



WEEK 5:

**Structuring and Closing**

**Part 2**



## THE BIG PICTURE

- **Being able to articulate your EXPERTISE - YOUR POINT OF DIFFERENCE**
- which such high clarity, communicate in 3 min - 5 min - bio - interview
- **in a way that is COMPELLING and TAKE ACTION and SEEK YOU OUT RIGHT AWAY & HIRE YOU NOW!**



Your Job to let them know they  
have a problem!

and let them know they have a  
**SOLUTION to THAT PROBLEM**



1. What do you **believe is the problem you solve?**
2. Why **should they buy you today?**
3. What is the best type of presentation that you are the **EXPERT THEY NEED TO HIRE TODAY?**
4. What is going to take them from interested to they **NEED YOU TODAY - RIGHT AWAY** in their **LIFE?**



1 know that you are the expert

2 establish expertise

3 rub salt in the room of ideal clients

4 they need to take the immediate  
action



attract the  
**MILLIONAIRES IN THE ROOM**



Sample:

Fiona - \$50k hire today

Us - \$30k in 5 minutes

Gary - chased to get into Business  
Program

Nicola - Client like Rio in 15 minute  
Presentation



Your 10 Minute Talk  
**is about Creating Interest &  
Getting People to Come to You**  
**LEAD GENERATION**





YOU CLOSE NEEDS to Be..  
Very Clear on the  
**COMPONENTS of**  
**YOUR OFFER**



**MAKE THE PEOPLE IN THE  
ROOM  
FEEL THEY NEED IT NOW**



**MAKE THE PEOPLE IN THE  
ROOM  
FEEL THEY NEED IT NOW**



**KAREN Q:**

**Are we right in the problem that  
you solve - is something along  
the lines of the Peter Principle?**

Does everyone in the Group know what this is?

Which is: “Managers rise to their level of InCompetence”



**OPENING: If we are on the right track...**

**Who here heard of the Peter Principle?**

**80/20 Rule (Pareto Principle): 80%**

**Profits, 20% Customers**

**Does anyone want to share it with us?**



## **OPENING**

**What does a TYPICAL CAREER  
PATH FOR MOST PEOPLE  
in most organisations?**



# **OPENING**

## **Read the eMyth?**

**What does that mean in an  
organisation? What's the solution  
how do we solve this problem?**



## **OPENING**

**Who is not competent?**

**Who needs to have more  
leadership skills? It's tough to  
learn?**





## **OPENING**

**Are you allowing them to learn leadership? Unfortunately most companies don't have this built in...**



## **OPENING**

**the don't want to admit they need help**

**and it becomes like a cancer - because they culture  
doesn't allow the frontline leaders to know they can  
say they need training or developemt...**

**you start holding back the productivity and GROWTH  
of the COMPANY**



**LET'S DO YOUR CLOSE NOW**  
**THE TRANSITION**  
**IS A QUESTION**



**ASK**  
**THE TRANSITION**  
**IS A QUESTION**



**REMEMBER COMPANY A**  
**They had this problem**  
**this problem**  
**this problem**



**REMEMBER COMPANY A  
Person A WAS A PROBLEM  
PERSON B WAS A PROBLEM**



**I asked them this question...**



**What would your organisation be  
like a year from now if NOTHING  
CHANGES?**





**How would that look like for  
you?**

**They realised they would lose  
their job...blah**



**I'm asking you now...**  
**what would it be like for you?**



**They realised we would:**

- 1) Reduce Absenteeism**
- 2) Improved Bottom Line**
- 3) Less Turn Over**
- 4) In the organisation, everybody will rise to their level of incompetence**



**SAMPLE COMPANY CLOSE**

**#1 ADD PROFIT BY**

**#2 ADD EMPLOYEE**

**PERFORMANCE BY**



**SAMPLE COMPANY CLOSE**

**#1 ADD PROFIT BY**

**#2 ADD EMPLOYEE**

**PERFORMANCE BY**



Karen: We need more clarity of the  
problem you are solving.

COMMON LANGUAGE - YEARS  
of EXPERIENCE - SUCCESS  
STORY AFTER SUCCESS STORY

*I can be your secret weapon - I get  
results!*



Where You're Going to PULL this in:

**Early Work - Clarity**  
**Close - Why we really need you to**  
**know your ideal clients and**  
**problems**  
**COLLECTING ALL YOUR STORIES**  
**and CASE STUDIES**



# **Shape the Actual Ending Close Off: Mark Bunn**





# **Shape the Actual Ending Close Off: Mark Bunn**



**Opening Question: What's the  
Cost Of Stress?**



# **Opening Question: Will Stress Give Your Business A Heart Attack**



**Forbes reports that  
Work Replace Stress  
costs the US \$190Billion in  
Health Care Costs**

big numbers - to get attention



**Another Stat: Overall Statistics  
(google - all kinds of articles)**



**So what does that mean to you?**

**What does this do to you?**  
**Quality of Life? Health Span?**



**AT THE END**  
**entire presentation - Mark is**  
**GETTING PEOPLE**  
**TO MAKE IT A PRIORITY**



**Making it a Priority - can be so  
easy...**





**The reason my system works is  
because it is  
EASY FUN - ANYONE CAN DO IT**



# **Emotional Health - Feelings and Stress Levels**



**Gaye / Mark:  
Your Actual Close**



**Mark:**

- 1. Key Point of Difference is Your EMOTIONAL Health - is that right?**
- 2. PRO FOOTBALL?**
- 3. WIFE'S DEATH (Brendan Burchard signature talk - car accident with his friend)**



**REALLY LOVE TO  
INCORPORATE YOUR PRO  
FOOTBALL STORY**



**REALLY LOVE TO  
INCORPORATE YOUR PRO  
FOOTBALL STORY AND WHY  
YOU QUIT...**



**People often overlook - they  
know there is an underlying  
issue**



**But they don't know how to get  
to their emotional issues bc  
a diet and exercise doesn't do  
that**





**Your program does this...**

**other programs just deal with the  
SYMPTOMS - YOU are dealing with  
the ROOT CAUSE of the  
PROBLEMS...**



**We have more demands on us  
and less movement.**



**BRING YOUR KEY MESSAGE**

**DROP IN DEALING THROUGHOUT**  
**INDIVIDUALS AND GROUPS**  
**AND PRIVATE CLIENTS**



**REAL STORIES OF PEOPLE YOU HAVE  
WORKED WITH...**

**YOUR PRESENTATION - REAL CASE  
STUDIES**

**“made commitment to emotional health  
and DIFFERENCE it made to life”**



**WHY TODAY IS THE DAY  
SOONER YOU IMPLEMENT THIS**

**FASTER YOU WILL GET  
RESULTS!**



**(these people know that they  
have a problem - we need it to be  
moved to a priority - gotta link to  
#s and bottom line for them to  
sell it)**



**The longest living people in  
history.**

**80 - 90 - 100**

**most of them haven't heard of low  
fats, high fats, glycemic index**



**So how can that be?  
Who thinks work life balance is a  
falacy?**





**I've been doing this for 15  
years...**



**BRING BACK WIFE STORY IN...**  
**Takes on average 5 years to train**  
**a company manager - and you**  
**can lose them in an instant to**  
**poor health...**



**Sample END:  
Link in the End of Your Story  
(WIFE DYING)  
then connect to  
“Takes on average 5 years to train a  
company manager - and you can lose  
them in an instant to poor health...”**



**It took me losing my wife..  
5 years...  
whatever it is...**



**DROP BACK IN WHY TODAY IS  
THE DAY!  
URGENCY**



## HOMEWORK

1. What do you **believe is the problem you solve?**
2. Why **should they buy you today?**
3. What is the best type of presentation that you are the **EXPERT THEY NEED TO HIRE TODAY?**
4. What is going to take them from interested to they NEED YOU TODAY - RIGHT AWAY in their LIFE?



# **Articulate Your Offer**