

# LOST SALE OR COLOMBO

## *Close*

When your prospect has asked you to leave, you've decided to quit, or you don't know where else to go.

Pack up your materials - have a defeated look on your face. Then nicely and softly with hand on the door knob say,

“Pardon me Mr./Mrs. \_\_\_\_\_, before I leave may I apologize for not doing my job tonight. You see, if I'd not been inept, I would've said and done the things necessary to convince you of the value of protecting your home and family. And, because I didn't, you and your family will not enjoy the peace of mind that comes from our system, and believe me, I am truly sorry. Mr./Mrs. \_\_\_\_\_ I believe in my product. And, yes I do earn a living helping people own it. And just so I don't make the same mistake again, would you take just a moment and please tell me what I said or did wrong?”

This should get them to tell you what you did wrong or what the true objection is.