

No Sale? Answer these questions at the end of every "close encounter". You must examine your engagements and learn from your experiences.

- Did I Ask for the Sale?
- Did I talk or did I listen?
- Do I know why they should own this?
- Do **THEY** know why they should own this?
- Did I make a recommendation?
- Did I encourage ownership?
- Did I learn what they need and why?
- Did I get their contact information?
- Did I get permission to stay in touch?
- Do I have immediate follow-up to do?

Make notes about this encounter and do your follow up. If they were close to buying, ***they will become collectors if you stay in touch.***