

SALES TRAINING · DEEP DIVE

The Closing Call

Inside the Vanquish Close™

Frame → What → Why → Diagnosis → Emotional Close → the shift → Rational Close

THE POSITION

We sell *for* people.
Not *to* them.

One is a favour done with someone. The other is something done to them. Every stage of this close exists to keep you on the right side of that line.

Two Completely Different Games

***Roughly \$500M** of products sold across my career. Then years spent building an advisory business — and discovering it was an entirely different game.*

SELLING A PRODUCT

- The product exists whether or not they trust you
- It gets compared — on price, on features, on alternatives
- The pitch can do most of the work

SELLING EXPERTISE

- The thing they're buying doesn't exist yet — only you do
- It gets chosen on trust, not comparison
- The pitch can't do any of the work — the conversation is the product

This is what came out the other side: *years of closing that second game, one call at a time, until it became a repeatable sequence instead of an instinct.*

THE PHILOSOPHY

This isn't a sales process in the conventional sense. It's a framework for helping two people arrive at the right decision. The conversation is diagnostic before it's ever commercial.

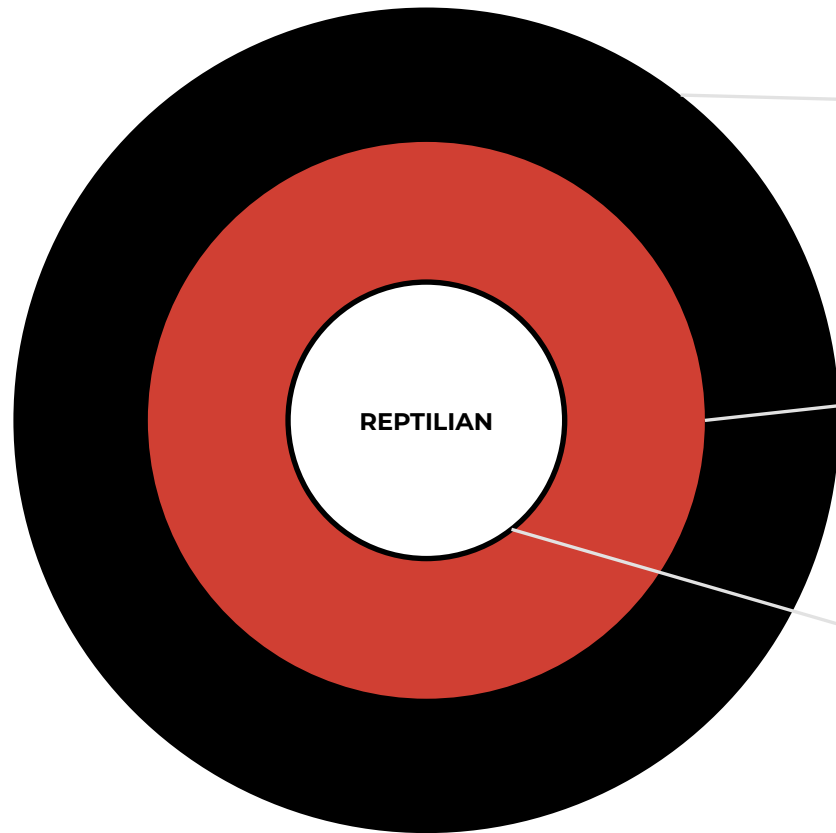
Close emotionally.

Justify rationally.

***Reverse the order and you'll spend the rest of the call
trying to create certainty with logic.***

Three Brains, One Decision

Every decision passes through three layers before it's ever spoken out loud.



NEOCORTEX

Logic-based. Where rational reasoning takes place — engaged last, to justify what's already been felt.

LIMBIC BRAIN

Emotion-focused. Where connections and trust are built — the terrain of Goal, Why, Diagnosis and the Emotional Close.

REPTILIAN BRAIN

Instinct-driven. Focused on safety and basic survival — the whole reason the Frame exists.

Six Steps, One Sequence

You're not selling. You're running a decision path that mirrors how people naturally arrive at commitment.





The 30-Minute Frame, In Practice



all times in minutes, elapsed from call start

The point of pacing isn't speed — it's preventing drift.

Frame + The What

0 Frame

● REPTILIAN

"So tell me about ACME — what's the focus there?"

Purpose: Set safety, status, and direction in ten seconds. You're not building a friendship — you're opening a door into their world.

WHAT GOOD LOOKS LIKE

- Calm, unhurried tone
- One open question, floor handed to them

Watch for: *over-investing in rapport — five minutes of small talk signals you're here to be liked, not useful.*

1 The What

● LIMBIC

"What's the goal over the next 12 months or so?"

Purpose: Turn a vague reason into a destination. Until there's a defined 'where,' everything after is just conversation.

WHAT GOOD LOOKS LIKE

- A specific outcome, not a mood
- A timeframe attached to it

Watch for: *letting them stay abstract — "more clients," "less stress" aren't things you can build a plan against.*

The Why

2

A goal without a reason behind it is just a number.

The first reason given is usually the practiced one. Stay curious one question longer than feels natural.

WHAT GOOD SOUNDS LIKE

- Emotion beneath the answer — urgency, frustration, ambition, or fear
- The reason sits underneath the goal, not alongside it
- They begin talking about consequences, not just outcomes

COMMON FAILURE

Accepting the first answer at face value — treating the practiced answer as the real one, and moving on before it carries any real weight.

The Diagnosis — Not an Interrogation

- 1 *What have they already tried?*
- 2 *Why do you think that didn't work?*
- 3 *What's getting in the way?*

BY THE END OF THIS STAGE

"That's exactly what's happening."

Not because you told them. Because they discovered it themselves.

THE COLLABORATIVE BRIDGE — diagnostic silo questions

"What are you currently doing around X? Have you tried X?"

"Could there be an opportunity to do Y? What if you did Y?"

Expands the diagnosis into adjacent areas they haven't considered yet — without you supplying the answer.

You're not leading them to your solution. You're leading them to their own conclusions. Diagnose too quickly and you rob the rest of the call of its value.

The Emotional Close



The Mirror

● LIMBIC

"Based on what you've told me, it sounds like..."

Purpose: One concise synthesis that pulls everything together — a diagnosis, not a recap.

WHAT GOOD LOOKS LIKE

- Clearer than they were able to articulate themselves
- The moment they feel genuinely understood



The Story

● LIMBIC

"You remind me of.. (client / your own experience)"

Purpose: Short. Specific. Relevant. Someone recognisably similar, and what changed for them.

WHAT GOOD LOOKS LIKE

- Proves a path exists — doesn't explain it yet
- Stop while they still want the next part

Then: silence. If it isn't broken, one line only — *"Does that resonate?"*

The Shift

Not a numbered step. The pivot between Emotional Close and the Rational Close — the moment curiosity replaces evaluation.

IF IT HAPPENS NATURALLY, THEY ASK

"How would you approach that?" "How does your process work?" "What does working together actually look like?"

IF IT DOESN'T

"Would it help if I walked you through how we might work together?"

Notice: you're asking permission to help — not permission to sell. Collaborative, not transactional.

Close emotionally. Justify rationally. Reverse the order and you'll spend the rest of the call trying to create certainty with logic.

The Rational Close

PRESCRIPTION → METHODOLOGY → LOGISTICS → FEES

No defending. No convincing. No pressure — just structure for a decision that's already leaning your way.

- 1** *Is this something you want me to help you do?*
- 2** *What would you like to do next? — "Usually it's X, Y, or Z."*
- 3** *If you did move forward, what would you need to see to feel sure?*
- 4** *Why wouldn't you do it?*

ON THE HARD QUESTION

"Why wouldn't you do it?" feels confrontational. It isn't. It gives them permission to finally say the thing that's been sitting in their head all along.

Catch & Release

For bigger decisions, multiple stakeholders, or when trust simply hasn't had time to develop yet.

"Look, obviously I'm not the cheapest, and I'd want to be certain we're a fit before committing. To give you an idea, my fees start at X — is that something that would warrant further discussion?"

→ **Book Call 2**

WHAT GOOD LOOKS LIKE

- Calmly delivered — no apology, no inflation
- The fee acts as a filter, not a sales device
- The second meeting is booked with real purpose

COMMON FAILURE

Treating this as a fallback. Done properly, it often produces a stronger second conversation than a rushed first-call close ever could.

Let Them Solve Their Own Objections

Validate, then ask a question for a question. He who asks the questions is in control. Defending an objection only hands them a reason to say no.

THEY SAY

"Do you have certification?"

**YOU ASK**

Valid question — what kind of certification do you require of a coach to work with them?

THEY SAY

"I need to talk to my wife."

**YOU ASK**

Of course, I would too — does she make the final call, or does she not know you're trying to solve this?

THEY SAY

"Your fee's too expensive."

**YOU ASK**

To some people, yes. To others it's incredibly underpriced — depends how much you get out of it. Tell me more about that.

The Science Underneath the Sequence

- 1 Decide first, explain after**

The emotional mind reaches a conclusion; the rational mind builds the justification behind it.

Dual-process theory – Kahneman
- 2 Emotion assigns the value**

Without emotion attaching significance, even clear choices become difficult to make at all.

Somatic markers – Damasio
- 3 Clarity beats complexity**

Buyers rarely reject what they understand too well. They stall on what they can't organise.

Cognitive load – Sweller
- 4 Self-found insight sticks**

A conclusion the buyer reaches themselves is trusted far more than one handed to them.

Cognitive dissonance – Festinger
- 5 Ownership beats pressure**

People commit more fully to decisions they experience as their own, not as imposed.

Self-determination theory – Deci & Ryan

The Whole Arc

Frame → What → Why → Diagnosis → Emotional Close ~~~> the shift ~~~> Rational Close

WORTHY FOOTNOTES

- Diagnose before you prescribe
- Curiosity before certainty
- Extreme curiosity, light pressure
- Voice: confident, calm, unhurried — a guide, not a persuader
- Long game, long cycle — assume they won't buy today
- Never a giant pitch. Never an infomercial

Practice: Frame, What & Why

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|---|-----------------------------|---|
| 1 | Pair up | One of you plays the prospect, one runs the call. |
| 2 | 5 minutes | Run Frame → What → Why only. Stop before the Diagnosis. |
| 3 | Swap | Same prospect scenario, other person runs it. |
| 4 | Debrief (2 min/pair) | Where did the goal stay vague when it should have been pressed? |

Remember: *if it's vague, press once more before moving on.*

Practice: Diagnosis & Emotional Close

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|---|-----------------------|---|
| 1 | Same pairs, new round | Prospect invents two things they've already tried. |
| 2 | 7 minutes | Run the 3 diagnosis questions, then the Collaborative Bridge. |
| 3 | Land the Mirror | One sentence. Then a short story. Then silence. |
| 4 | Debrief (3 min/pair) | Did the prospect say it, or did you say it for them? |

Remember: *people rarely need to be persuaded. They need to become clear.*