

YOU REINVENTED

"Create a Business You'll Love for the Rest of Your Life."

Your 10X Multiplier Blueprint

A 7-Figure Brand, Offer & Message Building Workshop in a Box



**SUPERPOWER
ACCELERATOR**

MikeKoenigs.com



LESSON 3

THE 5-QUESTION CLOSE

The best sales process involves the prospect doing most of the talking. You don't have to convince them of anything. You are simply facilitating a dialogue that results in an easy yes or no response. Whether the person moves forward or not, this process honors the person you're interacting with. Always maintain high esteem and goodwill for long-term relationships with everyone you meet.

Below, I'll share the five questions with you, show you how I use them for my business, and provide you space to create your version of the questions.

QUESTION #1: THE PRE-FRAME

Set the stage with discussion and a question that gets your prospect to open up about their WHY.

Imagine you and I were to start working together today. I teach you everything I know about brand messaging and offer creation and do everything I can to help you get results. Let's assume that means we will:

- Refine your “perfect audience” and customer
- Craft a premium offer 3X-10X higher than anything you've ever offered
- Craft your brand message in a way that resonates with your audience
- Tweak your brand so you're in a *Category of One*
- Create an amazing article and interview that gets published in *Entrepreneur* magazine (or another top-rated publication) to elevate you, your brand, and your message
- Figure out the best promotional and marketing materials needed to attract more right-fit clients — whether that's books, videos, podcasts (yours or guesting on others'), PR, TV, radio, etc.
- Help you figure out how to enroll your right-fit clients into a premium offer
- Advise on the tech, promotions, and funnels you need
- Give you a roadmap and plan for getting to your impact, income, and lifestyle goals without compromising your values
- Provide sales training and scripting for you and your team
- Give you access to my Rolodex

Now imagine we're sitting in a coffee shop a year from now. What would have happened in your life, both personally and professionally, for you to feel happy with your progress? What would make you feel that this was the best decision you ever made?

GROWTH ACCELERATOR #6: MULTIPLIERS



With this type of opening question, you're getting them to describe their external and internal goals. You want to hear their true desires. **WARNING! If they can't answer this question, you don't want to work with them because you'll never be able to satisfy their desires.**

Most likely, they'll start by describing external desires. They want to make an extra \$10,000 a month. Or they want a boat, a new house, or a better school district. They want to lose weight or have a better relationship with their spouse. This is a great start. *But you want to dig deeper and get to the internal desires as well.* So ask follow-up questions based on their answers.

Then ask WHY.

Why do you want to make \$10,000/\$100,000/\$1 million a month?

Why do you want that fancy new house?

What's so important about the school district you're in?

They'll start revealing the values and beliefs that are truly important to them. Maybe they want \$10,000 a month to prove to their family they're a good provider. Or maybe they have a favorite charity they want to support in a big way. Maybe they want to be in a good school district because their kids aren't being challenged where they are. Or maybe they are childless and their spouse has given up hope of ever having a family. They are hoping that moving to a good school district will demonstrate that there's still hope.

Do you see how very different those inner desires can be for different people, even though they want the same things? You need to know those inner reasons WHY they want what they want. Keep digging until they reveal those deep emotional connections.

QUESTION #2: THE MISSING LINK

Why don't you have it yet? What's missing? What obstacles stand in your way? What is it COSTING YOU to not have this problem solved?

Clearly, you know what you want. You've painted a really great picture for me. So let me ask you this: Why don't you have it yet? What's been standing in your way or holding you back?

With this question, you're looking for their obstacles and objections. If they don't have what they want yet, there must be a reason.

Listen for them to say things like "My spouse doesn't support me," or "I tried XYZ program and it didn't work. That guy was useless." If they're blaming other people or outside circumstances for their failures, you really don't want them as a client.

You want people who will take responsibility for their own actions.

You want to hear some version of "I don't know how." Maybe they say, "I tried XYZ program, but I just didn't understand the finer details. I need to take the time to master the process."

The key here is the word "I."



GROWTH ACCELERATOR #6: MULTIPLIERS

If they talk about themselves a lot, chances are you can help them. If they don't know how to do something and you can help them, you're going to have a successful relationship.

Next, it's time to get them thinking about possibilities.

QUESTION #3: HIDDEN RESOURCES AND OPPORTUNITIES

How much more \$\$\$ could you make if you solved [question #2] and achieved [question #1]?

I want you to think about what resources, connections, talents, or skills you have that you're not currently utilizing 100% — things we could use to help overcome your obstacles and achieve your goals.

For example: do you belong to any associations, trade groups, or have access to great referral sources? How about past clients and customers that you could get referrals from?

Give them time to think. They might come up with great answers or something off-the-wall. The point is to get them thinking about the possibilities. Whatever they come up with is good.

Encourage them to keep thinking. Keep asking, "What else? What else?" until they run out of ideas. When they do, you say...

Okay, so let's review for a minute. It looks like you know exactly what you want. You told me you want _____ because _____. Now you haven't been able to achieve that before primarily because of _____ and _____, right? It looks like you have all these resources you could leverage that you're not leveraging yet, right?

I then ask them,

How much more money do you think you'd make (or how much weight would you lose or how much better would your marriage be) if you were able to eliminate the obstacles and leverage those resources?

I let them explain to me what will happen. "Oh man, if I could do that, I'm pretty sure I could make a million dollars (or lose a ton of weight, be so much happier in my marriage...)"

I then transition to the final two questions.

GROWTH ACCELERATOR #6: MULTIPLIERS



QUESTION #4: THE ELIXIR

Imagine a few weeks, months, or years from now, after you've achieved [ANSWER FROM QUESTION #1], you've overcome [QUESTION #2] and you're accessing [RESOURCES + OPPORTUNITIES QUESTION #3], what would you ideally spend the majority of your time doing? What if you had a self-running, self-managing [____], what would you innovate, create, or focus on?

In a way, this is summarizing the previous three questions in one future-focused, outcome-based vision. They're imagining what life is like if the missing links could be filled with their hidden resources.

Hint: if you've done this right, they're also imagining you in that vision.

QUESTION #5: GETTING STARTED

Then I only have one more question:

Do you want me to help you get there?

Then stop talking. Don't say another word until they answer.

Most of the time, they will say yes.

Then all you have to do is say: "Great! Here's how it works," and describe the process.

Next, schedule the onboarding process (get a commitment with dates on the calendar).

Finally, explain the investment details:

"The investment is \$ _____. For that investment, you get _____. I'm here to help you. I can transfer you over to my assistant to take care of the financial details right now. Would you like to do that?"

If they say yes, you're done! Congratulations, you have made a high-ticket sale, my friend. Usually, the only reason they won't agree at this point is because they don't have the money. If that's the case, you can offer a payment plan.

If you've done a good job with the questions, and they can afford your fee, then you should close most of the people you talk to. Just send them off to your assistant to handle the credit card details, and you're all set.



GROWTH ACCELERATOR #6: MULTIPLIERS

The 5 Question Close Quick Reference Card

#1 — Imagine you and I were to start working together today. I teach you everything I know about brand messaging and offer creation and do everything I can to help you get results. Let's assume that means we will:

- **Result #1**_____
- **Result #2**_____
- **Result #3**_____
- **Result #4**_____
- **Result #5**_____

Now imagine we're sitting in a coffee shop a year from now. What would have happened in your life, both personally and professionally, for you to feel happy with your progress? What would make you feel that this was the best decision you ever made?

Why do you want to make \$10,000/\$100,000/\$1 million a month?

Why do you want that fancy new house?

What's so important about the school district you're in?

#2 — Why don't you have it yet? What's missing? What obstacles stand in your way? What is it **COSTING YOU** to not have this problem solved? [pause for answers]

Clearly, you know what you want. You've painted a really great picture for me. So let me ask you this: Why don't you have it yet? What's been standing in your way or holding you back?

#3 — How much more \$\$\$ could you make if you solved [question #2] and achieved [question #1]? [pause for answers]

I want you to think about what resources, connections, talents, or skills you have that you're not currently utilizing 100% — things we could use to help overcome your obstacles and achieve your goals. For example: do you belong to any associations, trade groups, or have access to great referral sources? How about past clients and customers that you could get referrals from?

#4 — Imagine a few weeks, months, or years from now after you've achieved [ANSWER FROM QUESTION #1], you've overcome [QUESTION #2] and you're accessing [RESOURCES + OPPORTUNITIES QUESTION #3], what would you ideally spend the majority of your time doing? What if you had a self-running, self-managing [_____], what would you innovate, create, or focus on?

#5 — Do you want me to help you get there? [pause for answer]

"The investment is \$ _____. For that investment, you get _____. I'm here to help you. I can transfer you over to my assistant to take care of the financial details right now. Would you like to do that?"

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