



CHIROPRACTIC MASTERS  
INTERNATIONAL

## The Practice Accelerator Tutorial Series

### Worksheet Download Closing For Success

#### 5 Elements to a Successful Close:

1. **Creating Buyers:** Make sure to build rapport with your audience. They may not know why they are there or how you are going to help them. Make sure you mention symptoms they may be having that you can help with and what problems people can have with a dysfunctional nervous system. Make sure you take control early and let them know it is no mistake they are at your presentation! They need what you have!
2. **Emotional Close:** It is very important to tell your story. This allows your audience to trust you and get to know you. Telling your story shows vulnerability, which translates into your audience feeling you are genuine and authentic. If you do this, they will trust you enough to make an appointment with you. Make them feel like they can have a similar success story. Give them hope when many of them have given up on getting healthy and living life to the fullest.
3. **Future Pace Your Audience:** Get your audience to imagine themselves in 10,15 or 20 years from now. What does their life look like not having made the necessary changes? What are they not able to do and who are they not able to be?
4. **Speaking Outside the Room:** A very cool technique to get your audience buying their friends or family members a certificate for a new patient appointment in your practice. I always tell them this is a "Gift of Health."
5. **Double Close:** This technique alone can build your practice. Always close with the intention to book more talks by promoting your speaking services. Tell them that you are willing to speak for their club, community/church group, condo association etc. Let them know you want to be their next guest/keynote speaker. Leave a piece of paper for them to fill out their contact information and hand that to you at the end of the presentation. Touch base within two days!

**Bonus:** Getting Staff to Book Appointments: Make sure that when your staff is going around to book appointments that they all have varying new patient appointment availabilities. This will avoid

double booking anyone. I always prefer staff to go around versus forming a line up at the end of the room for people to book appointments.