



THE CLOSE

It's 10 times more desirable to follow your advice that has specific plans instead of just appointments. Teach and ask, whilst holding them in the palm of your hand (No Push).

SEGUE:

I promised you at the beginning that after I assessed everything, I would let you know what is going on in my expert opinion, what your most likely outcome is and what you need to do about it. Would you like to hear that now?

MAGIC PILL 1

Diagnosis

Additional Notes:

SCRIPT

In my expert opinion, your diagnosis is X, which means Y.

MAGIC PILL 2

Prognosis

Additional Notes:

SCRIPT

Would you like to hear what your prognosis will be?
In my expert opinion, your prognosis will be X, provided you follow my advice.

MAGIC PILL 3

Techniques

Additional Notes:

SCRIPT

Would you like to hear what techniques you need?
You need techniques A to address problem B.



MAGIC PILL 4

Products

SCRIPT

Would you like to hear what products you need?

You need product A to get a result of B.

Additional Notes:

MAGIC PILL 5

Frequency & Duration

SCRIPT

Would you like to hear what frequency and duration of treatment you need?

You need a frequency of X for Y (period of time)

Additional Notes:

MAGIC PILL 6

Close the Deal

SCRIPT

Summarise

So Mr X, let me summarise that for you.

Your diagnosis is X,

Your prognosis is X providing you follow my advice, the techniques and products you need are...

The treatment frequency and duration you need is...

I am going to organize all that for you now

Additional Notes:

MAGIC PILL 7

Eliminate Objections
(Choose your words carefully)

SCRIPT

Do you need clarification on what it is we are going to do and why that's the best way to handle this condition?

Handle objections by referring back to your recommendations

Additional Notes:
