

THE CLOSING CODE

5 - DAY LIVE TRAINING

WORKBOOK

MASTER THE CONVERSATION.
CLOSE WITH CONFIDENCE.



YOUR STEP-BY-STEP SYSTEM
TO LEAD, INFLUENCE, AND CLOSE
HIGH-TICKET CLIENTS.



LEAD THE
CONVERSATION



DISCOVER
DEEPER



HANDLE
OBJECTIONS



CLOSE WITH
CONFIDENCE



LIVE COACHING
+ PRACTICE

TURN CONVERSATIONS
INTO COMMITMENTS.

— THE CLOSING CODE —
5 - DAY LIVE TRAINING

DAY ONE: CASE FILES
Can You Read the Conversation?

Read each conversation carefully. Then choose the best answer to the question.
Apply what you learned today about leading the conversation with confidence.



CASE FILE #1

SET + PROTECT
THE FRAME

The prospect is asking all the questions and the seller is answering each one without knowing anything about what the prospect actually wants.

WHICH RESPONSE **BEST** PROTECTS THE FRAME WHILE STILL ACKNOWLEDGING THE PROSPECT'S QUESTIONS?

- A** "I can break down all of the products and pricing for you first, and then you can tell me which one sounds best."
- B** "Before I start throwing products and numbers at you, let me understand what you're actually looking to accomplish so I can point you toward something that makes sense. What made you curious about this in the first place?"
- C** "The price really depends on your goals, so I can't give you much more information until I understand your situation."
- D** "I completely understand wanting all the details before making a decision. What questions do you want me to answer first?"



CASE FILE #2

LISTEN DEEPER

The prospect's words on the surface are not the same as what she's actually communicating underneath it.

WHAT IS THE **MOST IMPORTANT** PIECE OF INFORMATION FOR THE SELLER TO STAY WITH?

- A** "The prospect only wants approximately \$500 a month, so she likely needs an entry-level income opportunity."
- B** "The prospect is concerned about rising household expenses and wants another income stream to offset them."
- C** "The prospect wants "breathing room," which is her own language for the feeling of financial relief she's actually trying to create."
- D** "The prospect's husband currently works a lot, so additional income could reduce the financial pressure on him."



CASE FILE #3

SPEAK THEIR
LANGUAGE

The prospect has already given you the words that build trust. Did you use them?

WHICH RESPONSE **BEST** DEMONSTRATES SPEAKING THE PROSPECT'S LANGUAGE?

- A** "It sounds like what you're really looking for is a comprehensive mentorship ecosystem with ongoing implementation support."
- B** "It sounds like accountability and structured guidance are probably your biggest priorities this time."
- C** "So it isn't that you're afraid of doing the work. You just don't want to buy something and be left trying to figure everything out by yourself again."
- D** "That makes complete sense. Having access to ongoing coaching can definitely improve your chances of success."



CASE FILE #4

IDENTITY VS.
BEHAVIOR

People don't buy because of what they want. They buy because of how it makes them feel about themselves.

- A** "She wants to contribute financially to her household so her husband isn't responsible for all of the expenses."
- B** "She wants a flexible way to earn \$500 to \$1,000 while continuing to stay home with her children."
- C** "She wants to rebuild her sense of independence and prove to herself that she's capable of creating something of her own."
- D** "She wants to return to the financial position she was in before becoming a stay-at-home parent."



CRACK
THE CODE

CASE FILE #1: A / B / C / D
CASE FILE #2: A / B / C / D
CASE FILE #3: A / B / C / D
CASE FILE #4: A / B / C / D

NAME: _____
EMAIL: _____
SUBMIT YOUR ANSWERS BEFORE THE
DAY 1 DEADLINE TO BE ENTERED FOR
THE **DAY 1 PRIZES**.



DON'T CHOOSE THE ANSWER THAT SOUNDS THE SMARTEST.
CHOOSE THE ANSWER THAT PROVES YOU UNDERSTOOD THE HUMAN.

THE CLOSING CODE

5 - DAY LIVE TRAINING

DAY 2: BUILD THE QUESTION

*Discovery isn't about having the perfect question.
It's about knowing why you're asking it.*

Yesterday, you learned how to read a conversation.

Today, you're going to learn how to **build** one.

Throughout Day 2, you learned that every question has a job.



FACT QUESTIONS

help you understand
what's happening.



REFLECTION QUESTIONS

help them understand
why something matters.



DECISION QUESTIONS

help them examine
what happens next.

You also learned that the goal isn't to convince somebody of something.

It's to ask questions that create enough space for them to

think, reflect, and reach their own conclusions.

Now it's your turn.



For each scenario below, read exactly what the prospect has told you and decide:
What would you ask next?

1 BUILD A REFLECTION QUESTION

Your prospect says:

"Honestly, I'd love to make an extra \$1,000 a month. Things aren't terrible right now, but everything has gotten so expensive and it feels like we're constantly trying to catch up."



YOUR JOB:

Write one Reflection Question that helps this person think more deeply about why that additional income matters to them.

WHAT WOULD YOU ASK NEXT?

Your question:

WHY ARE YOU ASKING IT?

What are you hoping this person discovers by answering?

2 BUILD A DECISION QUESTION

Your prospect says:

"I've actually been thinking about starting something online for probably a year now. I keep watching videos and looking into different things, but then I overthink everything and never actually start."



YOUR JOB:

Build one Decision Question. Your question should help this person examine what continuing to wait could mean for them.

WHAT WOULD YOU ASK NEXT?

Your question:

WHY ARE YOU ASKING IT?

What are you trying to help them recognize?

3 ISOLATE THE UNCERTAINTY

You've explained the option you believe best fits what this person has told you.

They respond:

"I don't know. I really like everything you've told me. I'm just not sure."



YOUR JOB:

Ask one question that isolates the uncertainty. Your goal is to uncover what "I'm not sure" actually means before you respond to it.

WHAT WOULD YOU ASK NEXT?

Your question:

WHAT ARE YOU TRYING TO UNCOVER?



DON'T CHOOSE THE ANSWER THAT SOUNDS THE SMARTEST.
CHOOSE THE ANSWER THAT PROVES YOU UNDERSTOOD THE HUMAN.

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5-DAY LIVE TRAINING

4

YOU CHOOSE WHAT HAPPENS NEXT

Your prospect says:

"I've bought something before and I didn't do anything with it. That's probably my biggest hesitation. I'm interested, but part of me keeps thinking, what if I do the exact same thing again?"



YOUR JOB:

Decide what needs to happen next. Think about what you learned today and choose the best next step.



WHAT WOULD YOU SAY OR ASK NEXT?



WHICH PSYCHOLOGY SHIFT ARE YOU USING?



WHY? What is happening underneath what this person is saying?

5

NO TRAINING WHEELS

Your prospect has been talking with you about getting started. They've told you they want to create additional income, they're unhappy with their current financial situation, and they've been considering making a change for months.

They say:

"Everything sounds good. I think I just need some time to think about it."



YOUR JOB:

Decide what should happen next. Do not assume you know what "I need to think about it" means. Use what you learned today.



WHAT WOULD YOU SAY OR ASK NEXT?



NOW EXPLAIN YOUR THINKING:

1. What are you trying to uncover?

2. Which psychology shift or level of questioning are you using?

3. Why did you choose this response instead of immediately giving them more information?



FINAL CHALLENGE: BUILD YOUR OWN

Think of something you commonly hear in a sales conversation. Build the right question and explain the psychology behind it.



WHAT DID THE PROSPECT SAY?



WHAT WOULD YOU ASK NEXT?



WHAT TYPE OF QUESTION OR PSYCHOLOGY SHIFT ARE YOU USING?



MOST IMPORTANTLY... WHAT DO YOU WANT THEM TO DISCOVER BY ANSWERING YOU?



BEFORE YOU SUBMIT

Go back through your answers. For every question you wrote, ask yourself:

Am I asking this because I need an answer...

OR

Am I asking this because answering it will create awareness for them?

There isn't one magical sentence we're looking for. We're looking at whether you understand the psychology behind your question.

SUBMIT YOUR DAY 2: BUILD THE QUESTION RESOURCE

NAME:

EMAIL:

DATE:

REMEMBER:



FACT tells you what's happening.



REFLECTION helps them understand why it matters.



DECISION makes them examine what happens next.



WHAT DO I WANT THIS PERSON TO **DISCOVER** BY ANSWERING ME?

THE CLOSING CODE

5-DAY LIVE TRAINING

DAY 3: THE OBJECTION LAB

THE OBJECTION ISN'T THE ENEMY. IT'S THE CLUE.

Today you learned that great objection handling isn't about memorizing the perfect comeback. Before you answer an objection, you need to understand **what's actually underneath it**.

FOR EACH
CASE FILE,
WORK THROUGH:



1 VALIDATE

Show understanding without agreeing.



2 UNCOVER

Ask questions to get to the real issue.



3 CHALLENGE / REFRAME

Address the real concern or shift the perspective.

BUT REMEMBER:

You don't automatically earn the challenge. Sometimes the best next move is simply **another question**.



CASE FILE #1

"I'VE TRIED THIS BEFORE."

You've been speaking with someone who wants to create an additional source of income.

THEY TELL YOU:

"I've bought programs before and nothing ever came from them. I really don't want to waste my money again."

1 VALIDATE

What would you say first to show them you understand their concern without agreeing with their conclusion?

2 UNCOVER

What would you ask to understand what actually happened with those previous experiences?

NOW YOU LEARN:

They purchased two previous programs, but barely used either one because they became overwhelmed and stopped.

3 CHALLENGE OR REFRAME

What would you say or ask now?



WHAT'S ACTUALLY UNDERNEATH THIS OBJECTION?



CASE FILE #2

"I CAN'T AFFORD IT."

Someone tells you their goal is to make an additional \$500 to \$1,000 per month.

THEY TELL YOU:

"I really want to do it, but I just can't afford it right now."

1 VALIDATE

2 UNCOVER

Before you talk about payment options or price, what would you ask?

THEY RESPOND:

"I technically have the money. I'm just scared I'll spend it and then won't make anything back."

WHAT WAS THE SURFACE OBJECTION?

WHAT'S THE REAL CONCERN?

3 WHAT WOULD YOU SAY OR ASK NEXT?



CASE FILE #3

"I NEED TO TALK TO MY SPOUSE."

You've had a strong conversation. They've told you they want to start and the option makes sense.

THEY SAY:

"I think I need to talk to my husband first."

1 VALIDATE

2 UNCOVER

What would you ask to determine whether their spouse is genuinely part of the decision or whether something else is happening?

THEY RESPOND:

"Honestly, he'll probably tell me to do whatever I think is best. I think I'm just nervous about making the wrong decision."

WHAT JUST CHANGED?

What appeared to be the objection?

What's actually underneath it?

3 WHAT WOULD YOU ASK NEXT?



DON'T RUSH TO ANSWER. **GET CURIOUS FIRST.**

PAGE 1 OF 2

DAY 3: THE OBJECTION LAB

CASE FILE #4

"MAYBE NOW ISN'T THE RIGHT TIME."

This person has wanted to change their financial situation for more than a year and has researched different opportunities but hasn't committed.

THEY SAY:

"I know I need to do something. I just think maybe I should wait another six months until life settles down."



WHAT WOULD YOU SAY FIRST?



WHAT WOULD YOU ASK NEXT?



WOULD YOU USE A CONSEQUENCE QUESTION?

YES / NO

If yes, write it:



WHAT ARE YOU TRYING TO HELP THIS PERSON EXAMINE?

CASE FILE #5

THE HARD ONE.

- Wants additional income
- Tired of living paycheck to paycheck
- Has been thinking about starting something for months
- Likes the option you've shown them
- Believes the support would help them

THEY SAY:

"I don't know. Something is just holding me back."



WHAT WOULD YOU SAY NEXT?



WHAT DO YOU THINK THE REAL OBJECTION IS?



WHAT QUESTION DO YOU NEED TO ASK BEFORE YOU CAN RESPOND?



HAVE YOU EARNED THE RIGHT TO CHALLENGE THEM?

YES / NO

WHY?

FINAL CASE FILE

BANDWAGON BEFORE YOU CHALLENGE.

THEY SAY:

"I'm terrible at this kind of stuff. I'm not good with technology, I get overwhelmed easily, and honestly, I'm probably just not the type of person who can do this."



VALIDATE



CONNECT



CHALLENGE



REFRAME



WHAT IDENTITY ARE THEY CURRENTLY MAKING THEIR DECISION FROM?



WHAT WOULD YOU NEED TO LEARN BEFORE CHALLENGING THAT IDENTITY?



PART TWO: THE CLOSING ROOM



You're not done when the worksheet is finished. Head into the Closing Code chat and post:

DAY 3 COMPLETE

The objection I found hardest:

My first instinct was to:

What I would do differently now:

The question I would ask next:



HAVE A REAL OBJECTION IN YOUR DMs?

Even better. Remove the person's name and any identifying information, then drop the objection into the chat.

BUT THERE'S ONE RULE:

DON'T JUST ASK: "What should I say?"

Tell us what YOU think is happening underneath the objection and what you think you should ask next. Then let the team help you sharpen it.



BEFORE YOU LEAVE THE CHAT

Find one other person's objection. Read what they think is happening. Then reply with:

THE ONE QUESTION I YOU WOULD ASK THEIR PROSPECT NEXT.



BEFORE YOU SUBMIT

Ask yourself:



Did I validate without automatically agreeing?



Did I uncover before trying to solve?



Did I challenge only after I had enough information?



Did I stay curious instead of defensive?



Did I lead without trying to control the person's decision?



DID I UNDERSTAND THE OBJECTION BEFORE I TRIED TO ANSWER IT?

Because if you remember nothing else from Day Three, remember this:

THE OBJECTION ISN'T THE ENEMY. IT'S THE CLUE.

Your job is to figure out what it's trying to tell you.

THE CLOSING CODE

5-DAY LIVE TRAINING

DAY 4 RESOURCE: BUILD THE CLOSE

1 STEP 1: CHOOSE YOUR OFFER

Choose ONE product or offer for this exercise.
If you currently have something you sell, use it.
If you don't, choose one of the sample offers provided.

MY PRODUCT/OFFER: _____

INVESTMENT: _____

IN ONE SENTENCE, WHAT DOES IT HELP SOMEONE DO?

TODAY, YOU PUT IT TOGETHER.

For the last four days, you've learned how to:
LEAD → DISCOVER → NAVIGATE → CLOSE

Today isn't about memorizing another script.
You're going to build the final portion of a real
sales conversation so you're ready to put it
into practice on Day Five.



YOUR PROSPECT

For this exercise, imagine you've already completed discovery.
Your prospect has told you:

"Honestly, I just want to make an extra \$500 to \$1,000 a month. Things have gotten expensive, and I'm tired of constantly feeling like we're behind. I've looked at doing something online before, but there's so much information that I get overwhelmed and end up doing nothing. I don't need to become rich. I just want something I can actually understand and start."

You've listened. You've asked questions. You've explored why this matters. They understand their current situation. They've told you what they want.



YOU'VE EARNED THE RIGHT TO PITCH. NOW CLOSE.

2 STEP 2: THE TRANSITION

Don't suddenly launch into:
"Okay! Let me tell you about my product!"
Connect what you're about to present
to what they've already told you.
Start with:

"Based on everything you've told me..."

Write exactly what you would say:

3 STEP 3: THE PITCH

Now present your solution.
But there's a catch.

YOU GET THREE SENTENCES.

Don't dump every feature. Don't list every bonus.
Don't explain everything your product can
possibly do. Connect the pieces of your
solution that matter specifically to this prospect.

MY THREE-SENTENCE PITCH:

1. _____

2. _____

3. _____

4 STEP 4: THE INVESTMENT

Now write exactly how you would
present the investment.
No apology. No immediate justification.
No discount you weren't asked for.
No payment plan before they've raised
a financial concern.

MY INVESTMENT LINE:



STOP TALKING.
[LITERALLY WRITE IT.]



CHECK YOURSELF

Before moving forward, look at your pitch.
Did you sell what **THEY** want?
Or did you start selling what you think they should want?

Circle one:

THEIR FUTURE

MY FUTURE

If you started talking about massive income,
scaling a huge company, quitting their job
tomorrow, or anything else they never told
you they wanted... **GO BACK.**
Meet them inside their goal,
their reason and their language.

5 STEP 5: WHAT HAPPENS AFTER THE SILENCE?

You've presented the investment. You stayed quiet.
Your prospect thinks for a moment and says:

*"I really like everything you've shown me.
I just need to think about it."*

WHAT DO YOU SAY NEXT?

IMPORTANT:

If your answer was: "Absolutely! I'll follow up tomorrow."
Go back. You haven't earned the follow-up.

WHAT SPECIFICALLY DO YOU NEED TO UNCOVER?

6 STEP 6: NOW THEY GIVE YOU MORE INFORMATION

You ask your question. They respond:

*"I think I'm just nervous about spending the money
and then not following through. I've done that before."*

WHAT IS THE SURFACE OBJECTION?

WHAT APPEARS TO BE THE REAL CONCERN?

WHAT WOULD YOU ASK OR SAY NEXT?

WHICH CLOSING CODE ARE YOU USING HERE?

7 STEP 7: DID YOU EARN THE FOLLOW-UP?

Now imagine you've continued the conversation. They tell you:

*"I actually do want to do this. But my husband and I have an
agreement that we talk before either of us spends more than
\$300. He's at work until 6:00 tonight."*

DO THEY HAVE A CLEAR REASON FOR NEEDING ANOTHER CONVERSATION?
YES / NO

WHAT NEEDS TO HAPPEN BEFORE THE NEXT CONVERSATION?

WHAT WOULD YOU SAY NEXT?

HOW WOULD YOU LEAD THE NEXT STEP WITHOUT LEAVING IT OPEN-ENDED?



THE CLOSING CHECK

1 THEIR DESIRED FUTURE
What are they actually trying to change? _____

2 THE CONNECTION
How does your solution connect to that future? _____

3 THE PITCH
Did you only present what was relevant to them? **YES / NO**

4 THE INVESTMENT
Did you state it confidently without immediately defending it? **YES / NO**

5 THE SILENCE
Did you let them respond before introducing another solution? **YES / NO**

6 THE UNCERTAINTY
Did you understand what they meant before trying to solve it? **YES / NO**

7 THE FOLLOW-UP
If another conversation was needed, was there a specific reason for it? **YES / NO**



BUILD THE CLOSE. POST IT IN THE CLOSING ROOM.
THEN COME READY TO USE IT.

DAY 4 RESOURCE

THE CLOSING CODE

5-DAY LIVE TRAINING

DAY 4 RESOURCE: BUILD THE CLOSE

8 PART TWO: THE CLOSING ROOM

Now take your close into the workspace.
Post in the Closing Code chat:

 DAY 4 COMPLETE 

 THE PRODUCT I'M CLOSING:

 MY "BASED ON EVERYTHING YOU'VE TOLD ME..." TRANSITION:

 MY INVESTMENT LINE:

 THEY SAY: "I NEED TO THINK ABOUT IT."
MY FIRST QUESTION IS:

THEN DON'T DISAPPEAR.

Find one other person's Day 4 post.
Read their close and give them ONE piece of feedback.
Look specifically for one of these two things:

1 Did they start selling something the prospect never said they wanted?

OR

2 Where could they simplify their close?

Don't rewrite their entire pitch for them.
Give them one thing to sharpen.

BONUS: PUT YOUR REAL CLOSE IN THE ROOM

If you're actively having conversations right now, bring us a real one.

Remove names and identifying information.
Then post:

 HERE'S WHAT THEY TOLD ME THEY WANT: _____

 HERE'S WHAT I'M PLANNING TO RECOMMEND: _____

 HERE'S HOW I'M PLANNING TO TRANSITION INTO IT: _____



Let the team look at it **BEFORE** you pitch.
Because now we're not just practicing hypothetical conversations.
We're applying the Closing Code to the conversations you're actually having.

9 BEFORE DAY FIVE

Day Five is where this stops being theoretical.
So before you show up, make sure you can answer:

-  WHAT DOES MY PROSPECT WANT? _____
-  WHY DOES IT MATTER TO THEM? _____
-  HAVE I EARNED THE RIGHT TO PITCH? _____
-  HOW DOES MY SOLUTION CONNECT TO WHAT THEY TOLD ME? _____
-  CAN I CONFIDENTLY STATE THE INVESTMENT AND STOP TALKING? _____
-  CAN I GET CURIOUS WHEN UNCERTAINTY APPEARS INSTEAD OF IMMEDIATELY TRYING TO FIX IT? _____

“

YOU DON'T NEED
A PERFECT SCRIPT.

YOU NEED TO UNDERSTAND
WHAT'S HAPPENING INSIDE
THE CONVERSATION.

BUILD THE CLOSE.
POST IT IN THE
CLOSING ROOM.
THEN COME READY
TO USE IT.

10 FINAL REMINDERS: THE CLOSING CODE IN ACTION



STAY IN THEIR WORLD

Use their words, their goals, and their reasons.

Don't pull them into yours.



SIMPLE WINS

Clarity > complexity.
Keep your pitch focused and easy to understand.

Three sentences is enough.



EMBRACE THE SILENCE

Silence is where people process and decide.

Stay calm.
Stay quiet.



GET CURIOUS ABOUT UNCERTAINTY

Uncover what's really underneath before you respond.

Ask. Listen.
Then lead.



EARN THE FOLLOW-UP

If another conversation is needed, make sure there's a clear reason for it.

Lead to a specific next step.



HELP THEM DECIDE

Your job isn't to sell at them. Your job is to guide them to their decision.

Lead the way.
Let them choose.



REMEMBER THIS:

THE OBJECTION ISN'T THE ENEMY.
IT'S THE CLUE.

Your job is to figure out what it's trying to tell you.

SEE YOU ON DAY FIVE!

Tomorrow we practice it live.
Come ready to use what you've built.

You've got this!