

Persuade to Profit

Reasons to do this:

- Set up intention on call so on same page.
- Decrease your chance of them saying, "I don't know."
- Call them out to make a decision.

If you didn't set up at the beginning of the call..." I need to think about it."

Can answer:

What further information do you need to make a decision?

At close:

- What further information do you need to make a decision?
- Might be: Internally don't trust selves because of past experience.
- They need to be held accountable.