



# Captivating Closing

**Strategies for Creating an  
Irresistible Call to Action**



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## Creating Your Persuasive Closing and Call to Action

A good closing and call to action can help you earn more money directly. With a good presentation, call to action, and the skills to pull it off, you can get your message to many people and effectively communicate your product or service's unique value to them.

The best practices here are not only in giving a presentation but also for a way where you are presenting your product or service to a prospect. The basics of communicating your ideas are the same.

**TIP: Feel free to expand on the “Program, Product or Book Description” you created in the previous speech to create a great closing and call to action in your final talk.**

### Know Your Audience

Just as we have said before, knowing your audience is always the first step to a good presentation. In the case of a good call to action, it is important to deliver key messages that will speak to the needs of your potential buyer. You need to customize your message so that it is appealing to your audience, and in order to do that, you need to know them well.

In addition to the types of information we have already covered, it is also good to spend some time connecting with your prospects and getting to know them before your talk. Ask your prospects questions ahead of time so that you can tailor your message directly to them.

For a good call to action, it is also important to know your competitors well. Research companies that are offering similar products or services as yours, know your industry well, and gain an understanding of your position in the market in relation to your competitors. You can learn about other companies through their own materials such as annual reports, brochures, catalogs, social media channels, and newsletters, to name a few. Get to know them wherever possible.

## **The Right Attendees**

Research is not going to help you if you do not have the right people at your talk. The right attendee for your presentation or meeting is someone who makes decisions. In other words, this is the key person in a company who has the power to buy, a prospect. You are not delivering your presentation and call to action to a subordinate who has to then go and report to the decision maker. There is nothing worse than planning and executing a good call to action only to discover that the person/people in your audience are in no position to buy.

In most cases, you will have contact with who you are in communication with. You need to explicitly ask them who makes the buying decisions and ensure that they will be present. In the elevator speech example before, the contact you are talking to may be a sales rep, but you need to ask for the sales manager. Speak to whichever person has the budget and authority to make purchases. Ask explicitly, "Who should I invite to the meeting who will be making the buying decision?"

## **Focus on Solving Problems**

Your call to action should provide specific solutions to problems you know your client has. With your knowledge of the competition and their offerings, show the prospect how your product or service uniquely solves their problems. Make the problems and solutions as specific as possible.

Let us use a coaching example: imagine that you get a meeting with a friend who works in sales and his sales manager. Even though you may do all kinds of

coaching, you need to narrow your focus to respond directly to their current problem, which is that they want to increase their sales productivity by 25%. Your message will resonate with the prospect if you offer a clear, specific solution to their problem.

## Prepare for Objections

There is nothing worse than doing an amazing presentation only to be thrown off-guard by questions that you fumble with or cannot respond to. As part of preparing for a call to action, you need to make a list of questions or concerns that you may hear from the customer. If you have actual questions or concerns customers have already expressed to you, this is even better. There are four main types of objections, budget, authority, need, and time.

**Budget:** To use the coaching example again, a prospect might say, "We don't have the budget for sales training." Your answer might be something like, "The coaching will easily pay for itself in increased sales performance." You would then break down the math specifically for them and show them rather than telling them: "With a team of 5 increasing their sales by \$10,000 per week each, you'd be ahead by \$X."

**Authority:** Your prospect may object that they do not have the proper buying authority. The way around this is to make sure that you have chosen the right attendees, as mentioned previously. If not, you have wasted an opportunity and a great deal of time, but maybe you can use the opportunity now to get the person to put you in touch with a decision maker, and then start the process again.

**Need:** A common objection is that the prospect does not feel they need the product or service. They may say something like, "We just completed a training initiative last month. I'm not sure our team needs more training just now."

At this point, you could reinforce their need for your product by citing data and asking questions. You might ask them how they are measuring their effectiveness and point out that training alone does not guarantee any improvement. You might say, "What we're talking about today is going to have a measurable impact on your team's revenue targets and help you meet your goals." Again, drive home the specific and unique benefit the prospect will receive from using your product or service.

**Time:** Time objections are also common. Your prospect may say, "We are very busy. I do not think we will have time to do more training." In this case, explain to the prospect why the right time is now.

Prepare your responses to these objections and rehearse them just like the rest of your talk. If you waver while answering these objections, you may plant a seed of doubt.



## Strategies for Handling Objections

If a prospect tells you that they are not interested, do not try to argue with them. Instead, tell them you understand how they feel. You might say something like, "I know how you feel. Many other customers have said the same thing. But once they saw the actual results, they were very pleased and they then made the decision to move forward." Using client testimonials is a great way to handle this.

When a prospect raises an objection, never interrupt them. Listen well to what they have to say. Ask for more details and get as much information as possible. What they are telling you will inform you on how to proceed, so it is important.

Ask for clarity and offer choices. With the budget example above, where the prospect says the training is too expensive, you could ask whether the cost per employee or the costs associated with traveling are what is prohibitive. Then, be ready to offer choices to help them overcome these costs.

Try to get to the center of the truth. Get the detailed information you need to make your offer. For example, if the prospect says they will think about it and get back to you, you can ask for clarity, "When you say you'll think about it, what specific do you need to think about? Is it the cost, the timing, or your needs?"

Every call to action should be a win/win. When talking to prospects, you might want to compromise in order to reach the best solution for both of you. For example, you can offer to do the training online in order to cut costs. Create a win/win and always drive home the point to the prospect that you are trying to create the best situation for both of you.

## Use Stories

At this stage of your call to action, you can use stories again. However, this time you are not using stories to engage your audience, but to convince them of your credibility and the efficacy of your offering. Leverage the power of case studies and client testimonials. Talk about people who have used your products and offer data and other specific results.

## Listening

In many presentations, you will focus all of your time on what you have to say. Your focus will be on your offer. However, sometimes there might be an opportunity for a back-and-forth where you do some talking, but also some listening. As a good rule of thumb for those types of meetings, you should be listening 70% of the time and speaking 30% of the time.

Listening is important because you need to know exactly where the prospect is coming from. You also need to gather information from them so that you know what they need and what you need to clarify. You can modify your message based on what the prospect says.

You also need to confirm your understanding of the prospect's situation. In addition to ensuring that your understanding is accurate, this also shows the prospect that you are taking the time to listen to them and to meet their needs.

Look for opportunities to ask for more information. For example, if you say, "I understand you are struggling to meet your increased quota," you could then launch into your offer or call to action. However, you could also take the opportunity to ask, "Can you tell me a little bit more about that? What specific challenges are you facing?"

Good listening allows you to stay focused on the prospect's problems so that you can provide the right solution.

## Pauses

There will be pauses during your presentation. Learn to be comfortable with pauses. A pause means you are giving enough time for the audience to absorb what you are saying. If not, they might get lost and form objections in their mind. After giving a pause, this can be your chance to provide the audience with more useful information.

## Touching a Nerve

Most people have a long list of problems that they are looking for solutions to, but one will touch the right nerve. This is the main problem that is causing them the most trouble, and it is at the forefront of their mind. If you can find this primary issue, address it, and then provide the right solution in your talk and call to action. The main problem is often an emotional need rather than something practical.

## Call to Action

At the end of your presentation, you want to communicate clear next steps. Create a sense of urgency. Never wait for the client to make the call to action. For example, you might say, "As a next step, I'd like to share with you my training plan that will help you."

## Your Stack

Your Stack is where you will present the details or overview of what is in your offer. You will demonstrate the high value of what you are offering, and show some of the bonuses that people will get if they sign up today or within a certain period.

All of the top speakers, coaches, and consultants use this form of closing with an offer, including Tony Robbins, Brendon Burchard, Russel Brunson, and more.

We have provided a sample of our stack that you can download from this manual. You can make it simpler, if you like, as long as you explain verbally in your talk some of the benefits they will receive.

You need to decide which program from your funnel that you will offer at the end of your presentation. We suggest offering an opt-in offer earlier on in your talk, and then in your closing offer and stack, offer a mid-range option, for example a workshop or weekend training program. Then, when the participants attend that program, you can offer them the next item in your funnel.

**If you need further help with creating your opt-in offers, programs, marketing funnel, or other aspects of your marketing, talk to Jennifer Henczel about her Inspired Influencers level of membership or one-on-one coaching:  
[www.inspireinfluencers.com](http://www.inspireinfluencers.com)**