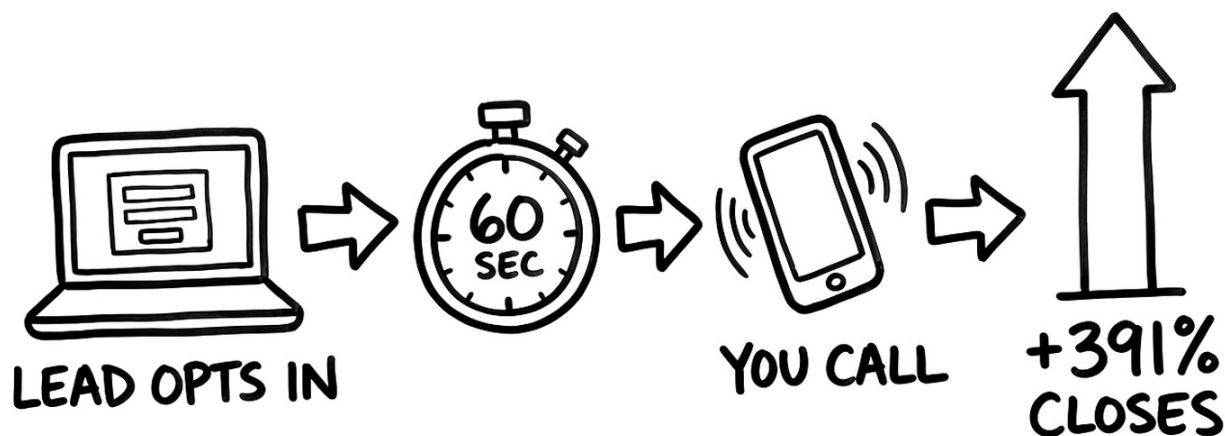
Save a seat: [WORKSHOP.JANSENLCAS.COM](https://workshop.jansenlucas.com). Or scan the code.



3. Call in 60 Seconds

“Call a new lead in 60 seconds and you are 391 percent more likely to win.”

A lead just filled out your form. Call them right now.



Reach them in 60 seconds and you are 391 percent more likely to close. That is not a small gain. That is a new business.

You do not need a better offer. You do not need a new script. You need to be fast.

Set an alert for every new lead. Drop what you are doing. Pick up the phone.

Have your first line ready. Then you can dial at once. Every second you wait is a chance lost.

Say it:

- *“Hi, this is Sam. You just asked about our service. Is now a good time?”*

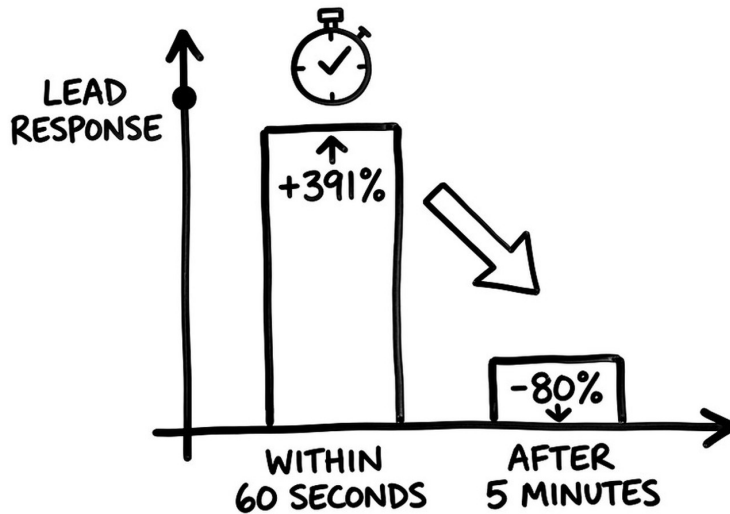
Why it works. The lead is looking at you right now. A fast call meets them while they care.

How it connects. Chapter 2, Pre-Call Intel, gets you ready. Chapter 4, The 60-Second Rule, shows what happens when you wait.

4. What Waiting Costs You

“Wait more than 5 minutes and your chance to win falls by 80 percent.”

Speed is not a trick. It is the plan.



SAME LEAD. SAME OFFER. SAME YOU.

Call in 60 seconds and win more. Wait 5 minutes and you lose 80 percent of your chance. It is the same lead and the same offer. Only your speed changed.

Why? The lead feels keen right now. A few minutes later, they get busy. They talk themselves out of it. They call someone else.

Make it easy. Use a push alert, not email. Write your first line ahead of time. Set time blocks just to reply. If you grow, hire one person to call new leads.

Say it:

- *“Hi, you just filled out our form. I am calling to help. Got a minute?”*

Why it works. Interest fades fast. You win by getting there before it does.

How it connects. Chapter 3, 60-Second Contact, gave you the 391 percent fact. Chapter 5, Speed to Lead, shows a real seller who lives by this rule.

KNOW SOMEONE WHO SELLS?

Send them this book. It is free. Each chapter is one page, so they can start anywhere.

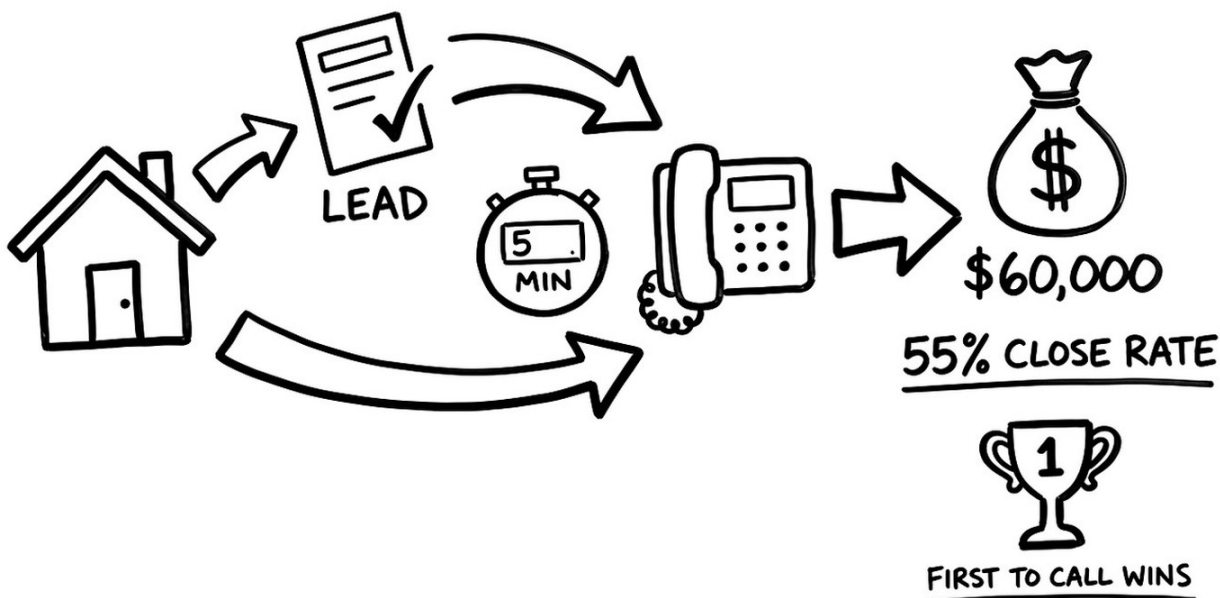
Send them JANSENLUCCAS.COM/SALES-PLAYBOOK. Or let them scan the code.



5. The Roofer Who Calls Fast

“Being first matters more than being the best seller.”

Meet a roofer. His jobs cost \$60,000 each. He closes 55 percent of his leads.



His secret is plain. He calls every lead within 5 minutes. Not 5 hours. Not the next day.

The lead is still on the site. They still feel the need that made them fill out the form.

The buyer talks to whoever calls first. If that is you, you set the tone. If not, you chase someone who got there before you.

So do not work on your pitch first. Work on your speed. Set up a way to know the second a lead comes in.

Say it:

- *“Hi, I just got your request. I am calling right now so we can start.”*

Real example. A roofer with \$60,000 jobs calls every lead within 5 minutes. He closes 55 percent.

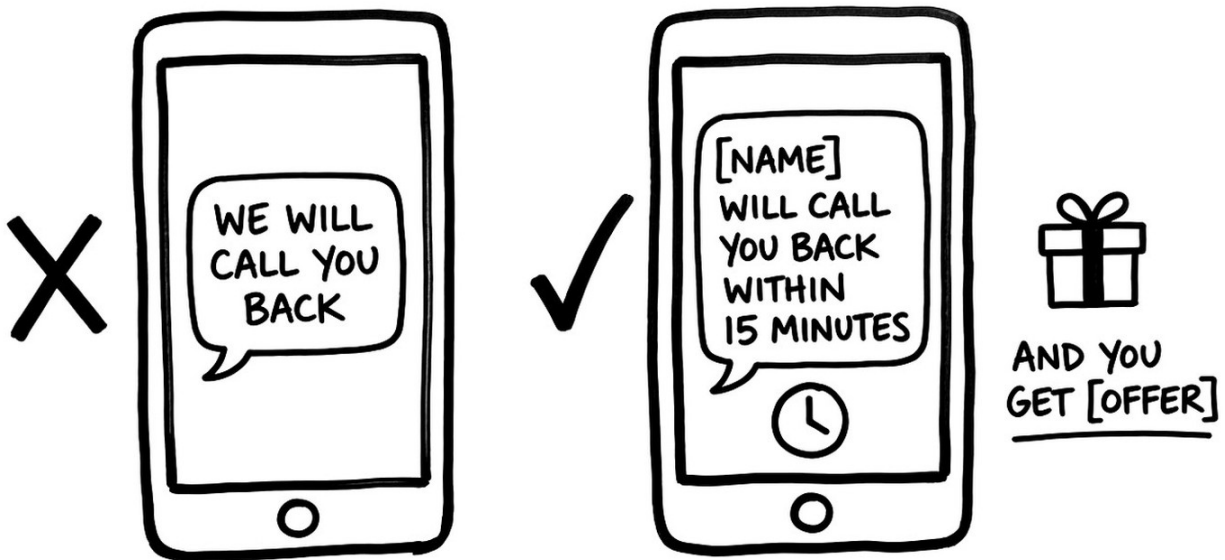
Why it works. The first caller gets the buyer's trust and attention. Being fast beats being clever.

How it connects. Chapter 4, The 60-Second Rule, showed what a delay costs. Chapter 6, Better Voicemail, is about calls you miss.

6. A Better Voicemail

“Find the talks that never happened. A better voicemail brings them back.”

Businesses lose 62 percent of their calls to voicemail. The plain message, we will call you back, loses 89 percent of those callers.



Fix it in 5 minutes. It costs nothing.

Name one person who will call back. Give an exact time. Offer a small gift for the wait.

This works for three reasons. A name makes someone own the call. A time ends the doubt. A gift makes the wait feel fair.

Then keep your promise. Call back in the time you said. A kept promise is the first step of trust.

Say it:

- *“Hi, you have reached Elite Fitness. We are with a client. Sarah will call you back within 15 minutes. Leave your info and get two free sessions.”*

Real example. A gym changed its message to name Sarah, say 15 minutes, and offer two free sessions.

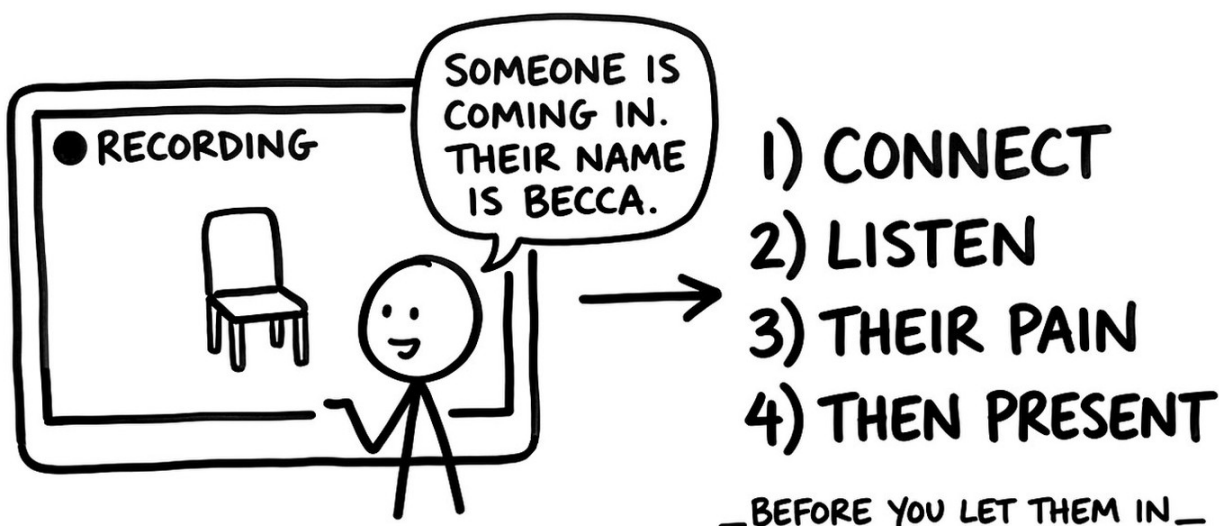
Why it works. A caller who knows who, when, and what they get is far more likely to wait.

How it connects. Chapter 5, Speed to Lead, is about calling fast. This chapter helps when you cannot pick up. Chapter 7, Pre-Call Priming, is about how you get ready.

7. Prepare Out Loud

“Before each call, say the plan out loud. It calms you and guides you.”

One seller made 101 calls on Zoom. He closed 91 of them. The one thing he did every time was prime himself first.



Before you let the person in, turn on the recording. Nobody is there yet. Say out loud what will happen. Use their name.

Say you will connect with them. Say you will listen. Say you will find their problem and what they want. Say you will show them the cost of doing nothing. Then, and only then, you will make your offer.

This is not a wish. It is a rehearsal. You have a map, so you do not have to guess.

One test before you pitch. Is this a big problem? If it is not costly or painful, do not pitch.

Say it:

- *“Someone is coming in now. I will listen first. Then I will help. Let me let them in.”*

Real example. The seller closed 91 of 101 calls. The one thing he did the same each time was the out loud ritual.

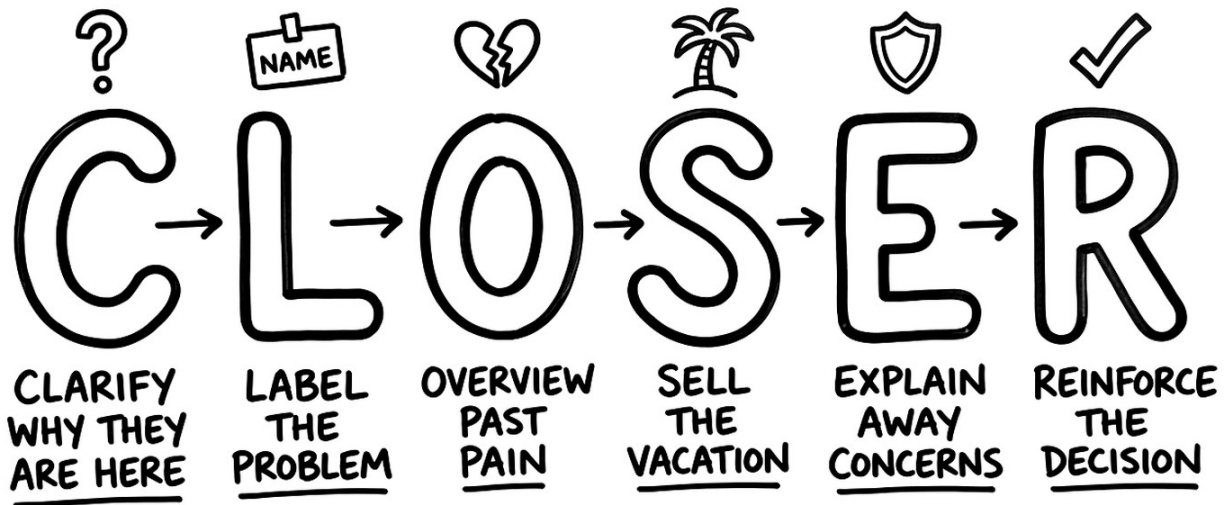
Why it works. Saying the plan removes guesswork. You feel less pressure and more care.

How it connects. Chapter 6, Better Voicemail, helps you catch every caller. Chapter 8, The CLOSER Framework, is the map for the whole call.

8. The CLOSER Framework

“Great calls use questions. You only say three things: questions, repeats, and short stories.”

CLOSER is a map for the whole call. It has six steps. Each letter is one step.



C is Clarify. Ask why they came. Ask what their goal is. Ask why it matters. Ask why that number.

L is Label. Say back what they told you. Then ask if you got it right. A yes gives you the right to help.

O is Overview. Ask what they tried before. Ask why it did not work. Now the cost of waiting is clear.

S is Sell. Sell the vacation, not the plane ride. Keep it under 3 minutes. Use three points at most.

E is Explain. Clear up the doubts about price, who decides, and stalling. R is Reinforce. After they say yes, tell them it was smart.

Say it:

- “So it sounds like this is costing you money. Did I get that right?”
- “What have you tried before, and why did it not work?”

Real example. Sell Maui, not the airport line. They want the place they will end up.

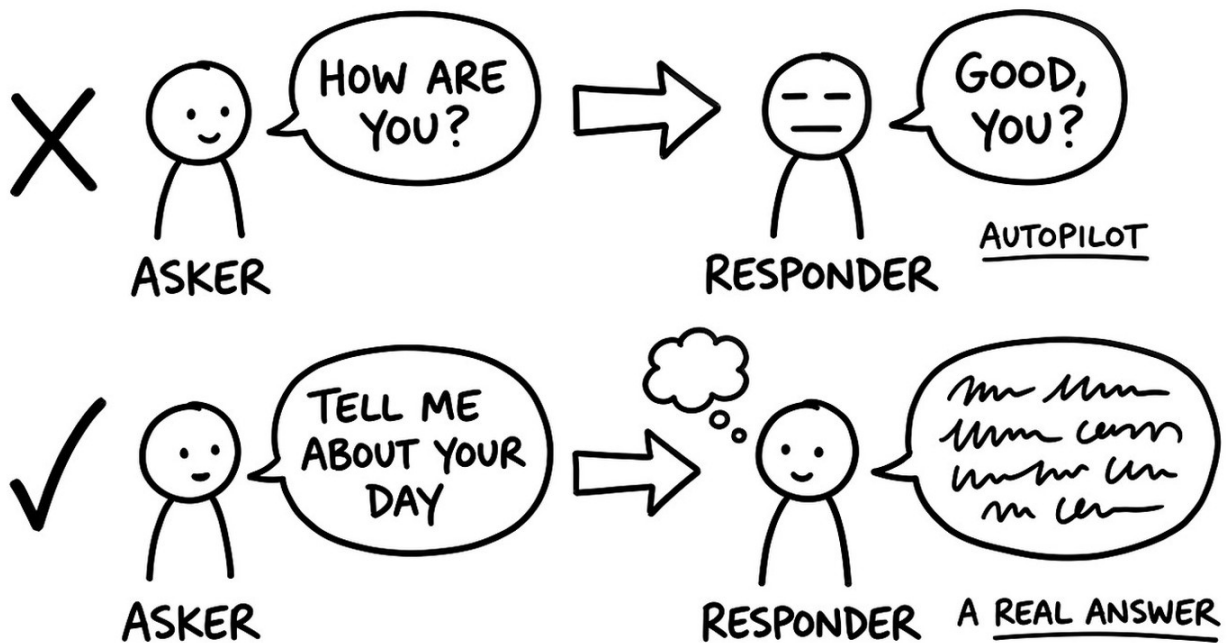
Why it works. Each step builds on the one before. The buyer feels heard, so they stay open.

How it connects. Chapter 7 got you ready for the call. Later chapters fill in each step of this map.

9. Opening the Call Differently

“Skip how are you. They have said good, you, ten thousand times. Ask about their day.”

The first 30 seconds set the tone. Most sellers say, how are you? The buyer says, good, you? Nothing real happens.



Try this instead. Say, tell me about your day. They have to think. They give you a real answer.

Now show you are listening. On video, nod and lean in. On a phone call, say mmhmm and right. They need to feel heard.

Then ask one more question. Do this after every answer. You get two layers deep before you sell a thing.

This builds more trust in 60 seconds than ten minutes of small talk.

Say it:

- “Tell me about your day.”
- “What was that meeting about?”

Real example. They say, busy, three meetings in a row. You ask, what were those about? Now you are talking about real life.

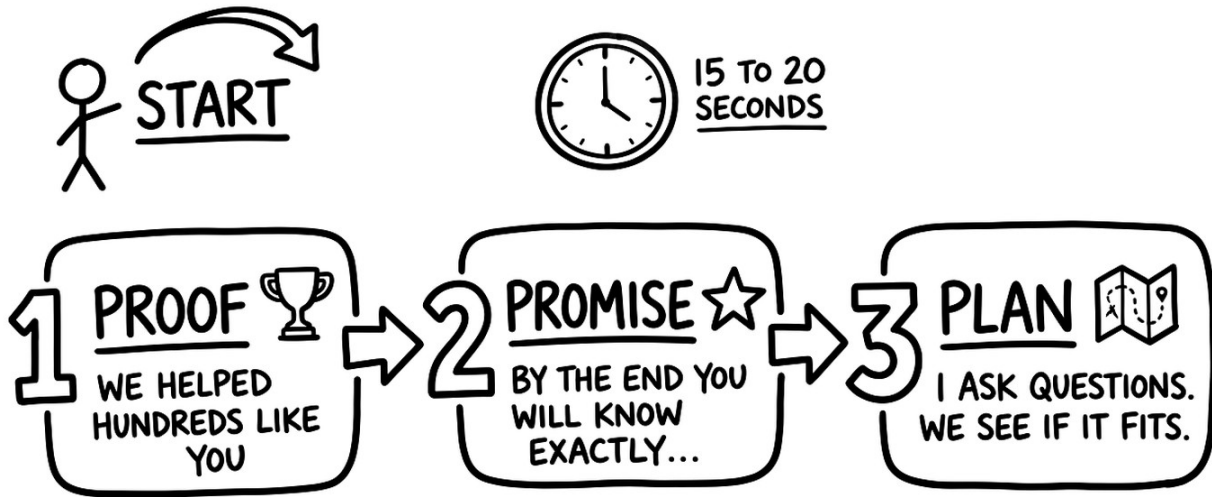
Why it works. A new question breaks the autopilot answer. Real curiosity makes people open up.

How it connects. Chapter 8 gave you the map. Chapter 10 shows what to say right after this opening.

10. Proof, Promise, Plan

“A call with a plan shows you have done this before. Plans build trust fast.”

Open the call like a good video. Take 15 to 20 seconds. Say three things.



First, proof. Say you have helped many people like them get a result.

Second, a promise. Say what they will know by the end of the call.

Third, the plan. Say you will ask a few questions. You will see if it is a fit. If it is, you will show them how to get help.

End with, if not, no sweat. That line drops their guard. They stop bracing for a hard pitch. Calm buyers say yes more than tense ones.

Say it:

- “We have helped hundreds of people like you get this result.”
- “By the end of this call, you will know exactly what to do.”
- “If it is not a fit, no sweat.”

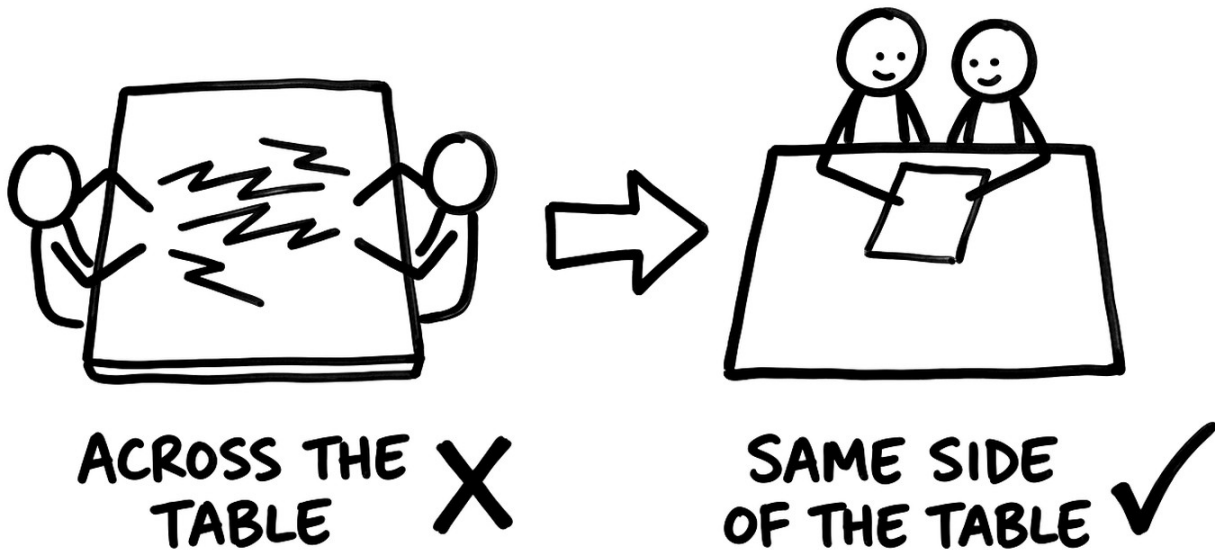
Why it works. A clear plan shows skill. Skill is the fastest way to trust.

How it connects. Chapter 9 showed how to warm up the call. Chapter 11 shows how to move to the same side as the buyer.

11. Same Side Table

“You start across the table. End up side by side, looking at the choice together.”

Every call starts with a table between you. You sell. They guard. Your goal is to walk around it.



Stand shoulder to shoulder. Look at the choice together. Use the same facts.

One way is to send a small sale away. Say, you do not need this one. I know a person who can help. In that moment you gave up a sale. They see you are on their side.

The trust is real. The help is real. And when you give away the small stuff, the big stuff sells itself.

Now you are not pitching. You are advising. People do not need to be sold. They need to be guided.

Say it:

- *“You do not need that one. I know someone who can help.”*
- *“Let us look at this together.”*

Why it works. People relax when they feel you are on their side. They buy from allies.

How it connects. Chapter 10 set the plan for the call. Chapter 12 gives you the main tool to get there, which is more questions.

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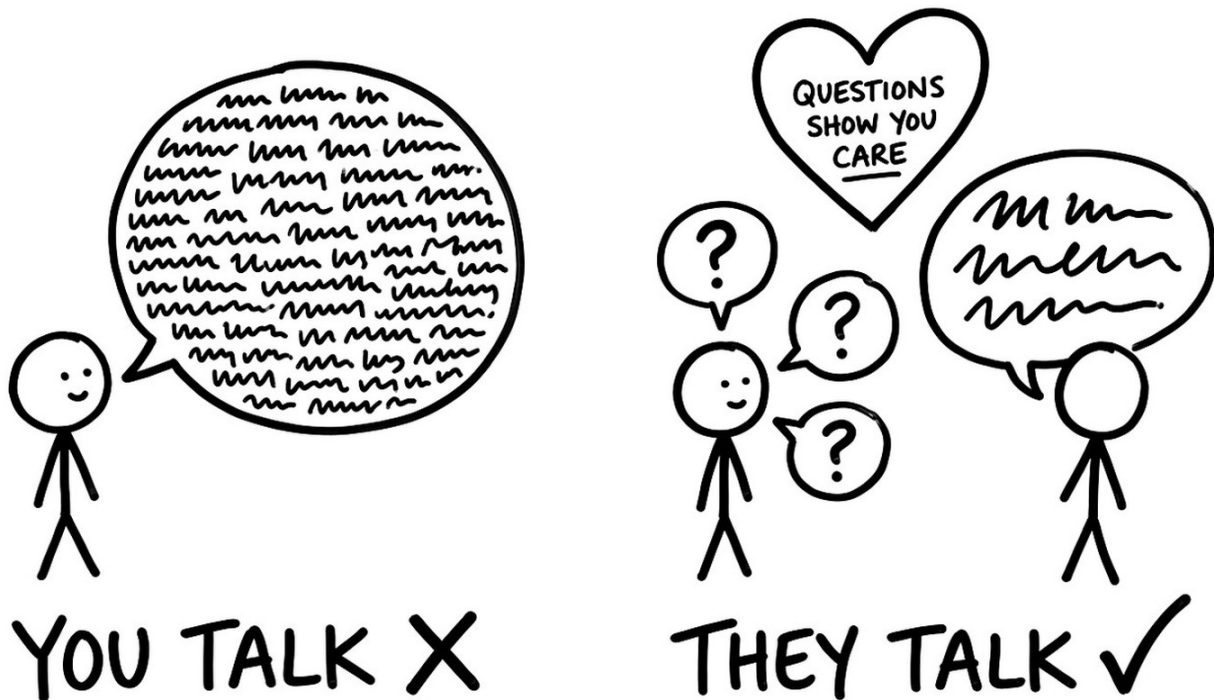


SCAN ME

12. Ask More Questions

“The person who asks the most questions wins. Every single time.”

Questions show that you care. It is the biggest way to show it.



If you pitch or just talk, you kill the sale. Talking is not caring.

The person who answers questions can be wrong. The seller is always the one who is wrong. So do not answer much.

Ask more. Let them talk. They will tell you what they need.

Say it:

- “What made you reach out today?”
- “Tell me more about that.”

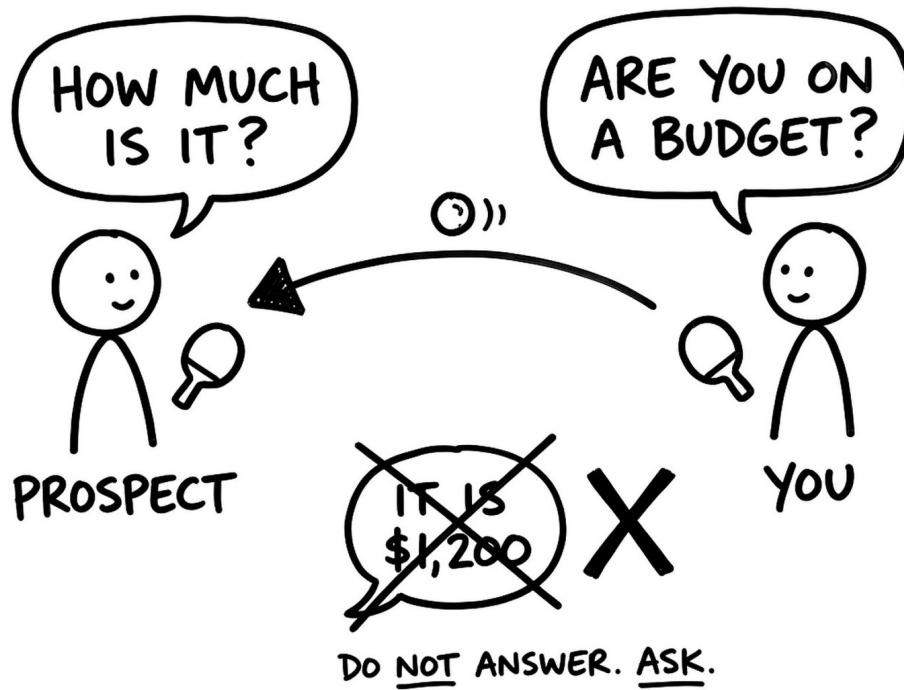
Why it works. Questions show care. They also keep you from saying the wrong thing.

How it connects. Chapter 11 moved you to their side. Chapter 13 shows what to do when they ask you a question.

13. Never Answer Directly

“Every answer you give is a chance for them to say no. When they answer, they invest.”

When they ask you a question, ask one back. Ask about their question. Do not answer it.



The seller who answers is always wrong. Each answer is a chance for them to disagree. Or to lose interest.

When they answer, they are in the game. They put in time and thought. That makes them care.

So do not answer. Ask.

Say it:

- “Good question. What made you ask that?”
- “What would the best answer look like for you?”

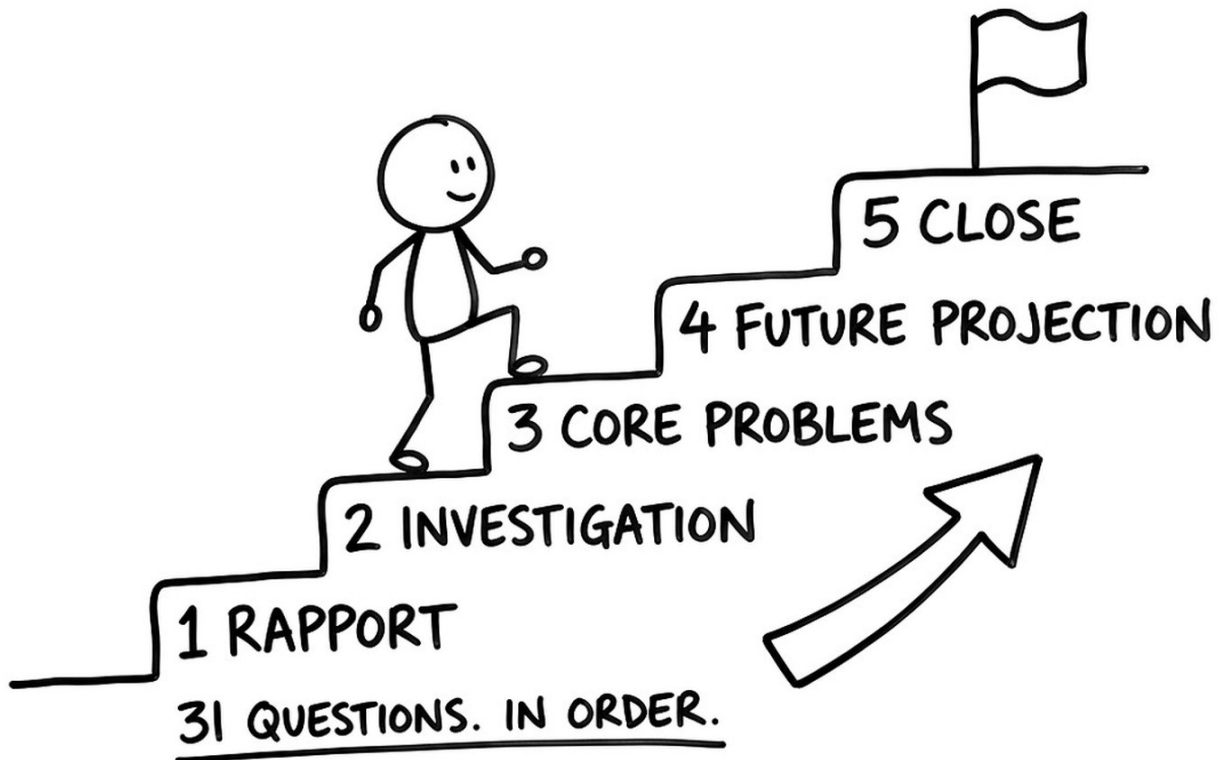
Why it works. Their own words are more real to them than yours. They sell themselves.

How it connects. Chapter 12 said to ask more. Chapter 14 gives you a full set of questions to ask.

14. The 31-Question Discovery Script

“Ask in order. Rapport, investigation, core problems, future projection, close. Do not skip a phase.”

This is a set of questions for sales calls. Use it in order. Each phase builds on the one before.



Phase one is rapport. Ask how they heard of you. Ask if you may ask about their business. Ask for a quick view of what they do.

Phase two is investigation. Ask about their goals, their hard parts, and how sales work now. Ask where they lose sales.

Phase three is core problems. When they name a problem, dig. Ask why it happens. Ask how it hurts the business.

Phase four is future projection. Ask what they would prefer. Ask what it would mean if it worked.

Phase five is the close. Say back what they told you. Then ask them to move ahead.

Say it:

- “Where are you losing sales right now?”
- “How is that hurting your business?”
- “If this worked perfectly, what would it mean?”

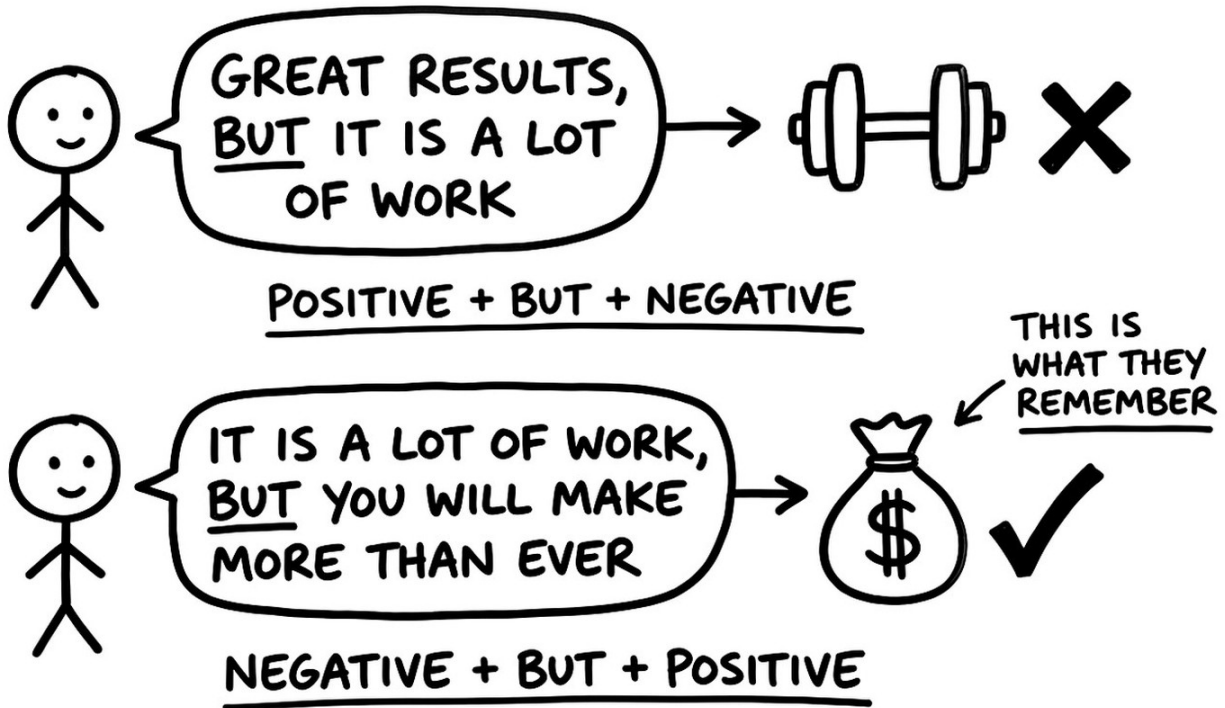
Why it works. Their own answers become your pitch. They agree because it was their idea first.

How it connects. Chapter 13 taught you to ask and not tell. Chapter 15 shows the BUT Flip.

15. The BUT Flip

“Say the bad part first. Then say BUT. End on the good part.”

Most people say the good part first. Then they say but. Then they say the bad part.



Here is how it sounds. You will make a ton of money, but it is a lot of work. The last thing they hear is the work.

Flip it. Say the hard part first. Then say but. Then say the good part.

Now it sounds like this. It is a lot of work, but you will make more money than ever. The word but points at the end.

The more hard things you say first, the more they trust the good thing. Use this when you ask them to buy.

Say it:

- *“It is hard work and it takes time, but you will make more money than ever.”*

Real example. Steve Jobs said old phones are terrible, with tiny screens, keyboards and bad software, BUT today we are going to change all of that. Bad first, good last.

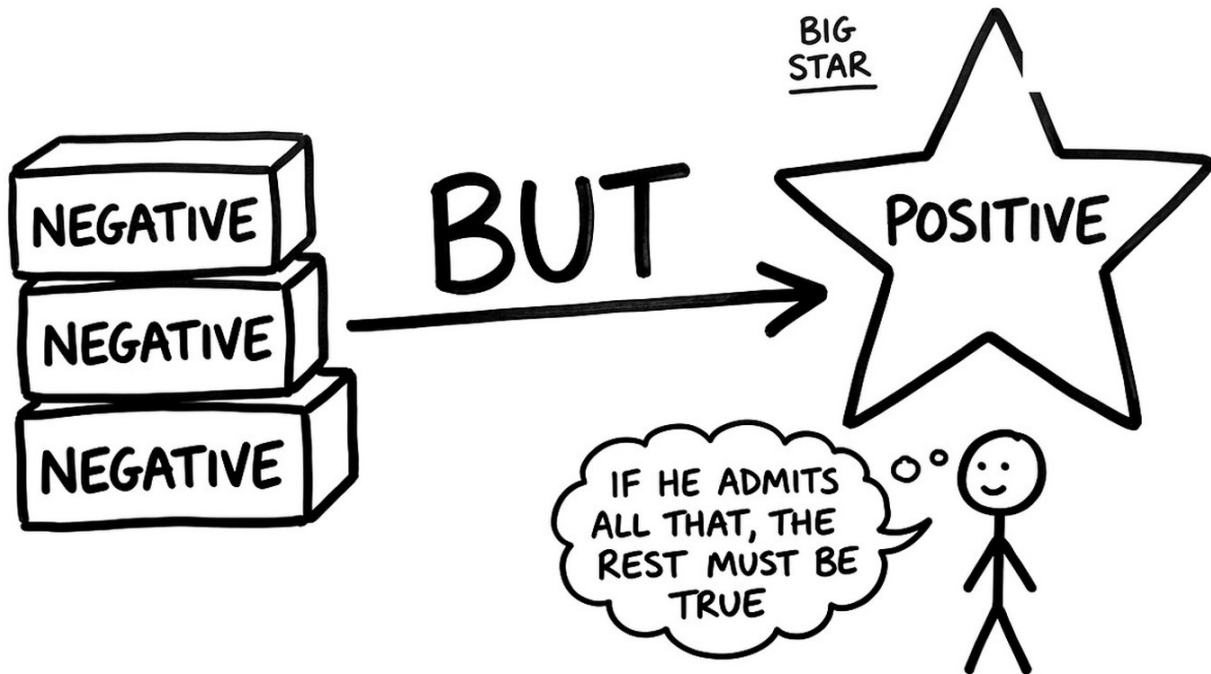
Why it works. People remember the last thing they hear. The word but tells them where to look.

How it connects. Chapter 14 gave you the questions to ask. This chapter shows how to talk about the price of the work. Chapter 16 goes deeper on why it works.

16. The Damaging Admission

“The more you admit what you are not, the more they believe what you are.”

This is the big idea behind the BUT Flip. Tell the bad news before they ask.



Do not say one bad thing. Stack a few. Each real flaw makes your claim feel more true.

The buyer thinks, if he will say all that, the good part must be real.

Look at a drug label. It warns about side effects. That warning makes the drug sound strong. Nobody thinks it is weak. Think of stars on a review. A 4.7 with 3,000 ratings feels real. A perfect 5 with 19 ratings feels fake.

Use this near the end of your pitch. Use it in your page, your talk and your offer.

Say it:

- *“Let me be honest. We are not cheap, we are not fast, and we are not for everyone.”*

Real example. In the film 8 Mile, Eminem said every insult about himself first. The other rapper had nothing left to say.

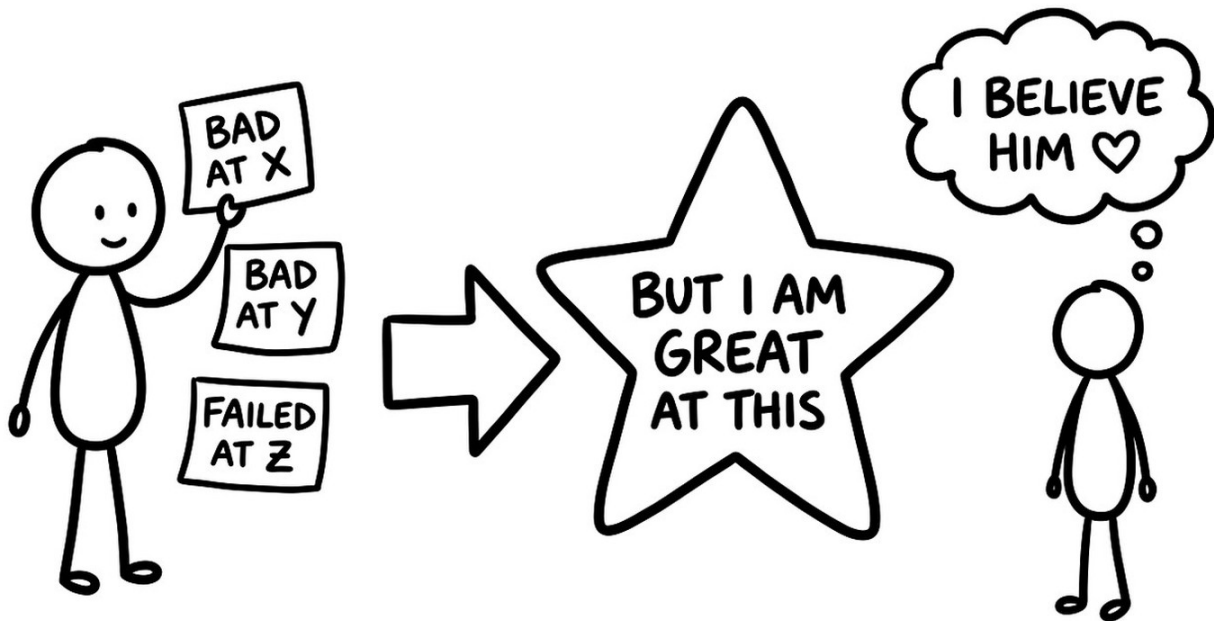
Why it works. Most sellers only say good things. The one who admits the bad things sounds like the one to trust.

How it connects. Chapter 15 showed the BUT Flip. This is the idea under it. Chapter 17 uses it on you as the seller.

17. Lead With Your Weaknesses

“Say what you are bad at first. Then they believe what you are good at.”

Pick three or four true weak spots. Say them out loud first.



For example, say I am bad at this, I have no talent for that, and I failed at this other thing. Now say the one thing you do well. It lands hard.

Say it with a calm voice. Do not beg. Just state the facts and move on.

They like you more, too. People trust those who are honest about their flaws.

Only use true flaws. Fake ones will get you caught. Use this in your copy, on calls and in talks.

Say it:

- *“I am slow at email and bad at small talk. But I will fix your problem.”*

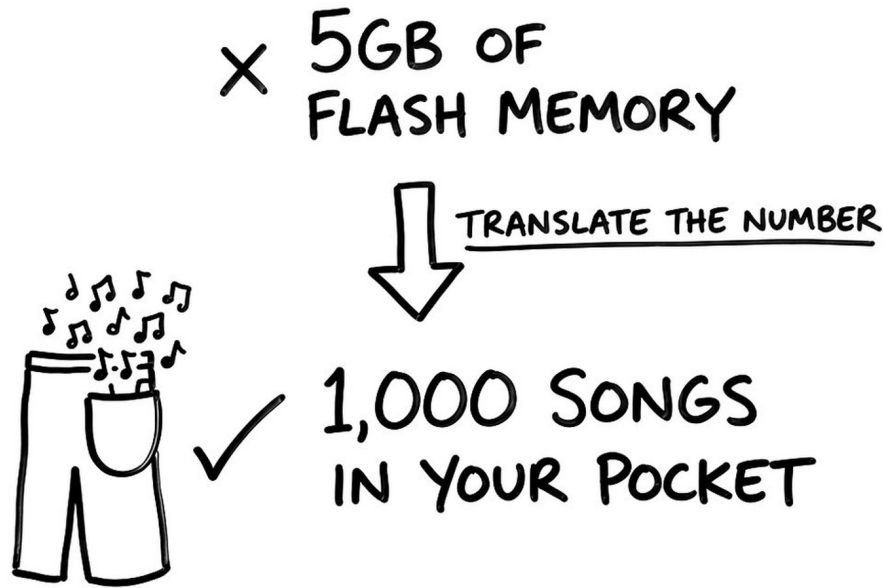
Why it works. Honest flaws make your one strong claim feel real. The contrast does the work.

How it connects. Chapter 16 used this idea on your offer. This chapter uses it on you. Chapter 18 shows how to make your numbers mean something.

18. Make Numbers Meaningful

“People do not care about numbers. They care what the numbers mean for them.”

A raw number is easy to forget. A picture sticks.



Take any number. Tie it to something people can feel. If they have to stop and wonder if it is big or small, you lost them.

Steve Jobs did this every time. He turned each fact into a thing you could see.

Do this for every number in your pitch. Price, time, size and speed. Ask what it means to them.

Four million phones sold became 20,000 phones every day. Eight hours of talk time became enough to talk from San Francisco to New York and back.

Say it:

- *“That is not just 5 percent. That is one extra day every month.”*

Real example. Steve Jobs did not say 5GB of flash memory. He said 1,000 songs in your pocket.

Why it works. The mind cannot feel a number. It can feel a song in a pocket.

How it connects. Chapter 17 built trust with honest flaws. This chapter makes your good facts hit hard. Chapter 19 shows how to make the buyer feel seen.

FREE LIVE WORKSHOP FOR DENTISTS

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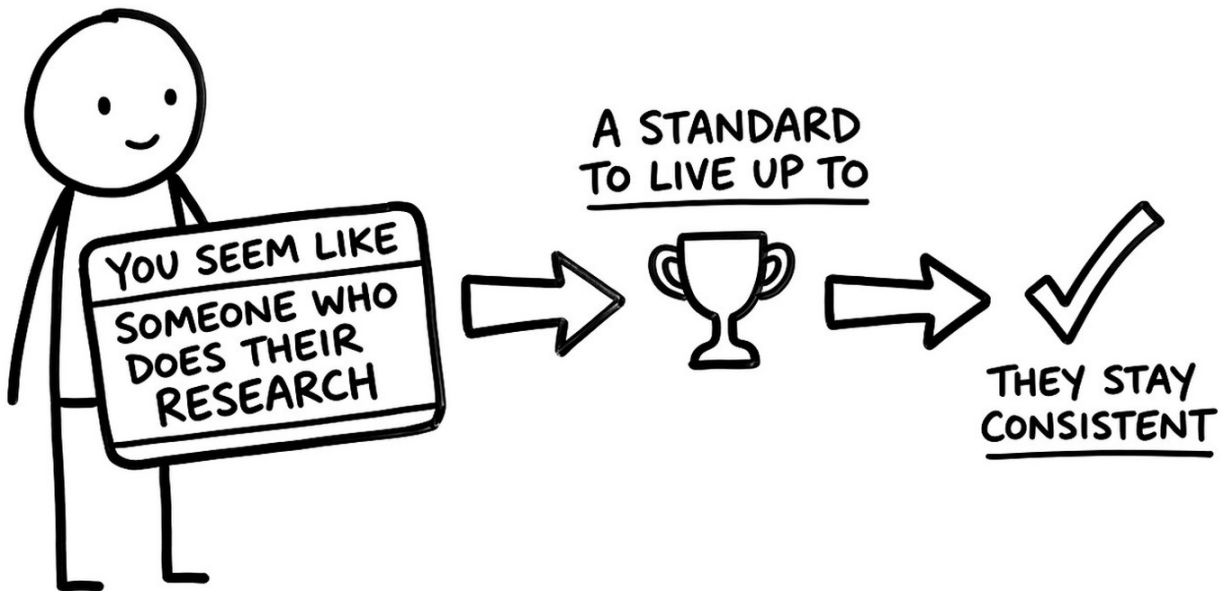
Save a seat: [WORKSHOP.JANSENLUCCAS.COM](https://workshop.jansenlucas.com). Or scan the code.



19. Association Labels and The Universal Close

“You do not win by being right. You win by making them feel right.”

A label gives the buyer a name to live up to. Say you seem like a person who does their homework.



It does two things. They feel seen. And they will act like the label.

Pair the label with their doubt. You take this seriously, so I get why you are careful.

Now the doubt looks like a strength. Bring the label back when you ask them to buy.

Then use four questions. Start soft. What is your main concern? Later ask, what are you afraid of? If they slip away, ask, what would make it a no? If they have no answer, there is no wall. Stay kind, stay curious, and keep the person first.

Say it:

- “You take this seriously. So what would need to be true for you to move forward today?”
- “What would make it a no?”

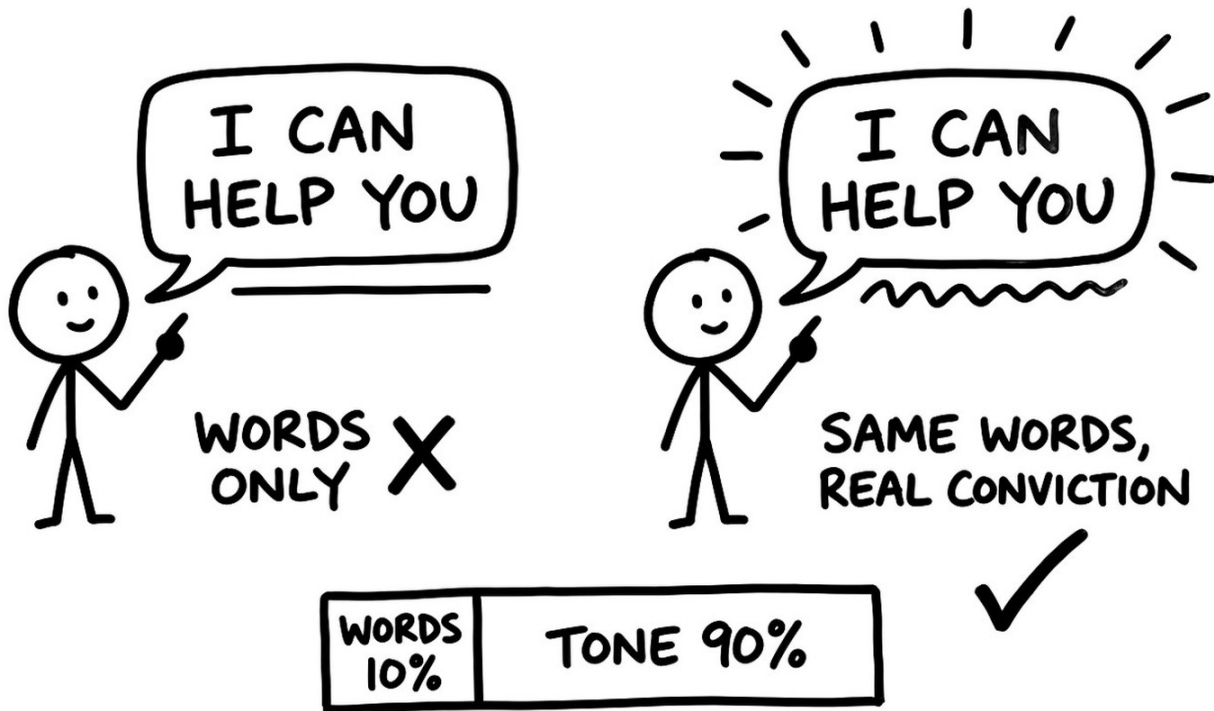
Why it works. Labels make people want to live up to them. The last question finds the real wall, or shows there is none.

How it connects. Chapter 18 made your numbers clear. This chapter shapes how the buyer sees themselves. Chapter 20 is about the tone you use to say it.

20. Tonality and Conviction

“How you say it is what you say.”

Words are only a small part of a sale. Tone is the big part.



You can say the right words and lose with the wrong tone. You can say plain words with the right tone and win.

There are two ways to fix tone. Train it, or believe it.

To train it, record your calls. Listen back. Drill the lines until they sound real. Do one fix at a time. To believe it, know your product will change their life. Then your voice shows it with no effort.

Belief also protects you. Sellers do not burn out from no. They burn out from what they think of themselves after a no.

Say it:

- *“Here is what happened for the last client. I want that for you too.”*

Real example. Jordan Belfort, the Wolf of Wall Street, taught that tone is the message. The right words with the wrong tone lose the sale.

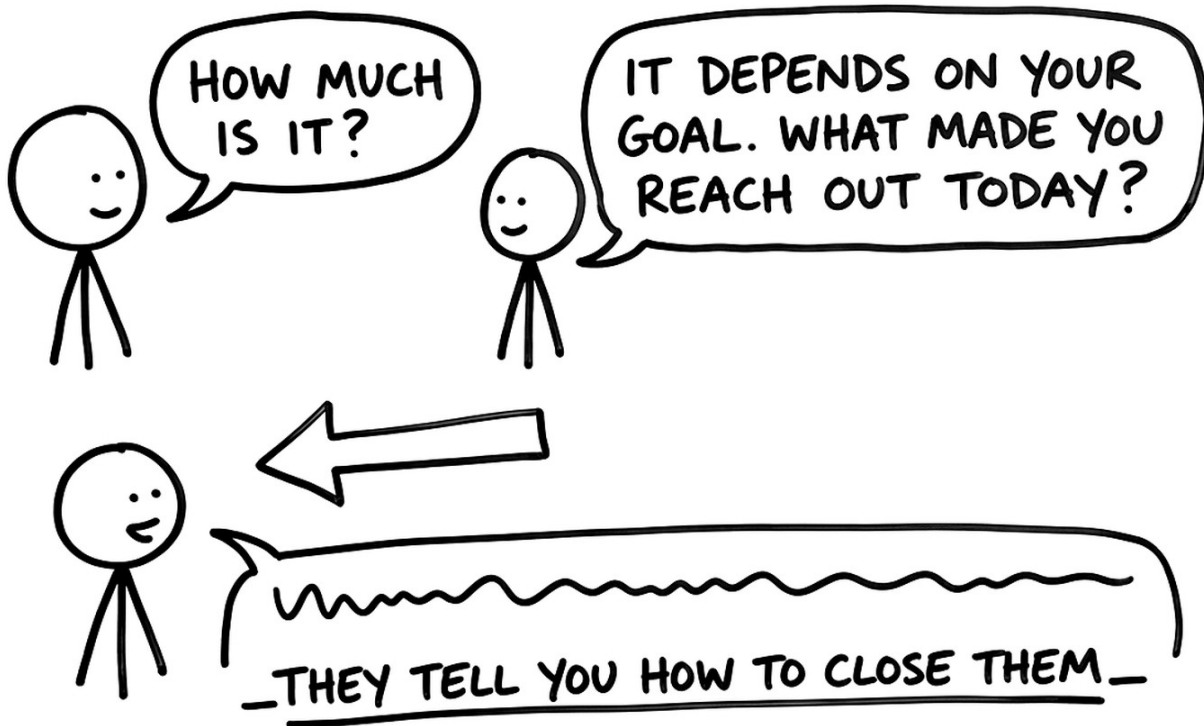
Why it works. Buyers feel your belief before they weigh your words.

How it connects. Chapter 19 gave you the questions. This chapter is how to say them. Chapter 21 shows how to handle the price question.

21. How To Kill The Price Question

“A price with no story always feels too big. Give the story first.”

Many buyers ask the price in the first minute. If you say a number, the sale often dies.



There is a better way. Do not say the number yet. Ask a question first.

Ask what made them call today. Then stop talking. Let them speak.

They will tell you what the problem costs them. That is the proof they need later to say yes to your price.

This is so simple that most teams skip it. Do not skip it. Train every person on your team to say it, word for word.

Say it:

- *“It depends on your goal. What made you reach out today?”*

Real example. A firm charged \$3,000 a month. Old way: the rep said the price and the call died. New way: the rep asked what made them call. The buyer said they lost \$20,000 a month on bad ads. The close rate went up in two weeks.

Why it works. A price with no context feels too big. A price next to the cost of the problem feels small.

How it connects. Chapter 20 is about tone and belief, and your calm voice is what makes this question work. Chapter 22 shows what to do when they still push on price.

KNOW SOMEONE WHO SELLS?

Send them this book. It is free. Each chapter is one page, so they can start anywhere.

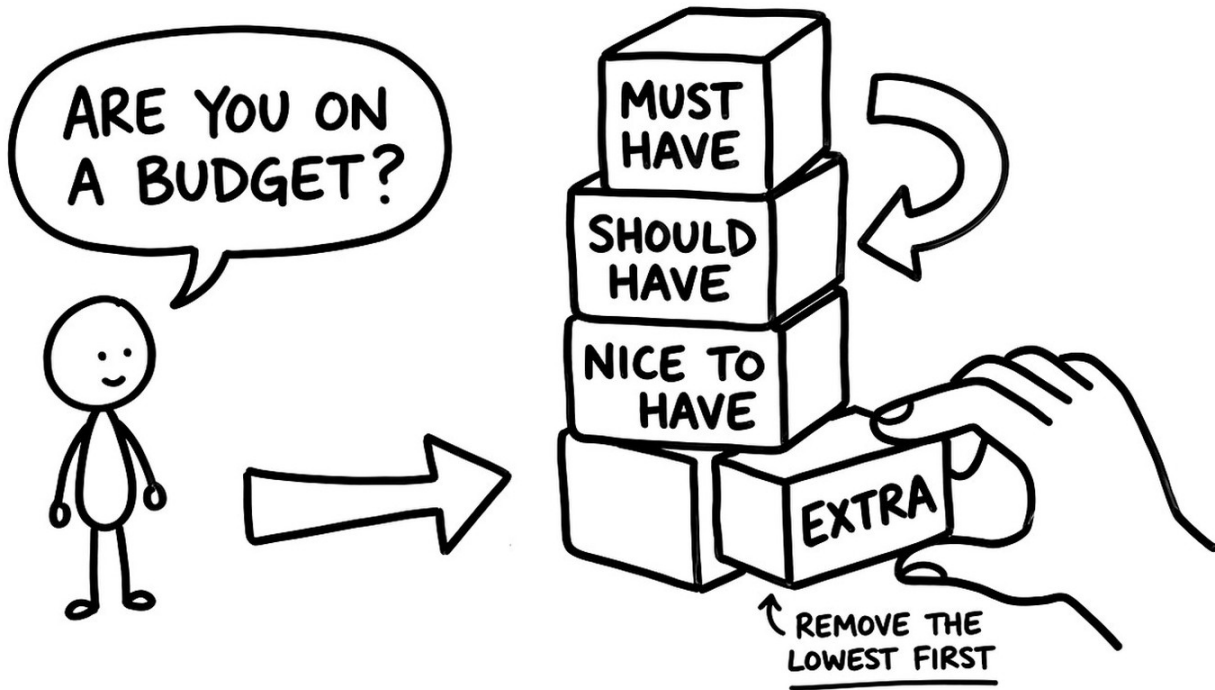
Send them JANSENLUCCAS.COM/SALES-PLAYBOOK. Or let them scan the code.



22. When They Ask What It Costs

“Never make what you took away look small. Bring back the problem it solved.”

When they ask the price, do not give a number first. Ask if they are on a budget.



If they say yes, offer to sort the items by how much they matter. Now you are their guide. They trust your pick.

Take off the least needed item first. Ask if that works. If they still can not buy, take off one more.

Never say the item you removed does not matter. Name the problem it was solving. Then ask if they are fine with that.

Last, ask what they will stop doing. Less going out, less drinking. Ask what they spend on that. That money is already there.

Say it:

- *“Would you like these in order of what matters most?”*
- *“Here is the first one I would remove. Does that work?”*

Real example. They could skip one item, but then they must eat a ton of broccoli to make up for it. Most say they will just get the item.

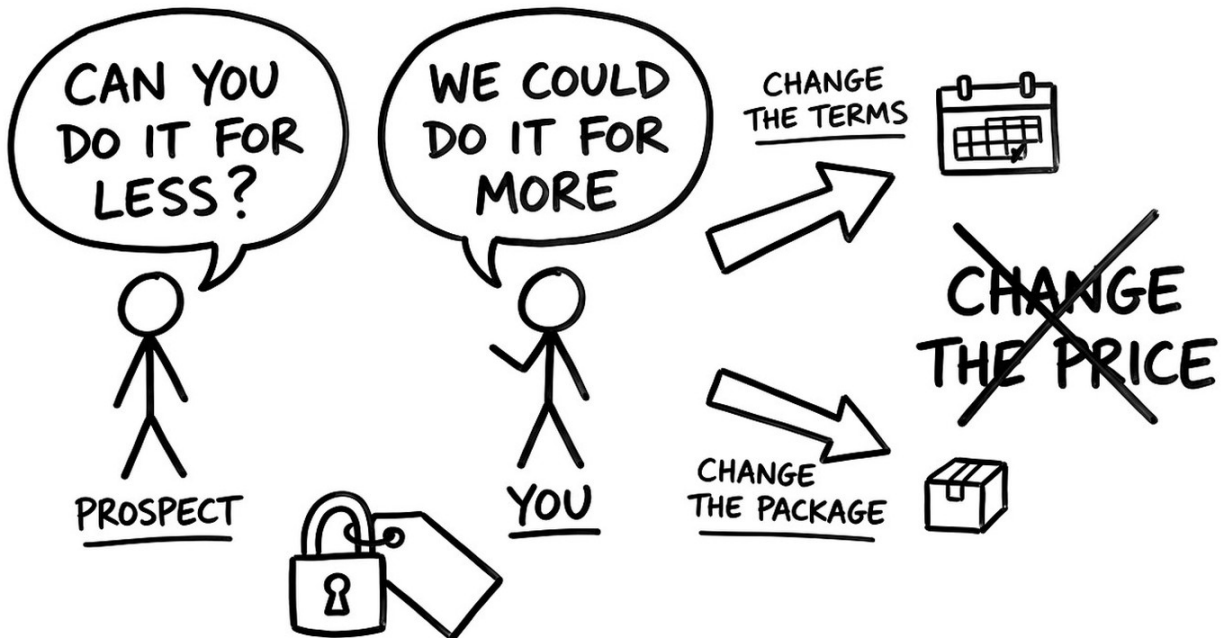
Why it works. The cost stops feeling new. It becomes money they already spend, moved to a better place.

How it connects. Chapter 21 shows how to hold off the price question at the start. Chapter 23 says that when they ask for less, you never just cut the price.

23. Never Cut The Price

“Be kind, not nice. Hold your price and stay on their side.”

They ask if you can do it for less. Say that you could do it for more.



You can change the terms. You can offer a payment plan or a smaller package. Do not cut the price for no reason.

If you cut it once, they doubt the first price. They tell friends it can be bargained. Every talk after that is a hagggle.

Nice people dodge a tense moment. Kind people help, even when it is hard. Be kind. Tell the truth with care.

Show you care more about their result than your pay.

Say it:

- *“We could do it for more.”*
- *“Here is a smaller package that fits your plan.”*

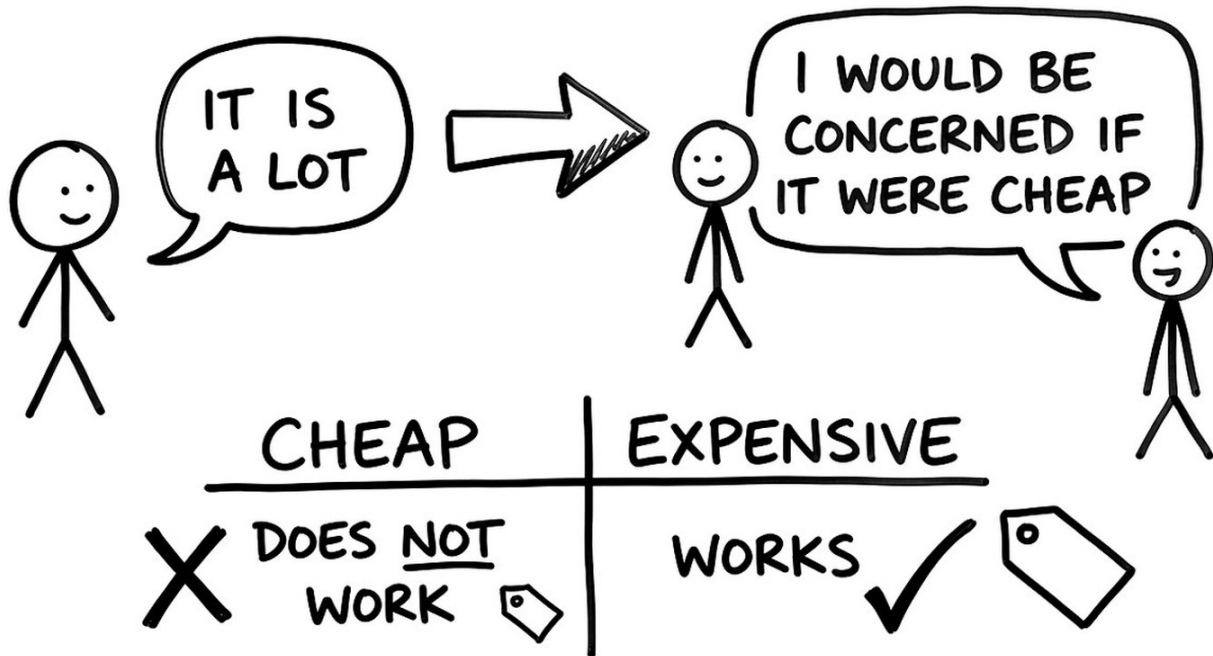
Why it works. A firm price shows you trust your work. Buyers want a guide they can trust, not a pushover.

How it connects. Chapter 22 shows how to trim the offer, not the price. Chapter 24 covers what it really means when they say it costs too much.

24. When They Say It Costs Too Much

“It costs too much only means they do not see enough value yet.”

When they say it costs too much, they mean one thing. They do not see enough value yet.



PRICE: PAY ONCE. COST: PAY FOREVER.

Do not drop the price. Raise the value they see.

Price is what you pay once. Cost is what you pay for years when you do not fix the problem. Ask what the problem has cost so far.

Say you would worry if it were cheap. Cheap often means it does not work.

Phil Knight sold shoes from his car trunk to start Nike. He did not wait for more money. He found a way.

Say it:

- *“I would worry if this were cheap. That would mean it does not work.”*
- *“What has this problem cost you so far?”*

Real example. Someone spends \$200 a month on quick fixes for years. They have spent more than a \$3,000 program. They never did the math.

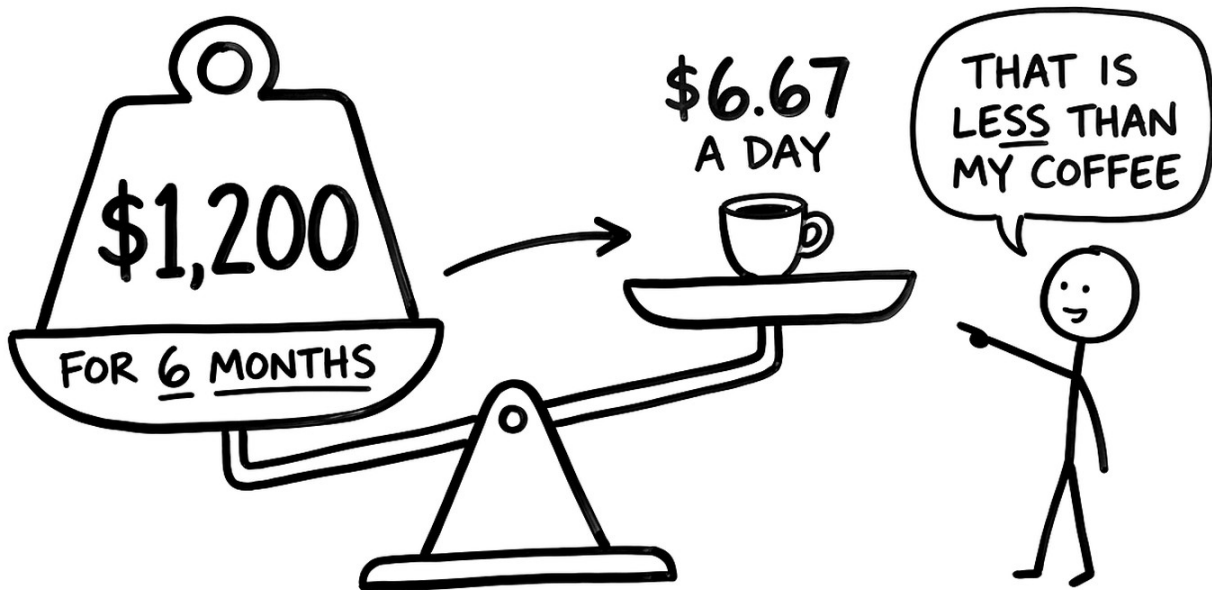
Why it works. When value goes up, the price feels fair. The money was never the real block. The belief was.

How it connects. Chapter 23 says never cut the price, and this chapter shows what to do instead. Chapter 25 gives a way to make the price feel small each day.

25. The Daily Cost Close

“Break the price into days. Then it feels small.”

Many sellers freeze when they hear it costs too much. They cut the price or list features. There is a better way.



Harvard Business School professor John Gourville found people buy more when the price is a small daily amount.

People compare daily costs to coffee and lunch. They compare monthly costs to rent and a car. You want them to think coffee.

First say the full price. This sets the number. Then, if they say no, break it into days. It feels like a price drop.

Use it after they push back, or when you ask them to buy. Do not use it as your opener.

Say it:

- *“Look at it this way. That is just \$6.67 a day.”*
- *“Is a coffee worth more to you than getting unstuck?”*

Real example. \$1,200 for 6 months is about \$6.67 a day.

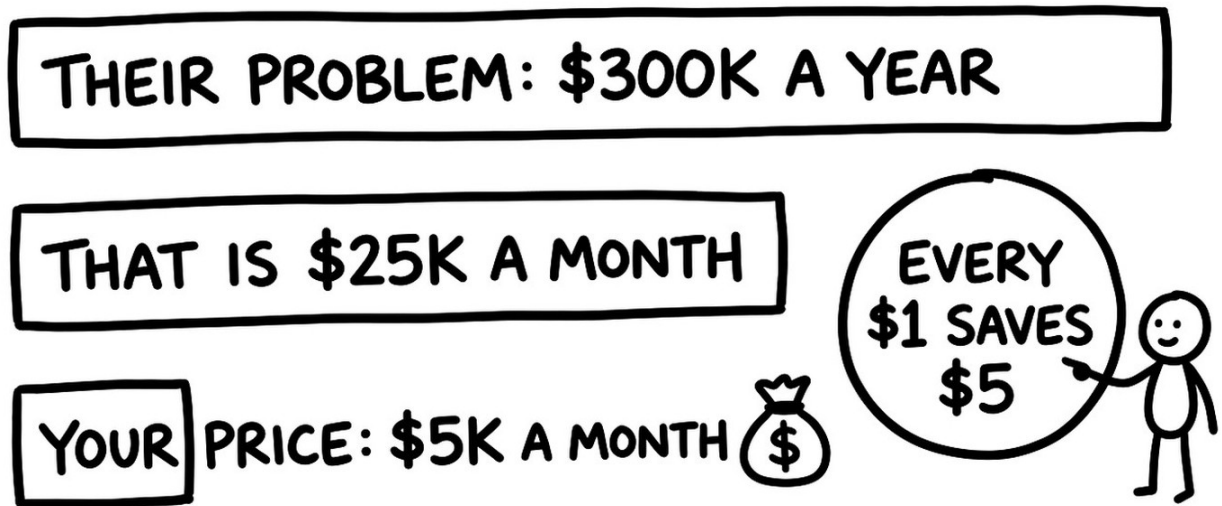
Why it works. The price drops in their mind, but you did not cut it. The number is the same.

How it connects. Chapter 24 shows that the real fix is more value. Chapter 26 gives another way to shrink the price, by setting it next to their loss.

26. The Contrast Close

“Nothing is too costly alone. It is only costly next to something else.”

People judge a price by what sits next to it. Most sellers show it alone. So set it next to a bigger number. That is the whole idea.



Step one. Find what the problem costs them each year.

Step two. Turn that into a monthly number.

Step three. Say what your fix costs each month.

Step four. Show the ratio. Each \$1 they spend saves \$5.

People hate loss more than they like gain. So lead with the loss they already have. Make it black and white. Then show the ratio and stop talking.

Say it:

- “Right now this costs you \$25,000 a month.”
- “Our fix is \$5,000 a month. Each \$1 saves you \$5.”

Real example. A client loses \$300,000 a year on bad ads. That is \$25,000 a month. Your service is \$5,000 a month. Each \$1 saves \$5.

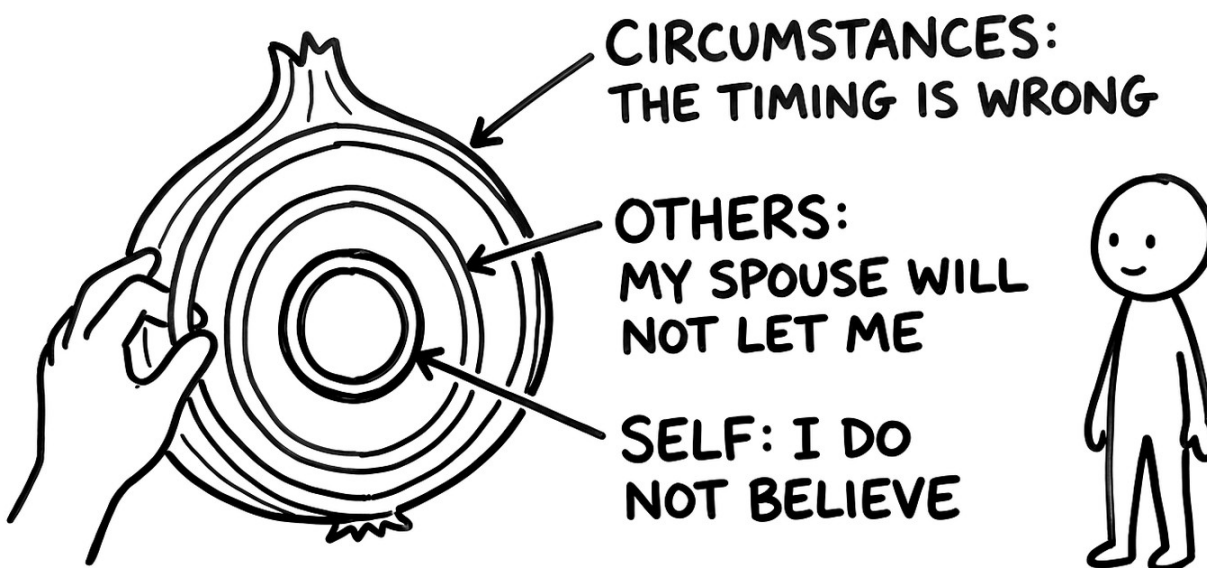
Why it works. The price looks small next to the loss. A loss they know feels real, so they believe it.

How it connects. Chapter 25 makes the price small by time. This chapter makes it small by contrast. Chapter 27 moves on to the onion of blame.

27. Reasons Before and After the Price

“Know which kind of reason you face. Then you know what to do.”

Some reasons come before the price. These are obstacles. Some come after the price. These are objections.



You must treat them in different ways. If you mix them up, you swing in the dark.

People blame things in a set order, like the layers of an onion. First they blame the situation. They say the time is wrong. Then they blame other people. They say my spouse will not let me. At the core, they blame themselves. They say I can not do it.

Most reasons they say no come from one thought. I do not believe. It shows up as time, price, fit, who decides, or let me think. Name the kind, and you know your move.

Say it:

- *“What is the real reason you hold back?”*
- *“Besides that, what else is in the way?”*

Real example. A buyer says the time is wrong. Next he says his wife must agree. Last he says he is not sure he can do it.

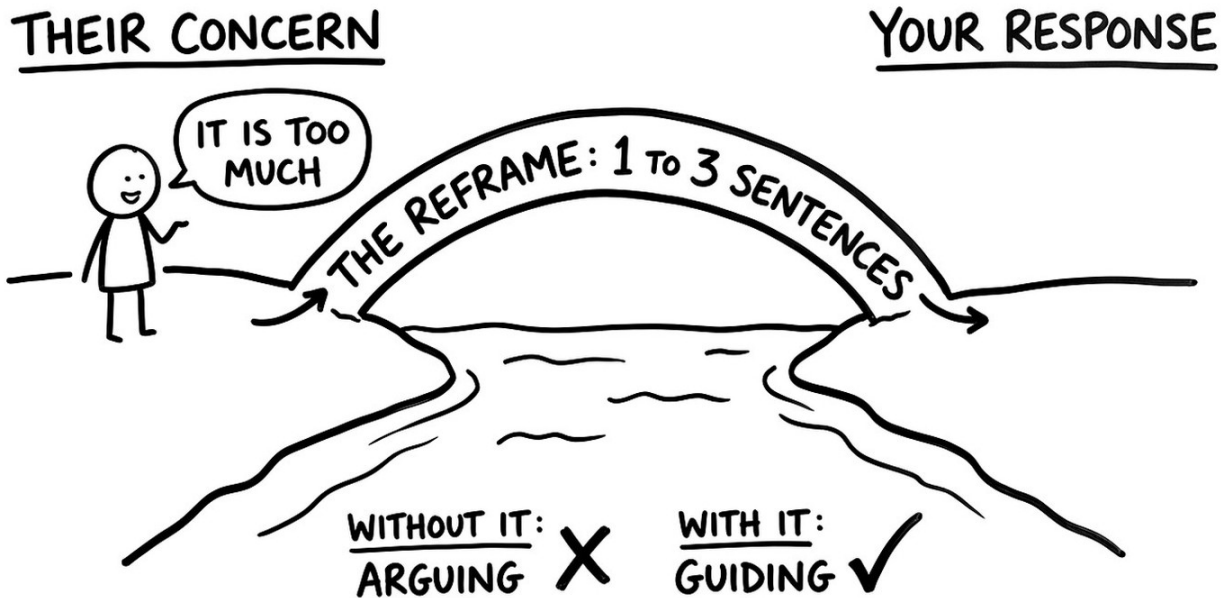
Why it works. Each answer peels one layer. The last layer is the real fear.

How it connects. Chapter 26, The Contrast Close, helped you ask them to buy. This chapter helps you hear why they say no. Chapter 28 shows how to answer.

28. The Art of the Reframe

“After any no, say one to three short lines first. Then answer.”

A sales team kept jumping straight to the answer. It sounded like a fight. It felt like a debate, not a talk.



The reframe is the bridge. It sits between their worry and your answer. Without it, you argue. With it, you guide.

Rule one. People believe what they say and not what you say. So ask a question that lets them reach the answer.

Rule two. No one can fight a question. If you do not know what to say, ask more about their words.
Rule three. Tell them what their words mean.

Say it:

- *“What about that worries you most?”*
- *“That tells me you think things through. Those clients win the most.”*

Real example. A man said he already had an advisor. The advisor said 90 percent of clients who switch already have one. It means you will learn faster.

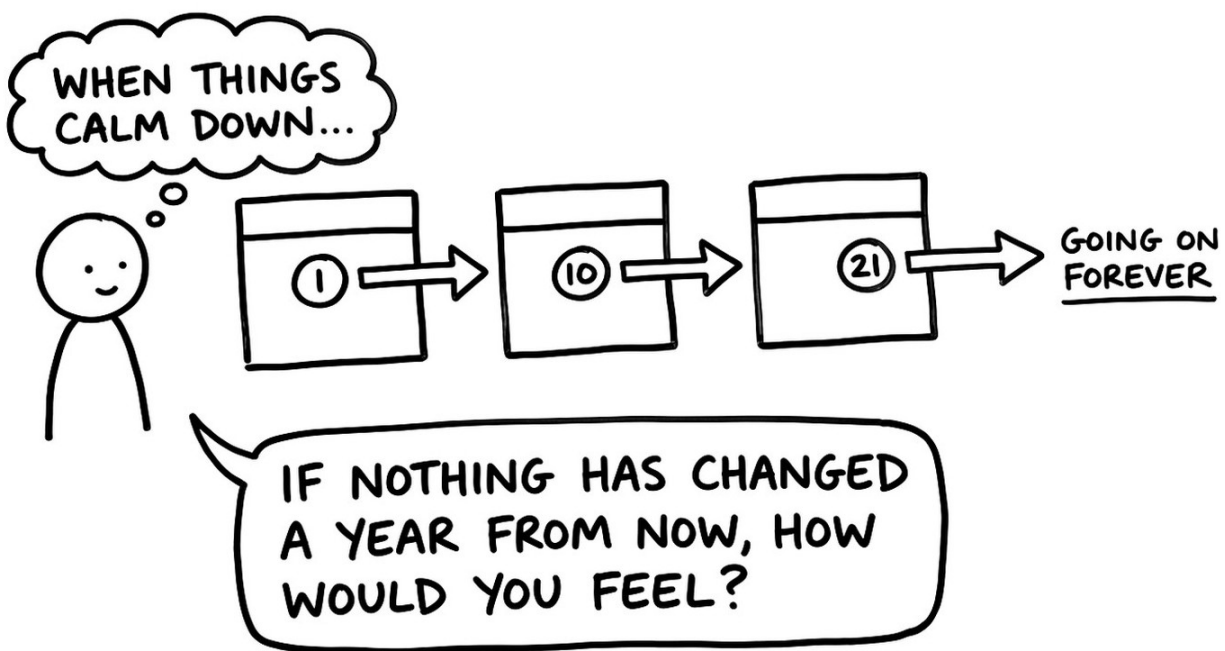
Why it works. A question gives them nothing to fight. A kind meaning turns the worry into a good sign.

How it connects. Chapter 27 taught you to hear the kind of reason. This chapter gives you the first thing to say. Chapter 29, The Time Objection, uses it.

29. The Time Objection

"I will pay when I have more money. But that is why you need it."

There are three kinds of time reasons. One is the wrong season. One is too few hours in a day. The worst one is the when-then trap.



It sounds like this. When things calm down, then I will do it. When I have more money, then I will buy.

But things never calm down. You will not have more money by doing the same things. The kids will grow, and new reasons will show up.

It is a smart way to put things off. Show them what will not change.

Say it:

- *"If nothing changed in a year, how would you feel?"*
- *"What will be different in six months? You will just be six months behind."*

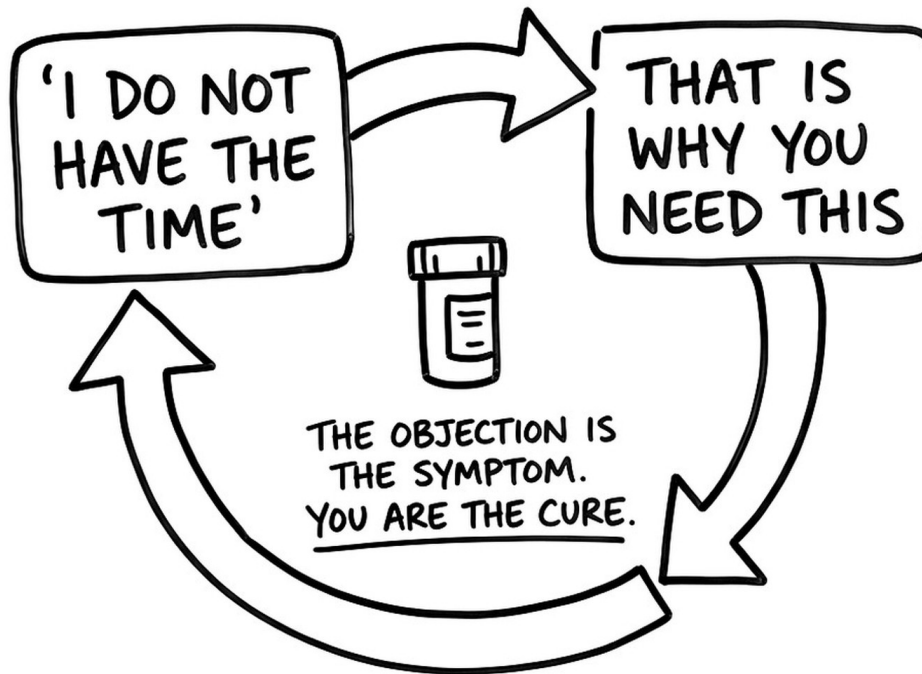
Why it works. They see that the right day will never come on its own. Waiting costs more than starting.

How it connects. Chapter 28 gave you the reframe, and this uses it on time. Chapter 30 flips every reason on its head.

30. The Reason You Won't Is the Reason You Should

"The reason you say no is the reason you need this."

This one flips things around. Whatever reason they give is the reason to buy.



I have no time. That is why you need this. What you do now eats all your time. This fixes it.

I have no money. That is why you need this. What you do now does not make enough money. This changes that.

I am not sure it works for me. That is why you need a guide. You do not want to guess alone again.

Their reason is the sign of the problem. Your offer is the cure.

Say it:

- *"That is the exact reason to do this."*
- *"What you do now eats your time. This fixes that."*

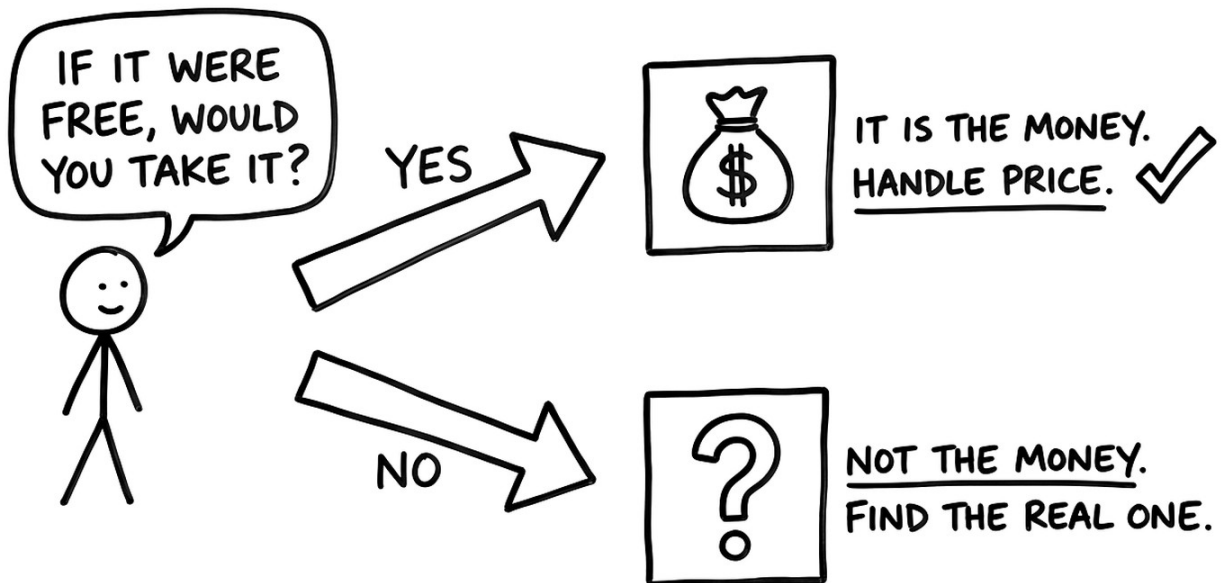
Why it works. Their own reason becomes proof that they need help. The block turns into the reason.

How it connects. Chapter 29 handled the time reason. This flips every reason. Chapter 31 checks if the real reason is money.

31. If It Were Free, Would You Take It?

“If it were free, would you take it? Then it is about money.”

Sometimes they say it is not about the money. They say they will not use it. Or they say the time is bad.



Ask one thing. If it were free, would you take it?

If they say yes, it is about the money. They just did not want to say so. Now you can talk about price.

If they say no, you found the real reason. It is not price or time. Now you know what to fix.

People hide price behind soft words. It feels rude to say it costs too much. This question takes the cover off in one second.

Say it:

- *“If it were free, would you take it?”*

Why it works. It strips away the cover story. Either way, you know what you are facing.

How it connects. Chapter 30 turned every reason around. This finds the true one. Chapter 32, The One-Question Close, gets to the point even faster.

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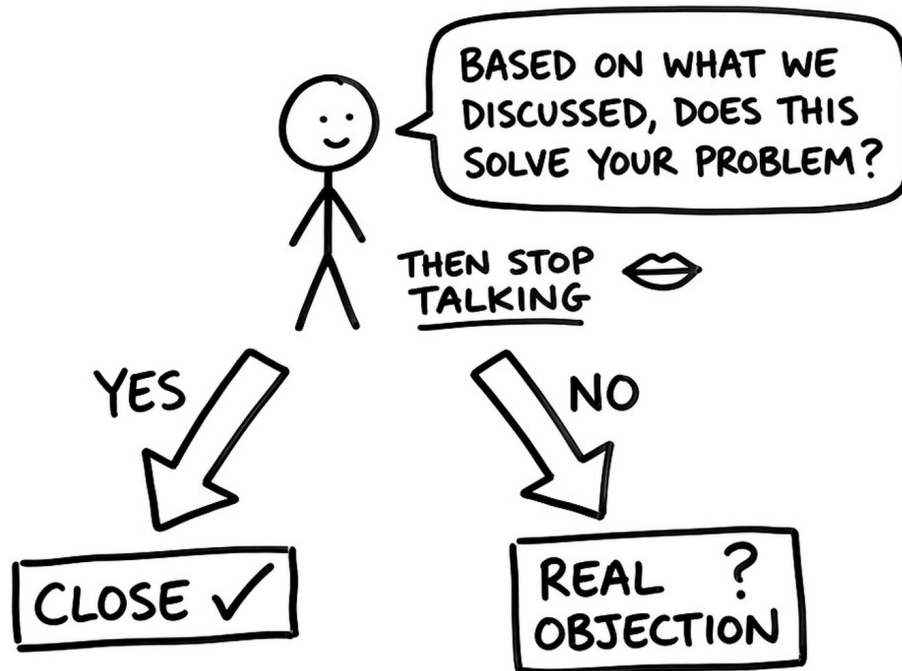


SCAN ME

32. The One-Question Close

“Do not push. Ask one good question and let them reach the answer.”

Most calls end in a weak way. You show your offer. They go quiet. Then you start to chase with deals and more emails.



Stop. Use this right after you show the offer, when they hesitate. Ask one thing. Ask if it solves their problem.

Then say nothing. Let them think. Do not fill the gap.

If they say yes, you move on and ask them to buy. If they say no, they tell you the real reason.

You do not push. They come to the answer on their own. It is the simplest close you will ever use.

Say it:

- *“Based on what we talked about, do you feel this solves your problem?”*

Real example. Columbia Business School found sales go up 32 percent when the seller waits 8 seconds or more after asking.

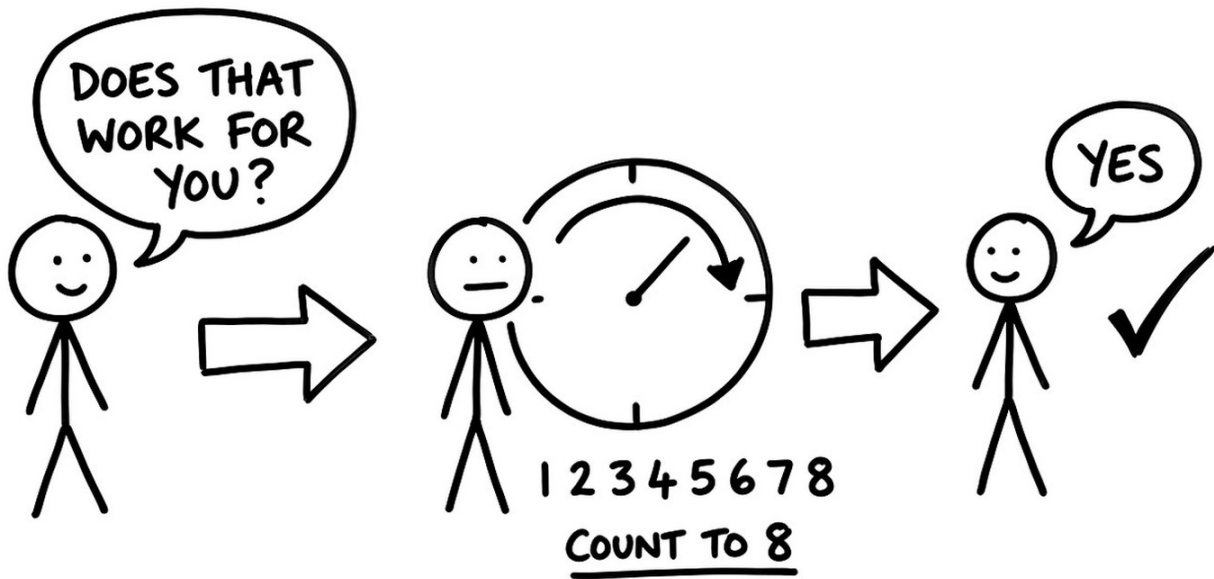
Why it works. They say it out loud, so it is their idea. Now it feels odd to say no.

How it connects. Chapter 31, If It Were Free, set the stage. Chapter 33, The Silent Close, shows how to wait after you ask.

33. The Silent Close

“After you ask for the sale, the next person to speak loses.”

Ask for the sale in plain words. Then stop talking. Count to 8 in your head. Then count to 8 again.



X MOST REPS JUMP IN AT 2.7 SECONDS

Your buyer needs time to think. A big choice takes 6 to 8 seconds. If you talk, their thinking starts over.

Most sellers cannot stand the quiet. They jump back in too fast.

One sales team changed only the pause. They did not change the pitch. Sales went up right away.

Here is a tip. Watch the clock on your phone. 8 seconds feels like a very long time.

Say it:

- “Will you join us today?”

Real example. Columbia Business School found sales go up 32 percent after 8 seconds or more of silence. The average seller waits only 2.7 seconds.

Why it works. Silence gives the buyer room to think. Talking breaks that thought.

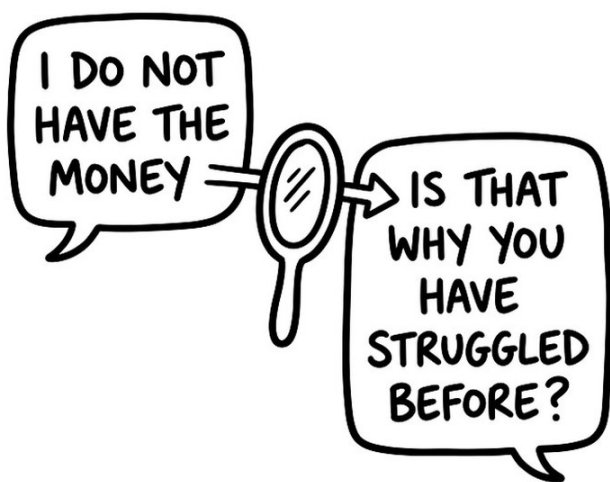
How it connects. Chapter 32, The One-Question Close, ends with an ask. This chapter shows what to do next. Chapter 34 gives you words for when they push back.

34. All-Purpose Closes

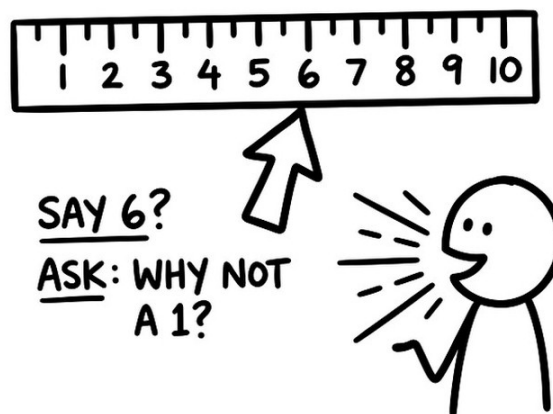
“Let the buyer do the work. You just hold up the mirror.”

Two simple ways to ask for the sale fit almost any call.

THE MIRROR CLOSE



THE 1 TO 10 CLOSE



The Mirror Close. Take their reason for no. Turn it into the cause of their problem. They say they have no time. You ask if that is why they have not fixed this yet.

The 1 to 10 Close. Ask where they are on a scale of 1 to 10. Say they pick a 6. Do not ask what makes it a 10. Ask why it is not a 1.

Now they list all the good things. They sell themselves. Then ask what would make it a 10.

In both, they do the work. You do not push. You reflect.

Say it:

- *“Is that why you have not solved this yet?”*
- *“On a scale of 1 to 10, where are you? Why not a 1?”*

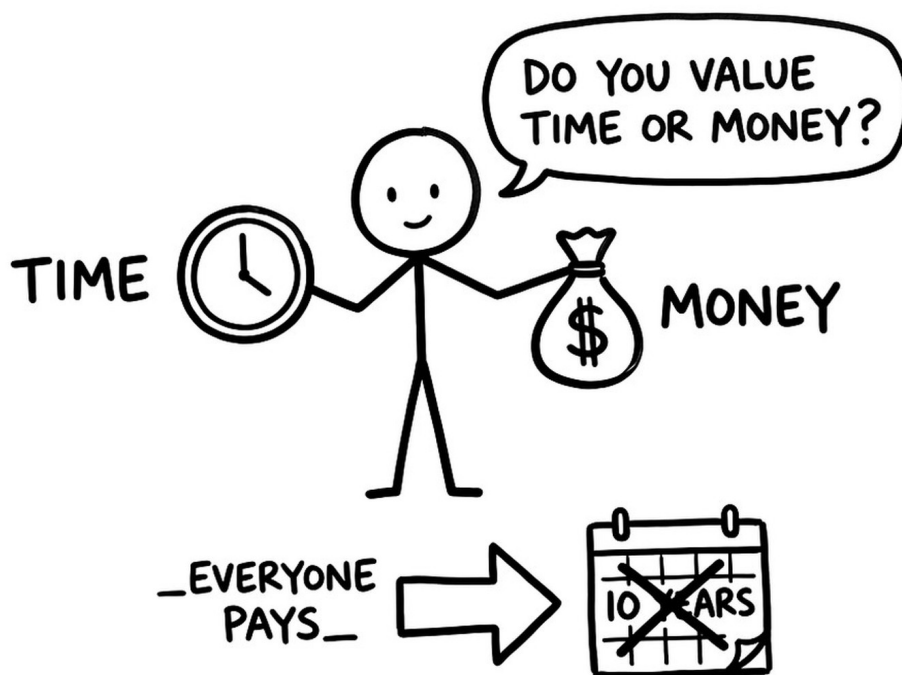
Why it works. People believe their own words more than yours. They hear their own reasons.

How it connects. Chapter 33, The Silent Close, taught you to wait. This chapter gives you words to use. Chapter 35, The Time or Money Close, is one more way to frame it.

35. The Time or Money Close

“Everyone pays. You pay with time or you pay with money.”

No choice is free. Your buyer will pay. Only the type of payment changes.



Ask which one they value more. Time or money.

If they say time, tell them they will pay with money. Then hand them the next step.

If they say they need to think, say this. Paying with time may take 5 years. Maybe 10. Could they pay with money instead?

Thinking it over costs time. That is the very thing they said they do not want to spend.

So the price looks small. Doing it alone is the costly choice.

Say it:

- *“Do you value time or do you value money?”*
- *“Then you will pay with money.”*

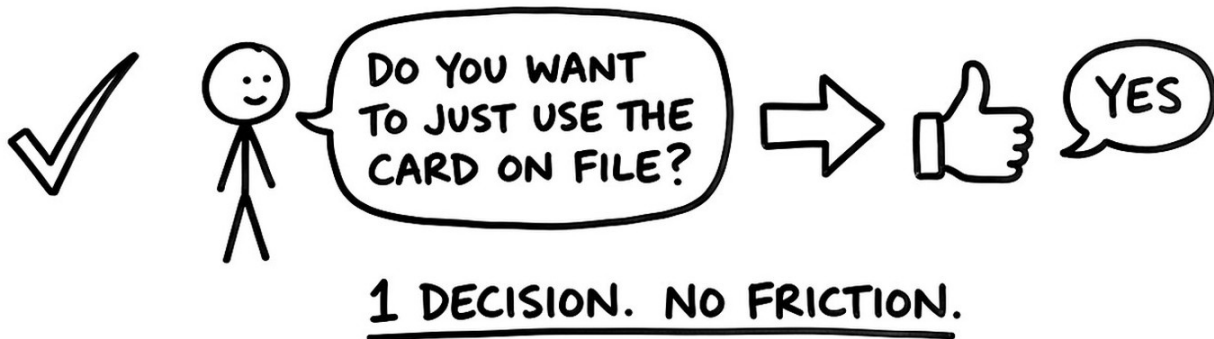
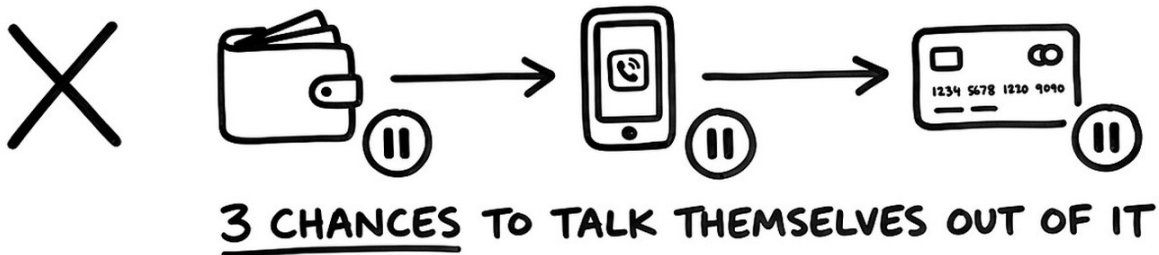
Why it works. It shows that waiting is not free. Doing it alone costs more than the price.

How it connects. Chapter 34, All-Purpose Closes, gave two ways to answer a push back. This one is a third. Chapter 36, Card on File, makes the pay step easy.

36. Card on File

“Do not make them reach for a wallet. Make buying a simple yes.”

Each time a buyer gets out a card, they must choose again. Each choice is a chance to stop and doubt.



Card on File removes that. Get their card on the first sale. After that, every sale is a quick yes or no.

You first paint the picture. They see how it fits their day. They nod along.

Then you do not say the total and ask how they will pay. You ask if they want to use the card on file.

That is not a new choice. It is a check. People say yes to a check. They stall on a choice.

Say it:

- *“Do you want to just use the card on file?”*

Why it works. A check feels small and safe. A new buying choice makes people stop and think twice.

How it connects. Chapter 35, The Time or Money Close, gets the yes. This chapter makes paying easy. Chapter 37, The No-Grudge Follow-Up, is what to do after the call.

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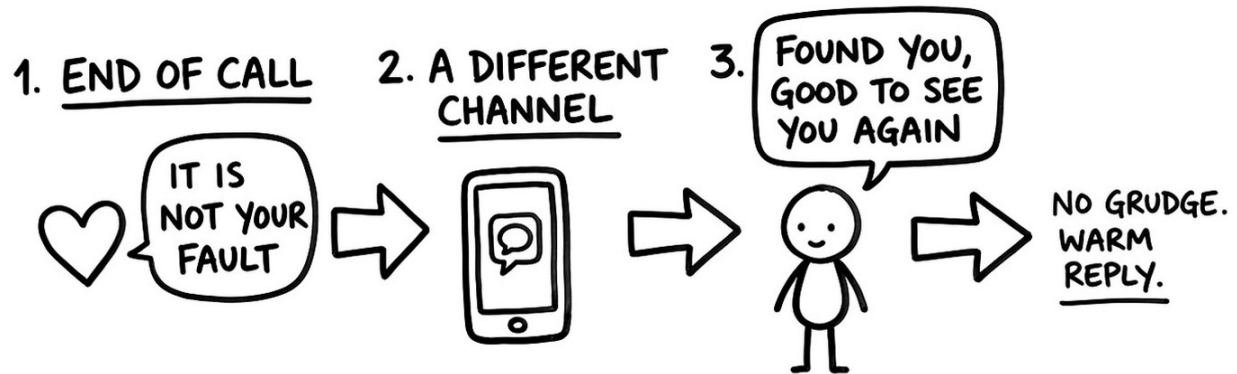
Save a seat: [WORKSHOP.JANSENLUCCAS.COM](https://workshop.jansenlucas.com). Or scan the code.



37. The No-Grudge Follow-Up

"It is not your fault."

How the call ends decides how they feel later. End with pressure and they hold a grudge. End with care and they welcome you back.



First, name their pain. Say you know this would help and you know times are hard. Then make one last soft offer.

If they say no, take the blame. Tell them it is not their fault. Then end the call kindly.

Next, reach out in a new place. Find them on Instagram or Facebook. Say it is good to see them again. They answer with a smile, since there is no grudge.

Say it:

- *"I know your situation is tough. It is not your fault."*
- *"Found you here. Good to see you again."*

Why it works. A kind ending keeps the door open. A new place feels fresh, not pushy.

How it connects. Chapter 36, Card on File, closed the sale. This chapter is for the ones who said no. Chapter 38 gives a plan for how often to reach out.

38. The 3-7-30 Method

“The one who asks the most gets the most. So give value each time.”

Most firms follow up once or twice. Then they stop. But most people do not buy that fast. You lose half your sales or more.



People need more facts. But most sellers only say buy my thing, again and again.

Use the 3-7-30 plan. In the first 3 days, share your best case study, your best client story, and your best insight.

In the next 7 days, send one note every other day. Each one clears up one fear, with proof. In the next 30 days, send two a week. Mix success stories and insights.

Do not think follow-up. Think a string of value.

Say it:

- *“Here is a story from a client just like you.”*

Real example. A company changed its follow-up from 3 emails to the 3-7-30 plan. Lead conversion doubled.

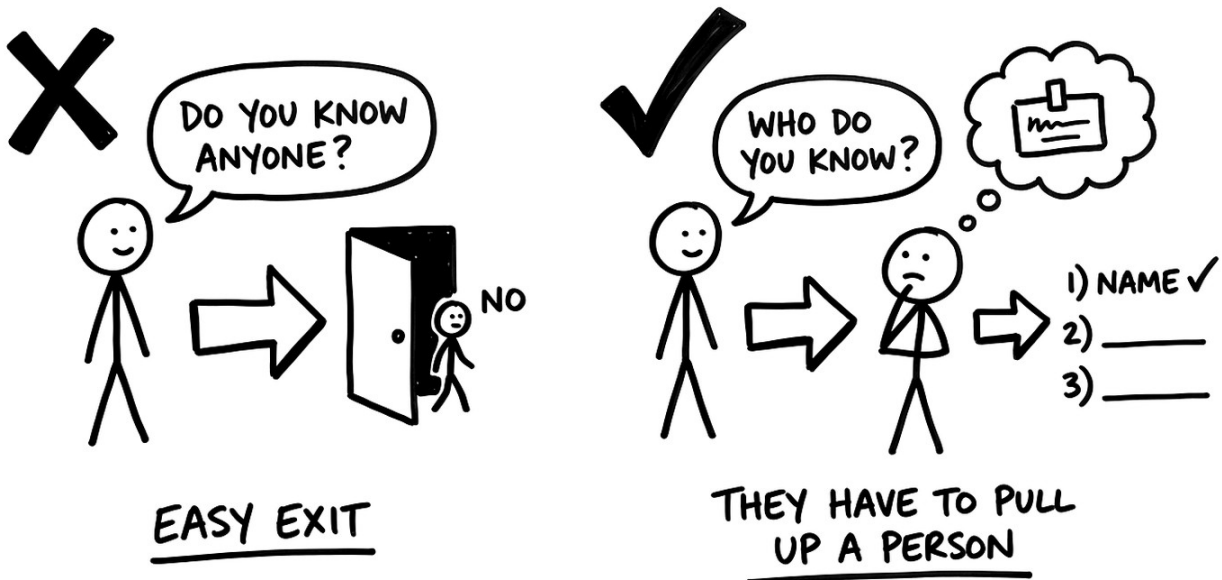
Why it works. Each note gives value, so you earn the right to ask again. More shots on goal bring more sales.

How it connects. Chapter 37 taught how to end a call so they welcome you back. This gives the plan for what to send. Chapter 39, The Referral Script, is the last step.

39. Who Do You Know?

“Ask who, not if. Ask on every call.”

Most reps ask, do you know anyone who might want this? That is a yes or no question. The easy answer is no.



Ask who do you know that this could help. That needs a name, not a yes or no. Their mind scans their friends, not for the exit.

Even better, ask who else wants to come with you. It assumes someone does. You are not asking a favor. You are inviting a friend along.

Referral leads close at 80 to 90 percent. That is two to three times a cold lead. They also trust you before you speak.

Ask on every call, not some calls.

Say it:

- “Who else wants to come with you?”
- “Who do you know that this could help?”

Real example. One new rep beat the number two seller by 50 percent. He just asked, who else wants to come with you, at the end of every call.

Why it works. A question that needs a name is hard to dodge. Referred people already trust you.

How it connects. Chapter 38 kept the people who were not ready. This turns happy buyers into new leads. Each referral is a new call, and more calls means less luck, which loops back to chapter 1.

WHO DO YOU KNOW THAT OWNS A DENTAL PRACTICE?

That is chapter 39. Try it now. My free workshop is for dentists who work alone. It is on Saturday, Oct 24. Do you know one? Send them the link.

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Most sales are not lost on price. They are lost on the next thing you say. Here are 39 plays to say it right.

This book gives you 39 plays for your next call. Real words. Real questions. No theory.

Pick one play. Use it today. Then come back for the next one.

INSIDE YOU WILL FIND

- ✓ The BUT Flip: put the good news last
- ✓ The 8 second silence that makes them talk
- ✓ One question that shows the real problem
- ✓ What to say when it costs too much
- ✓ The question that gets a name, not a no
- ✓ A follow up plan for leads that went quiet

Free. Use it today.

Lucas Jansen is the founder and creative director of JansenLucas.com. He helps brands in 12 countries get more customers.

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