Honest close check sheet

LoftyBiz 158 — Helping, Not Pushing: Persuasion Without Manipulation

These are examples, not promises. The people and businesses in this video are illustrative examples, and results vary. Example figures, not targets or forecasts. This is general business education, not financial, legal or tax advice.

This week’s honest close check

Take a page this week and do this:

- Write the question on a card: if they knew what I know, should they buy?
- Pick one persuasion principle you already use and write down the honest version.
- Review your last three lost deals and ask whether anything was hidden.
- Keep that page in Systex, our own product.

The close question

- Before every close, ask: if this customer knew everything I know, should they buy?
- If the honest answer is yes, the seller’s job is to help the customer decide with confidence, and to ask for the sale clearly, without guilt.
- If the answer is no, the seller does not sell. They point the customer somewhere better, even if that means a smaller sale or no sale.

Notice how people buy

- Some customers decide with their feelings first. They picture the result, and they need help explaining the choice. Give them clear reasons too.
- Others want logic first: prices, timelines and materials. Give them room to picture the result.
- Neither style is wrong, and many people use both at different moments.

The monthly review

- Once a month, review every lost deal and every refund with the team.
- Ask one question: did we hide anything that would have changed the decision? If yes, fix the script.
- The habit costs one meeting a month. Your numbers will be different from the example in the video.

Six persuasion principles, used honestly

- Reciprocity: give something useful first, and keep it in proportion.
- Commitment: start with a small yes, such as a short trial, before a full contract.
- Social proof: show reviews from clients who agreed to share them, including the mixed ones.
- Liking: listen first, and only give a compliment you mean.
- Authority: show certifications and past work, but never claim experience you do not have.
- Scarcity: only mention limits that exist. No fake countdowns, no invented waiting lists.
- The rule behind all six: if the customer found out how you used the principle, would they feel respected or tricked?

Three moves in the conversation

- Ask: a few questions in a natural order, such as what breaks most often and what that costs.
- Restate: repeat each answer in your own words, so the client feels understood.
- Story: if the client holds a limiting belief, tell a short story about another customer, then ask, “Does that sound fair?” Let the buyer reach the conclusion first.

After a no

- If the fit is wrong, say so, and leave a simple checklist they can follow on their own.
- Some of those buyers come back later, when they have grown. Others recommend you to a neighbour.

- Nobody should leave the meeting feeling tricked, and the team should never have to defend a promise it should not have made.

Worked example: Odalys, kitchen renovation showroom, Tucson

Move	What Odalys did	Your note
The honest question	She added one question before every close: if this customer knew everything I know, should they buy?	
A smaller honest sale	A couple wanted a full renovation they could not use. The seller suggested cabinet doors and handles for about 4,500 dollars.	
How people buy	The team learned to give the emotional buyer clear reasons, and the logical buyer room to picture the result.	
Monthly review	Once a month they reviewed every lost deal and every refund: did we hide anything that would have changed the decision?	
Ask without guilt	When the answer was yes, sellers asked clearly. Closing became a service, not a trick. The card later lived in Systex.	

Odalys runs a kitchen renovation showroom in Tucson. In this example, her average project is about 24,000 dollars. Last year, three customers asked for refunds after signing, each saying they felt rushed. After the check, refund requests went from three in a year to one in the following year, and the couple who bought doors later sent two friends who did want full renovations. These are examples, not promises, and not targets or forecasts.

Worked example: Kwabena, small IT support firm, Rochester

Move	What Kwabena did	Your note
Honest principles	He wrote an honest version of each classic persuasion principle, including a free one-hour network check in proportion, mixed reviews clients agreed to share, and only real limits (two new clients a month).	
The respect test	The rule behind all six: if the customer found out how you used the principle, would they feel respected or tricked?	
Ask, restate, story	Sellers stopped talking for twenty minutes about features. They asked, restated, and told a short story so the client reached the conclusion first.	
After a no	If an office was too small for a full contract, the seller said so and left a simple checklist. Notes later lived in Systex.	

Kwabena runs a small IT support firm in Rochester. In this example, he serves offices with ten to fifty staff, and a typical contract is about 1,800 dollars a month. The share of first meetings that became trials went from about one in five to about one in three. These are examples, not promises, and not targets or forecasts.

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