

Unlocking Growth



The Stats

31.5 M

SMALL – MID SIZED

BUSINESSES

IN AMERICA

2/3 FAIL

WITHIN FIRST 5 YEARS

25 M

1
employee

5.3 M

2 - 11
employees

600 K

12+
employees

TOP 3 REASONS FOR **FAILURE**

LACK OF PRODUCT & SERVICE DEMAND

CAN'T GET FINANCING

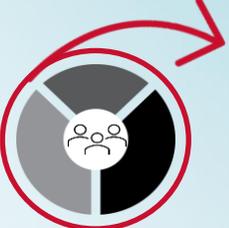
CAN'T FIND GREAT PEOPLE

EMPLOYEE MATURITY MODEL

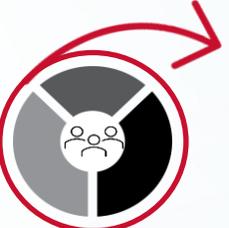
ALIGNING, DEVELOPING, & TRANSITIONING YOUR TEAM



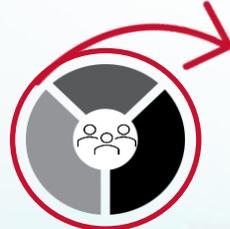
GENERAL MANAGER



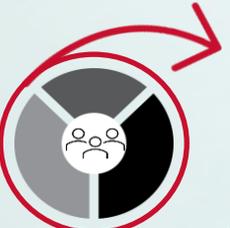
FIELD SUPERVISOR



INSTALLER

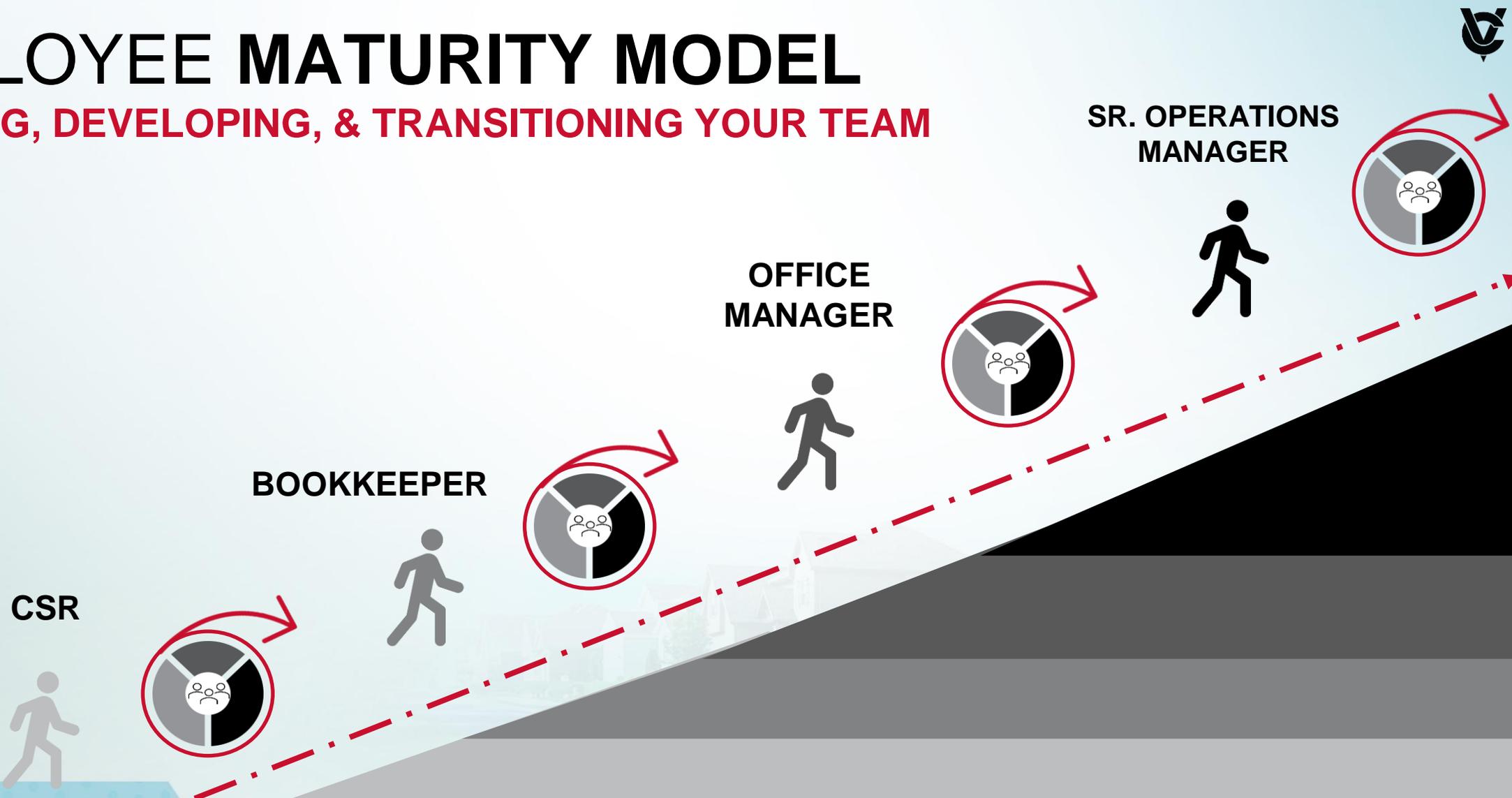


SERVICE PROFESSIONAL



EMPLOYEE MATURITY MODEL

ALIGNING, DEVELOPING, & TRANSITIONING YOUR TEAM



10X Sales & Scaling System

1. Idea/Target
2. Attention
3. Leads
4. Lead Management
5. Sales
6. Sales Management
7. Scale



Sales Truths for Service Pro's

1. Make intentions and process clear
2. Always agree with the customer
3. Buyer makes decision before you
4. Always Present a Proposal
5. Always use a third-party touch
6. Price is a myth
7. 2nd Sale is easier than 1st
8. Ask hard questions

Hard Questions

1. Who else is involved other than yourself?
2. When was the last time you invested this service?
3. Why are you considering this? Why now?
4. How can you make sense of an investment of this size?
5. Is there any reason you would change your mind?
6. What is your current budget for this?
7. Why didn't you choose us earlier?

WHY PEOPLE DON'T BUY FROM YOU

1. Lack of time.
2. Personal issues.
3. Concerns about cost.
4. Change of guard.
5. Not the decision maker.
6. Wrong product.
7. Not ready to buy.

"You are responsible, REGARDLESS of the reason." - GC

Objections Fall Into 5 Categories

1. Product
2. Time
3. Stall
4. Money
5. Unspoken

OBJECTION STRATEGIES



LISTEN



ACKNOWLEDGE



ISOLATE



**DETERMINE TYPE
OF OBJECTION**



CLOSE

WON'T BE THE LAST TIME

– *The Closer's Survival Guide*
PG.138

CLOSE

“I agree, and this isn't the first time and won't be the last time that you spend a little bit more money than you expected in order to get the best solution for your problem. I need your OK here and here.”

GRANT'S TIP:

This is closing over the objection by treating it as a complaint rather than an objection. Every buyer will relate to this. Smile, present and close.

INVENTORY CLOSE MOVE DOWN A MODEL

“Would you consider the product right under this? It would you save you \$500, \$1000, \$1500 and reduce payments by \$12 to \$30 per month. Or would you rather get exactly what you want and pay a little more each month?”

GRANT'S TIP:

Done at the write-up as a way to test the commitment or done in the negotiations when other money objection closes didn't get the job done. You should always use inventory as a way to negotiate, as this is a more value added solution than reducing the price. It also gives the buyer choices and allows him/her to save face if he/she is not able to afford the product. It also builds value in the product on which he/she decides.

SPOUSE STALL

– *The Closer's Survival Guide*
PG.110

CLOSE I

(Need to talk to my spouse.)

“What if your spouse says no?”

Answer: He won't —

“Then I need your OK here and here.”

Answer: We won't buy —

“Would he/she say no to the product or the money?”

**If product—“What do you suggest?”*

**If money—“What about the money...the down payment, the monthly payment or the price?”*

GRANT'S TIP:

While people consult their spouses for decisions, many spouses decide today without checking in. This is used by the customer as a stall more often than as a valid objection. More women will buy without their husband than the other way around. Check for it to be a valid objection with Spouse Stall Close. Also, you are able to flush what the actual objection is in. Never use “subject to your spouse's approval” without trying this first.

THINK ABOUT IT

– *The Closer's Survival Guide*
PG.186

CLOSE III

*“Great! Do you think 2-3 days would be long enough, or is 2-3 weeks better?
(Buyer will probably say 2-3 days is plenty.)*

The truth is, no matter how long you take, you will be faced with the same three questions. May I share them with you?

- 1) Does this product get you what you wanted?*
- 2) Can you afford this product?*
- 3) Am I the kind of person you would want to do business with?*

If yes to all, point to signature line, “Let’s roll!”

GRANT’S TIP:

This is one of my all-time favorites. While it relieves the sense of having to do something right now with the offer of up to 3 weeks to think, it allows you to present the only reasons people won't buy. It also sets up identifying the real objection.

THINK ABOUT IT (1-10)

– *The Closer's Survival Guide*
PG.188

CLOSE IV

“Great, most people want to take time to think about their decision before making it. Let me ask you, on a scale from one to ten, ten being you are absolutely certain and ready to go, and 1 being you wouldn't take it no matter what, where would you stand at this time?” Get an answer. Then ask, “What would make it a ten?”

GRANT'S TIP:

This will allow you to determine what the real objection is, and trust me, there is one. By agreeing with their need to think and then asking where they stand now, you get a sense of where the buyer is and the real objection. While it momentarily relieves the buyer's sense of having to do something right now, it positions you to find out what it takes to get the buyer to the point of doing something now.

ADDITIONAL SERVICE

– *The Closer's Survival Guide*
PG.332

CLOSE

“While I have done everything I can for you on the money, I am willing to offer to give you additional service beyond what we normally commit to like annual free service checks, personal visits for instruction to staff, and a call to you weekly to make sure you are getting what you need from your new investment. Let’s do this!”

GRANT’S TIP:

Service, for most people, is worth more than a discount. Discounts have no long-term value and should be avoided except in rare cases when the buyer is only price sensitive. What you want is a value exchange rather than a price reduction so use additional services in order to give the buyer what will make them feel like a winner and add value to your offer.

Client Success



"Since partnering with Cardone U in January 2025, we've experienced strong, consistent growth. We've already surpassed last year's revenue for this month by 6% and are pacing toward the highest revenue month in company history at \$480,567—a 51% increase over any previous month. This success highlights the strength of our team, the value of our offerings, and the impact of a powerful partnership."

— *Miguel Loreto*,
MR. ROOTER PLUMBING

Client Success



“We doubled our annual revenue to \$2.5 million by learning how to truly sell. We stopped accepting objections and started closing deals we never thought possible. The moment our team committed—to taking notes, training, and practicing—they leveled up. This program works if you work it.”

– *Elijah Synder,*
ASPEN LANDSCAPING

Client Success



“We were stuck at \$700K a year, and I was doing everything myself. Once we got access to the right strategies and committed to the process, our revenue grew to \$2 million.”

– *Brian Reis*,
BELLA'S ARMY PAINTING



~~\$3,000~~

FREE

10X BUSINESS SUMMIT

GRANTCARDONE.COM/NEIGHBORLY