Closing Frameworks

Once you have a business owner interested in the coupon promotions, and they seem ready to take the next step, you must close the deal!

This is as easy as simply asking for the sale:

“Can we get started?”

“Can we start now? I only need X payment to begin work..”

Simple closes are better, but sometimes you need to be a bit more nuanced in your closing approach.

Here are some of my best closing approaches that I’ve been using for decades:

1. The “Assumptive Close”

For when they’re showing interest but hesitant to commit.

How to use it: Instead of asking if they want to proceed, assume they do and move to the next step.

Example:

"Sounds like this could be a great fit for [Business Name]. Let’s do this! I’ll set up a simple test campaign so you can see the results firsthand. What’s a good time this week to go over the setup?"

Why it works:

It removes the pressure of a big decision. Instead of “Do you want to buy this?” you’re saying, “Let’s get started and see how it works.”

2. The “Trial/Low-Risk Close”

For when they need reassurance about results.

How to use it: Offer a trial, test run, or low-cost entry point to eliminate risk.

Example:

"I get that you want to be sure this will work. That’s why I recommend we start small. Let’s run a limited test campaign for 14 days. If it doesn’t bring in new customers, no hard feelings. If it does, we can scale up. How does that sound?"

Why it works:

Removes the biggest fear: Wasting money on something unproven. Once they see results, the real decision is made for them.

3. The “Urgency Close”

For when they’re dragging their feet.

How to use it: Tie the offer to scarcity or time sensitivity to encourage action.

Example:

"I’d love to get you in on this, but we’re only working with a handful of local businesses in [City] right now so they’re not competing with each other. If you’re interested, I can hold a spot for you; but I do need to know by [date]."

Why it works:

It creates FOMO (fear of missing out) without being pushy. People hate missing out on opportunities, especially when others are already benefiting.

Overcoming Last-Minute Hesitations

Even after a strong close, some prospects hesitate. Here’s how to handle those moments:

"I need to think about it."

"I totally get that. What’s your biggest concern? I want to make sure you have all the info you need to make a confident decision."

Then address their real concern; usually cost, risk, or uncertainty about how it works.

"Can you send me more info?"

"Of course. What’s the key detail you want to know more about? I want to make sure I send you something useful rather than just another email."

(This keeps the conversation open instead of letting them disappear into ‘I’ll think about it’ land.)