

All about closings:
Defer and Forget
**aka: “Let me make a
note of that.”**



“Everything you need to know, but no one else will ever teach you.”

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All about closings: Defer and Forget

- **Basically – “Let’s not talk about that just now.”**
- **Used primarily to get people back on track or to defer having to deal with an objection at that moment.**
- **Used to get away from what they don’t really want and back on to what they do want.**
- **Also used to identify objections to close on later – remember an objection is just another closing opportunity.**



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All about closings: Defer and Forget

- Sometimes used to avoid getting off the current close (topic) – especially when you are in the middle of a hard or final close. (getting the deal)
- Also commonly used in conjunction with the Jump- shift.



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All about closings:
The types of closes



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All about closings: The types of Closes

- Alternative of Choice ✓
- Tie Down ✓
- Porcupine ✓
- Questions are the answer – aka “in your opinion” ✓
- Trial Balloon ✓
- Trade –off aka sharp angle ✓
- Direct Order ✓
- Hat in Hand – aka “level with me” ✓
- Jump-shift – Switching topic ✓
- Assumptive ✓
- Defer and forget – aka “Let me make a note of that” ✓
- Just ask already!
- Ben Franklin
- Last Resort
- “No - but I can get!” The most important close of all



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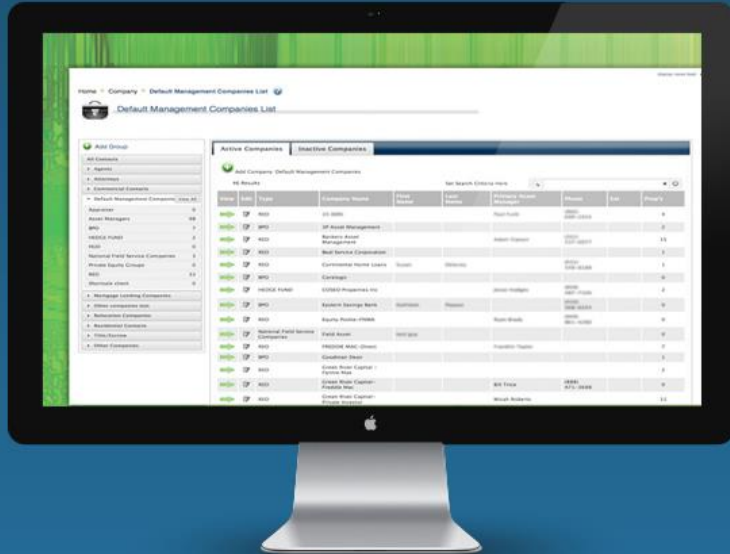


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