



Today's Training:

“The Emergency Deal-Closing Checklist”

Carve Out 60-Minutes of Focus





- *This content comes from my 28 years of experience as a headhunter, manager, firm owner, consultant and trainer.*
- *And nearly 100 interviews with the top owners and thought leaders in the industry.*
- *Boiled down the the minimum effective dose of effort.*



Today's Agenda

- *Pre-close & Re-close*
- *Get Leverage*
- *Testing the Offer*
- *Nuclear Questions*
- *How to Take this Training Further*
- **Bonus Strategy**: *The Power of “Pull Selling”*



A Broken Heart: “Jim”

- *Jim had a 6-figure partner deal*
- *Candidate there for 14 years*
- *She held cards close*
- *He didn't push*
- *She took a counter*



Pre-close

Per Peter Leffkowitz

*Covering something in advance
so that when it happens, it
happens the way you want it to.*



Pre-close

Per Peter Leffkowitz

“At the time of the offer, I’m going to ask you to decide on it within 24 hours. Is that workable for you?”

“My request is that while we’re working together, there are no surprises; new promotion, spouse changes mind...”



Pre-Close Early

- *Reason for change*
- *Counteroffer*
- *Relocation*
- *Screw it down tight*



Re-Close Often

*“Has anything
changed since our
last conversation?
New opportunity?
Feelings change?
Promotion?
Hesitations?”*



Key Point:

*If you pre-close early,
and re-close often,
deals will seem to
close themselves.*



Become the Coach

- *This is about them- it's their career*
- *Put your arm around them*
- *Charge neutral*
- *Lean back*



Testing the Offer

Once you make the offer, the candidate will no longer share information with you and has no incentive to do so. Therefore, you must not extend an offer without a verbal commitment.



Testing the Offer

- *“Re dollars, at what point do we walk away?”*
- *“So, if it’s 1K less, we walk?”*
- *“Assuming things go well Tuesday, when can you start?”*



The Litmus Test

*“OK, if it comes it at x ,
do I have permission to
accept it on your behalf?”*



The Litmus Test

- *Resistance = dig more*
- *Compliance = good shape*



Get Leverage

Get the candidate to review original reasons (wounds) for making a change.

Get the candidate to articulate benefits of the new job.

Are they aware that the client has other interviews in process?

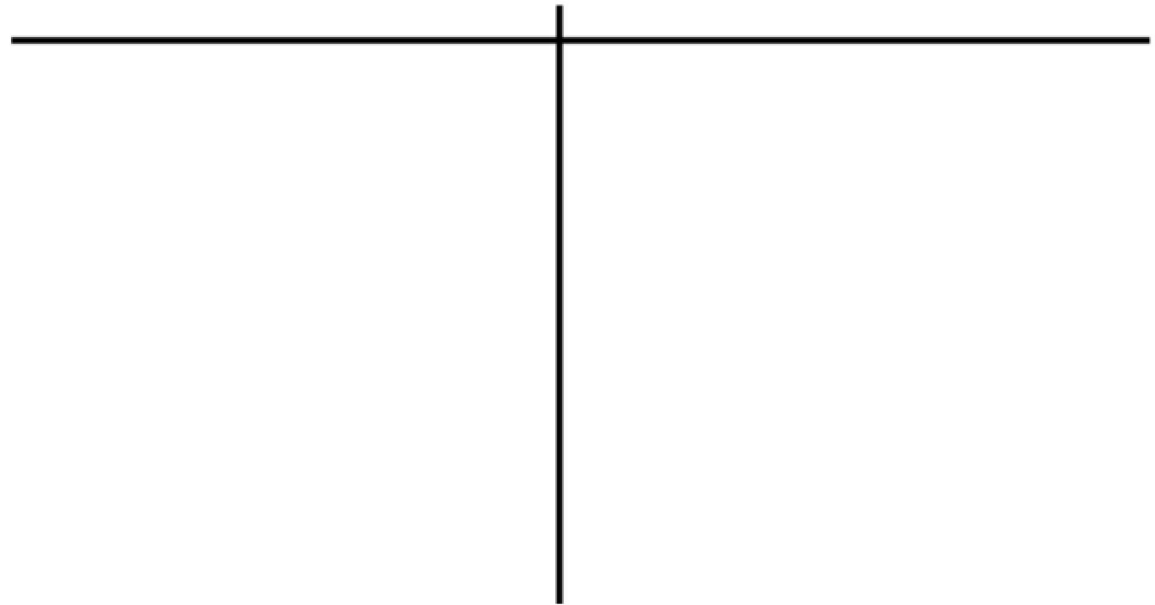


Get Leverage

- *Coach the Candidate*
- *What were original reasons for change?*
- *How does the new role match up?*

Candidate's
Wishlist

New Role



Get Leverage

- Pull it away: *“Maybe it’s not the right opportunity for you at this time, should we tell them you’re not interested?”*
- Re-close decisiveness; *“At the time of the offer, I’m going to ask you to make a decision on it within 24 hours...”*
- Counteroffer covered? Re-covered?



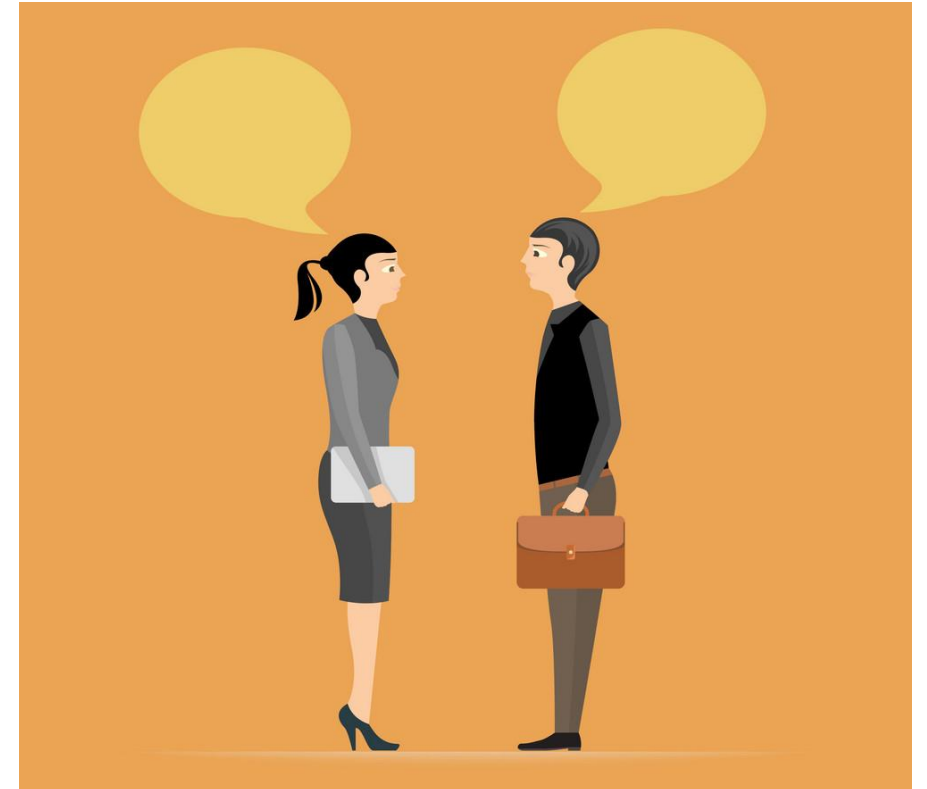
Use Nuclear Questions

- *“On what day will you start?”*
- *“Are there any conditions, circumstances or relationships that could interfere with you accepting this offer?”*
- *“Do you have any hesitations about the opportunity?”*
- *“Do you have any hesitations about the people?”*
- *“Do you have any hesitations about the company?”*
- *“On a scale of 1-10, how would you rate this opportunity?
What needs to happen to make it a 10?”*
- *“What does your gut tell you regarding this opportunity?”*



When all else fails, ask...

“Is there anything that we have not yet discussed that could prevent you from accepting this offer?”



More Ideas

- If you can't reach the references, have candidate track them down.
- Coach the client on the candidate's wish list and get the client to call them and sell the opportunity.
- Send the candidate to a less attractive company.



More Ideas

- Have another person you placed at the same company call the candidate.
- Arrange for a final meeting or lunch with the candidate so that the candidate can get her questions answered.



More Ideas

- Wrap up loose ends
- If appropriate, call and close the spouse.
- Have a realtor or chamber of commerce assist with info/relocation



Bonus Strategy:

The Power of “Pull Selling”

Stay tuned because I’ll share how to use “Pull Selling” to close the deal at the very end of this session.



How to Take This Training Further...



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- *3 vital pre-closes for a smooth offer/ acceptance*
- *Your ace in the hole to get them to a decision*
- *7 "nuclear questions" for uncovering the truth*
- *5 "Last resort" strategies for getting to "yes"*
- *A **done-for-you checklist** you can use right away*



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Bonus Strategy:

Use Pull Selling

- *People hate to be sold*
- *But they love to buy*
- *Sell using only questions*
- *Question/ dialogue/ weave*



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Bonus Strategy:

Use Pull Selling

- *“If you take the counter, will that fix the fact that the work isn’t challenging”?*
- *“You said you were looking for more leadership responsibilities, how does this position address that?”*
- *“Assuming things go well on Tuesday, when can you start”?*



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Recap + Q&A

- *Get Leverage*
 - *Use Nuclear Questions*
 - *Use Pull Selling*
-

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