



A simple, yet POWERFUL approach to closing sales.

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# SALES POWER MOVES

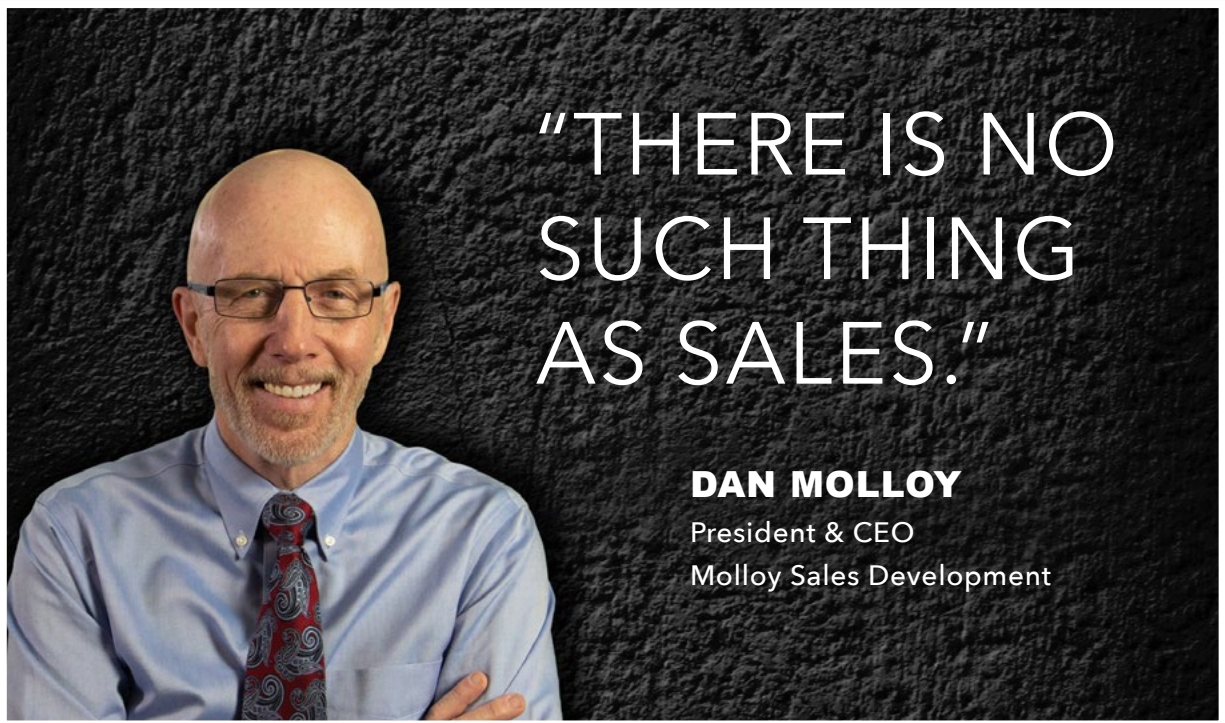
A simple, yet POWERFUL approach to closing sales.

written by  
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Read through this PDF and then enroll in Dan Molloy's Power Sales Training.



## Do I have your attention?

The word 'sales' describes a process during which a salesperson and a customer exchange commitments. When you hear sales managers say that you must 'ask for the order' I can tell you that it's the wrong way to look at it. It's just not that effective to 'ask' people to buy from you.

My Power Sales Training is based on the premise that the only time commerce occurs anywhere on the planet, in any language, is when the 'seller' and the 'customer' exchange commitments. And it's advantageous for the exchange of commitments to occur after a mood of trust has been established. In fact if a sufficient level of trust has not been established commitments most likely will not be exchanged.

So I'm sharing with you in this short PDF, my time tested way to organize your thoughts, organize your offer and make a commitment. The deal will be closed when the customer commits in return. Hence the notion of exchanging commitments.

## THE MOLLOY SALES PROCESS

- 1.** **Establish a good level of trust.**  
*(this is handled in a different part of the training)*
- 2.** **Tell the customer 'exactly' what you want to do for them.**  
*(declare it)*
- 3.** **Tell them 'exactly' why you want to do it.**  
*(provide assertions as to why you want to do it)*
- 4.** **Tell them 'exactly' when you will have it done.**  
*(state the time of completion. This forms the commitment)*
- 5.** **Tell them 'exactly' how much it will be.**
- 6.** **Give them a couple of options that will allow them to easily commit in return.** *(providing at least two options makes it easy for the customer to agree to the project, more than that tends to muddy the waters)*

## THE SIMPLE FRAMEWORK

### **STEP 1**

Declare what you want to do!



### **STEP 2**

Assert why you want to do it!



### **STEP 3**

**Commit to a time of completion!**

*(we also refer to this as a Conversation For Action)*

## EXAMPLE 1 - Tire & Auto Industry

An auto repair and tire transaction offer an excellent example:

- 1. Mr. Jones, I want to replace your front brake pads.**  
*(declare it)*
- 2. The reason is because the pads are worn out. There is only 2mm of braking material remaining.** *(make the assertions that provide the evidence that supports your declaration)*
- 3. I will have it done by 4:00 PM**  
*(the time element cements your commitment to help the customer)*  
*(Conversation For Action)*
- 4. The cost is only \$250**
- 5. You can come in then or I can come and pick you up.** *Providing a couple of options makes it easy for the customer to 'self select' for the program.*
- 6. Which would you prefer?** *(you request that they make a commitment. When they do, you have completed this part of the transaction.)*

## EXAMPLE 2 - Dental Industry

A dentist and patient:

**1.** John, I want to perform a root canal on that wisdom tooth.  
*(declare it)*

**2.** The reason John is that the root is infected. Let me show you.  
*(provide evidence)*

**3.** I will do it for you on Friday at 2:00 PM.  
*(Conversation For Action)*

## EXAMPLE 3 - New Client

Here's an example of me talking with a new prospective client:

- 1.** Joe, I want to collaborate with you to turn your company into a 'commitment based operation'.
- 2.** The reason is because making commitments is the key activity in business. In fact the only time commerce happens in any company is when 'commitments are exchanged', so it's imperative to encourage 'commitment making' inside your company. I've studied this extensively in business and report that in your industry, employees rarely make commitments. In fact only happens 1-2% of the time. However with my Power Sales Training, we can get that number up to 20% and when it is, sales will go up dramatically. 15% - 30% on average.
- 3.** With that being said, I want to enroll you in my Power Sales Training program today so you can start on May 19th or May 26th? Which works best for you? (Conversation For Action)



## EXAMPLE 4 - Real Estate Industry

Here's an example of closing a house sale as a realtor:

**1.** Mrs. Smith, I want you to buy the two story colonial on Maple Ave. *(declare it)*

**2.** The reasons are many; First, the price is within your budget. Secondly, the school system in that community is rated as the best in the county. Third, the community is growing and real estate is appreciating at 10% annually, so your investment is likely to grow nicely. Fourth, the commute to work is reasonable. *(provide the evidence and facts to back up your declaration)*

**3.** I can get the sellers to the table for the amount you offered, they are motivated to sell. We can close on August 21 at 1:00 PM or August 28 at 2:00 PM, which would you prefer? *(Include a date and time to form a Conversation For Action)*

## SUMMARY & OFFER

In closing, this is the simplest and most effective sales closing approach. All you've got to do is insert your product and or service into the model and practice it a few hundred times over a couple of weeks and you'll be good to go.

I also recommend and invite you to enroll into my Power Sales Training. During the training we will work on your own approach and I will show you how to structure it and exactly how to practice so that you become a commitment machine.

Becoming a commitment machine will positively impact every area of your life, so don't wait. Enroll today!

We also work on building trust which is essential for making sales consistently.



You can also enroll in our Power Sales Training here:

<https://www.molloysales.com/weekly-schedule-registration>

We offer classes Monday, Tuesday, Wednesday, and Thursday. Simply select the "REGISTER" button to get enrolled.

If you have any questions, visit [www.molloysales.com](http://www.molloysales.com) or call Linda Smith at 877-212-6001. Linda will point you in the right direction.

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