



How To Become A Million Dollar Closer



Here is what we're going to cover

- The reason your sales are suffering and what to do about it starting today
- Sales psychology - the secret behind Winning the sale
- Two secrets that will change your sales forever
- The art of the one call close

Who am I?

- BA in Marketing and an MBA from Utah State University
- Started Majestic Outdoor Lighting in 2007
- Sold my business in 2019
- Founded Landscape Lighting Secrets in 2019
- Personally designed over 2,000 lighting systems
- Sold over \$7M in landscape lighting



The Math To \$1 Million

\$1M = 200 sales x \$5k each

In order to hit these numbers you need:

1. High quality targeted leads
2. Right pricing strategy
3. Ability to close consistently

The Math To \$1 Million

\$1M = 300 sales @ \$3.3k each

\$1M = 200 sales @ \$5k each

\$1M = 100 sales @ \$10k each

50% close rate

In order to get 300 sales, you'll need 600 leads

In order to get 200 sales, you'll need 400 leads

In order to get 100 sales, you'll need 200 leads

70% close rate

In order to get 300 sales, you'll need 429 leads

In order to get 200 sales, you'll need 286 leads

In order to get 100 sales, you'll need 143 leads

The Math To \$1 Million

\$1M = 200 sales x \$5k each

In order to hit these numbers, you need:

1. High quality leads
2. Right pricing strategy

3. Ability to close consistently

The reason your sales are suffering and what to do about it starting today

Problem #1

You are selling to yourself

- Overall expectations
- Price
- Bids

The reason your sales are suffering and what to do about it starting today

Problem #1

You are selling to yourself

Solution:

Don't sell with YOUR budget in mind

Get out of your head

Understand that \$1,000 to you is like \$100 to them

The reason your sales are suffering and what to do about it starting today

Problem #2

You are taking too long

- Drawing out and return another day
- Allowing them to think about it

The reason your sales are suffering and what to do about it starting today

Problem #2

You are taking too long

Solution:

Close on the spot

Assume the sale

Understand that they WANT to buy landscape lighting from you today

The reason your sales are suffering and what to do about it starting today

Problem #3

They don't TRUST you

- If they did, they would find a way to work with you

The reason your sales are suffering and what to do about it starting today

Problem #3

They don't trust you

Solution:

Stop being a salesperson

Be a consultant, guide, helper, designer

BRT (Build Relationship of TRUST)

Ask questions. People love talking about themselves

The reason your sales are suffering and what to do about it starting today


Problem #1: You are selling to yourself

Problem #2: You are taking too long

Problem #3: They don't trust you

It is NOT your PRICE!

Trust is the #1 most influential factor when closing a deal

A photograph of a two-story stone house at night. The house features a prominent stone wall on the ground floor and a dormer window on the upper floor. The scene is illuminated by warm, yellowish lights, likely from the house's interior or exterior lighting, creating a cozy atmosphere. A full moon is visible in the dark blue night sky. The house is surrounded by trees and a lawn, with a small tree in the foreground being brightly lit.

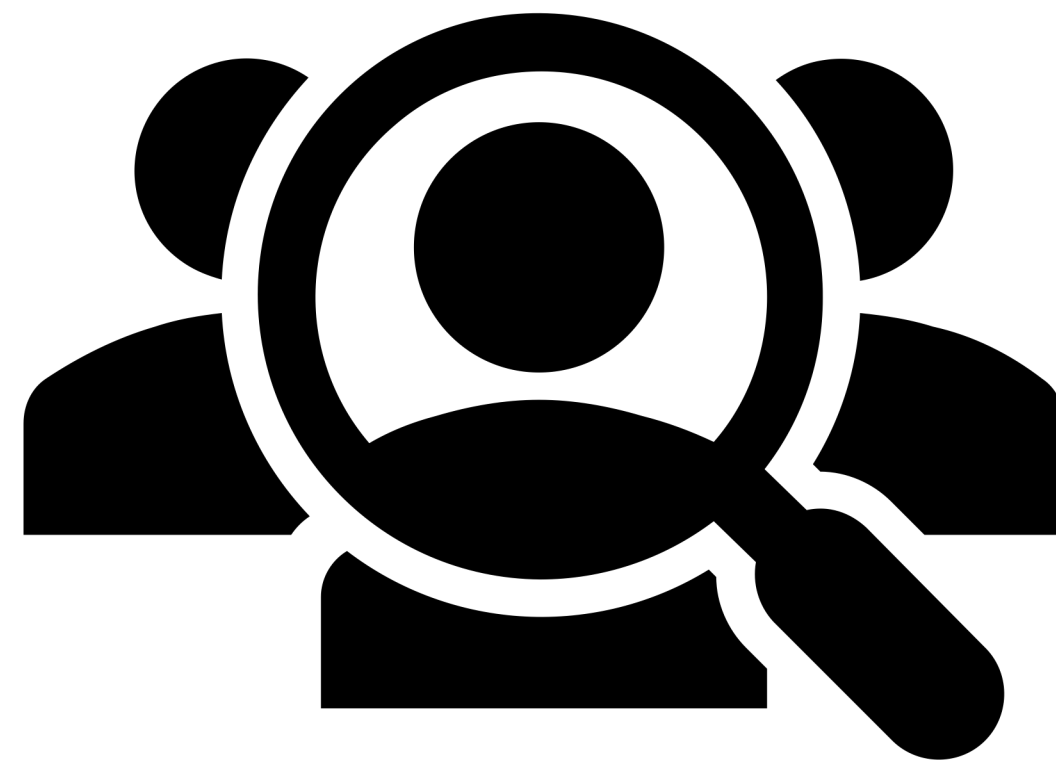
Sales Psychology

The secret behind Winning the sale

Sales Psychology

The secret behind Winning the sale

Prospects are looking for any reason to disqualify you



Many ways to win or lose a project...

Dependable Experience Product Knowledge
Truck Condition Warranty Installation
Trustworthy Price (Value) Timing
Website Insurance
On-time Like Professionalism
Presentation Online Reviews Brand Recognition Design
Fixtures

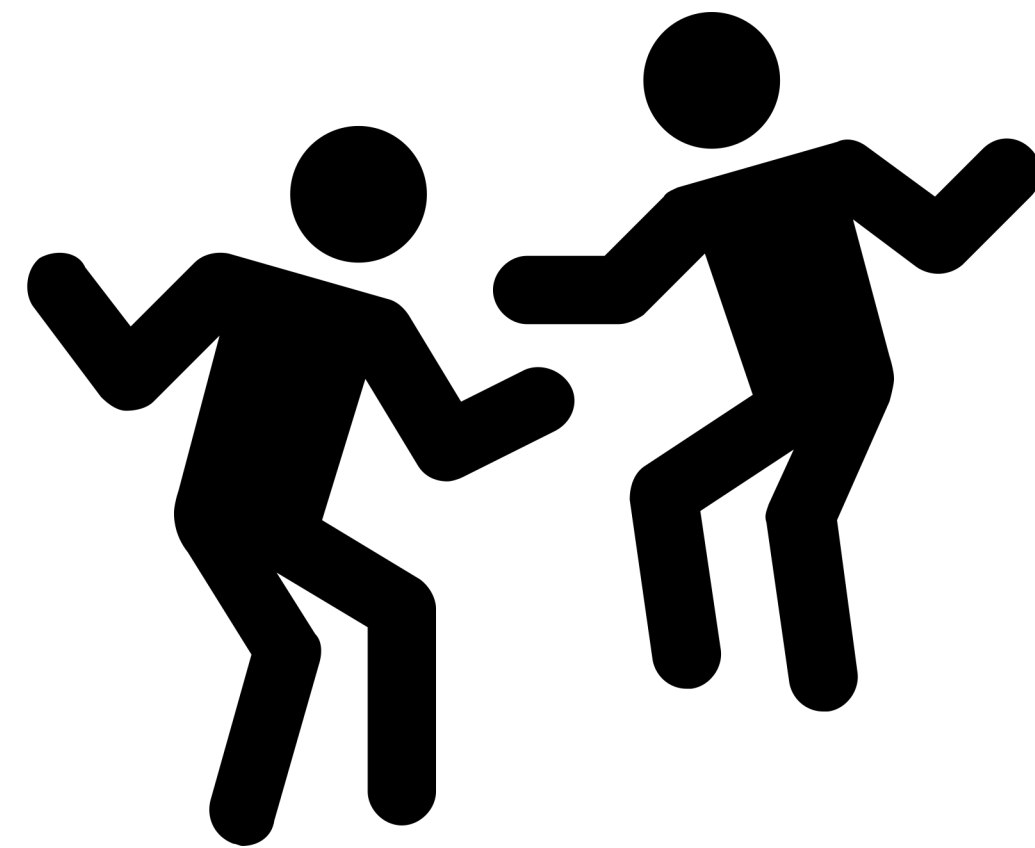
Many ways to win or lose a project...

Make sure you eliminate all the ways to lose a project so they have no choice but to choose
YOU!

Sales Psychology

The secret behind Winning the sale

Positive Mental Attitude (PMA)



“Whether you think you can or think you can’t – you’re right”

Positive Mental Attitude (PMA)

For you:

You have to be SOLD first that:

1. You have the best product
2. You are the best person to deliver that product
3. You are the best person to deliver that product TODAY

Positive Mental Attitude (PMA)

For them:

Be convinced of these 3 things:

1. They **NEED** landscape lighting
2. They need to buy landscape lighting from **YOU**
3. They need to buy landscape lighting from you **TODAY**

Two Secrets That Will Change
Your Sales Forever



Two Secrets That Will Change Your Sales Forever



1. Price Marinade

Like a juicy cut of meat, your offering is going to be that much better if you can let it marinade a bit



Price Marinade

What is your budget?

Price marinade is when you tell them the price ahead of time allowing it to soak in and start softening the deal.

This method is beneficial because it decreases the sticker shock that most experience at the end of the meeting.

Two Secrets That Will Change Your Sales Forever

2. Triple Option

Most people don't want to buy the cheapest

Most people don't want to buy the most expensive

Triple Option In Action

One Option

20 Fixtures

\$7,000 + tax

Triple Option In Action

Two Options

20 Fixtures
\$5,000 + tax

20 Fixtures
\$7,000 + tax

You just eliminated the majority of people

Triple Option In Action

Triple Option

20 Fixtures
\$5,000 + tax

20 Fixtures
\$7,000 + tax

20 Fixtures
\$11,000 + tax

Now, with the higher option in place, they don't feel like \$7k is that bad anymore

The Art of The One Call Close



The Art of The One Call Close

The problem:

When you allow people to “talk it over” or “think about it”, you eradicate everything you just did in building up value.

How much do you think they are going to remember when you leave?

You must get in the habit of closing on the spot.

Remember you're a guide, not a salesperson.

The Art of The One Call Close

5 Keys to Closing

1. Ask Questions (find pain points)
2. Dialed-in Sales (Design) Presentation
3. Tie-downs
4. Overcome Objections (feel, felt, found)
5. Assume the Sale

Q&A Time



Get In Touch

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