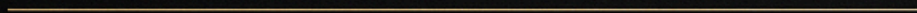
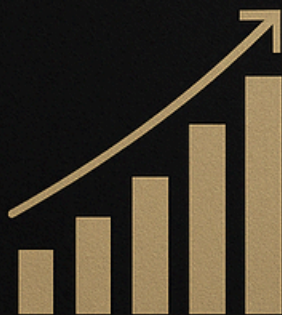


THE MODERN PLAYBOOK FOR
APPOINTMENT-DRIVEN SALES CLOSERS

LIMITLESS SALES

A BOOKLET FOR THOSE WHO
CALL, FOLLOW UP, AND
GET APPOINTMENTS



What You'll Learn Inside This Game-Changing Book

- 1) Why traditional closing techniques secretly push people away — and the subtle mindset shift that brings sales to you instead.
- 2) The exact way I open conversations with leads — even cold ones — without sounding like a desperate salesperson.
- 3) How to get your prospects to tell you exactly what they want — using one simple question most agents never think to ask.
- 4) My go-to method for flipping 'not interested' into intrigued — without arguing, convincing, or sounding manipulative.
- 5) Wow I use coaching-style questions to guide people toward a sale — and how it changes the entire power dynamic in your favor.
- 6) The hidden frame I set before any pitch — so that the offer feels like a solution, not a sales trap.
- 7) Why people ghost you after saying they're interested — and the tiny shift that brings them back with open wallets.
- 8) The 'Problem Amplifier' technique I use to turn "maybe" into "please tell me more" — in under 60 seconds.
- 9) My private 'Phantom Offer' strategy — the soft way I sell without selling, especially when prospects feel jaded or skeptical.

10) How I follow up without sounding needy — and turn silence into momentum (without pestering or begging).

11) The “If–Then” reframe that keeps the door open — and builds urgency without pressure, even when they say “let me think about it.”

12) The psychology of The Hidden Close — and how to get a “yes” without even asking the question.

13) How to build a sales process that feels like service, not selling — so you close more by making people feel safe, seen, and understood.

Who This Is For

You’re either calling leads now or planning to.

Maybe you’ve got names coming in from ads, referrals, or door-knocking. But here’s the truth: what you say on the phone — and how you say it — will determine whether your calendar stays empty or fills with real appointments.

This booklet isn’t about being slick.

It’s about being real, confident, and intentional.

Whether you’re an agent, an admin, or someone brand new to follow-up work, this is your field guide to controlling conversations — without ever sounding pushy or fake.

CHAPTER 1

THE MINDSET SHIFT MOST PEOPLE NEVER MAKE

I want to start by resetting the one thing most sales training skips over — your inner script.

Because you can have the best script in the world, but if the voice behind it sounds hesitant, apologetic, or unsure, you've lost the sale before you even said hello.

Most people don't fail in sales because they said the wrong thing.

They fail because they believed the wrong thing.

Here's what I mean, If you've ever said:

- **“I don't want to be pushy.”**
- **“I don't want to sound like a salesperson.”**
- **“I'm just admin, I'm not really the expert.”**

...you've already set your own trap. And the person on the other end of the line can hear it.



WHAT THIS BOOKLET WILL FIX

When you internalize what's in here, you'll be able to:

- **Book appointments confidently, even if you're not "salesy"**
- **Handle "I'm not interested" without sounding desperate**
- **Use tonality and word choice to lower resistance**
- **Shift the power dynamic — where you're the one qualifying them, not the other way around**

And you'll do it all by being human, not robotic.

A NEW JOB DESCRIPTION



Forget "closing."

Forget "pitching."

Your only job at this stage is to sell one thing: the appointment.

Not the product. Not the plan.

Just the conversation.

And the best part? That appointment isn't even with you — it's with someone more senior (like Eileen, in my team's case). So there's zero pressure to perform.

You're not the expert — you're the matchmaker.

HOW MOST PEOPLE FAIL BEFORE THEY START

They sound like a script reader.

They don't know how to control pacing. They rush.

They use safe, weak language like:

“Hi, just wondering if you're free...”

“Maybe you'd like to check it out...”

“Would you be okay if I sent something?”

But when you sound uncertain, your prospect takes control.

When you sound like you're following a manual, they tune out.

THE FILTER FRAME, NOT THE CLOSER FRAME

If there's one belief I want you to tattoo into your brain, it's this:

“I am not here to sell. I'm here to filter.”

You're not chasing people. You're qualifying them.

You're not begging. You're deciding — is this a person worth passing on to the expert?

Once you believe that, everything changes.

TALK HUMAN, NOT SALES

This booklet will show you:

- How to sound natural while still being firm
- How to ask the right calibration questions to warm people up
- How to give two options (A/B) to lower resistance
- How to exit gracefully when someone's truly not a fit — and still leave the door open

IMPLEMENTATION STARTS NOW



At the end of every chapter, I'll ask you one question:

What are you going to implement today?

Because this isn't a theory booklet.

It's your training log.

CHAPTER 2

TONALITY IS MORE IMPORTANT THAN THE WORDS



You've probably heard this before: "It's not what you say, it's how you say it."

Cliché? Yes.

But also 100% true in sales — especially when you're following up with leads.

Here's the hard truth:

The same script, read by two people, will perform completely differently depending on their tonality.

So before you focus on memorizing lines, master how you sound.

YOU CAN'T FAKE CERTAINTY

Imagine this:

You call someone and say with a soft, hesitant tone—

“Hi... uh, I’m just calling regarding something you signed up for... just wondering if it’s still something you’re interested in?”

You’ve lost.

Now contrast that with—

“Hi, I’m following up because you signed up for something — and I need to check if this is still relevant to you.”

Same message. Completely different energy.

The second one sounds like a real person with a clear job to do. When you speak with certainty, people respond.

THE 3 TONALITIES YOU MUST MASTER



1) Upbeat Casual

This is how you greet someone. Not fake enthusiasm, but real warmth — like talking to a neighbour.

2) Intentional & Calm

This is how you explain what you're calling for. No rushing. No filler. Just clear and steady.

3) Firm but Lightly Playful

This is how you handle resistance. Not aggressive. But not weak either.

You'll hear this often in my voice when I say:

“Look, I’ll be honest — this isn’t for everyone. But based on what you’ve told me, I think it might be worth a quick look.”

You're giving permission. You're showing boundaries. But you're also extending an invitation.

YOU'RE NOT A SALES REP. YOU'RE A SCREENWRITER.

When I train my callers, I tell them:

“You’re not a seller. You’re a screenwriter.

You’re painting a picture of what their next step looks like — and your tone is the brush.”

It’s not about acting. It’s about alignment.



When your tone matches your message, people feel safe.
And when people feel safe, they open up.

REAL LIFE: HOW I TRAINED EILEEN TO TUNE HER TONE

When Eileen first joined us, her words were perfect — but her tone was stiff. She read like she was on a Zoom exam.

So I told her:

“Stop trying to be impressive. Just be present.”

We recorded her voice. We played it back. We practised injecting real-life rhythm — pausing, smiling while speaking, using contrast. And then the leads started saying yes. Not because she became someone else.

But because she finally sounded like herself — with purpose.

TONALITY CHECKLIST (DO THIS EVERY CALL)

- Smile before you speak. You can hear a smile.
 - Don't read. Rehearse.
 - Emphasize the key word, not every word.
 - Use intentional pauses. It creates control.
 - If they speak fast, match their speed slightly. If they speak slow, slow down with them. (This is called mirroring.)
-

TODAY'S IMPLEMENTATION QUESTION

How would your call change if you focused 100% on tonality — not wording — in your next 3 calls?

Try it. You'll be shocked how much more confident you sound without changing a single line.



CHAPTER 3

THE OPENING LINE THAT SETS THE TONE FOR THE ENTIRE CALL



This chapter is about the first 10 seconds — the moment that decides whether the person will stay on the line... or hang up.

Because let's be honest:

People don't answer calls from unknown numbers expecting a friendly conversation.

They're already skeptical. Some are already annoyed.

And if you sound like a telemarketer, you're done.

So let's fix that — with a simple shift in your first line.

YOUR JOB IS TO DISARM, NOT IMPRESS

The biggest mistake I see people make is trying to sound important too early:

“Hi Mr. Tan, my name is James and I’m a certified consultant under XYZ Group and I’m calling regarding...”

Stop.

That’s a wall of words.

It creates distance. It makes them defensive.

Instead, your job is to lower the barrier.

Here’s how I open my calls:

“Hi John, this is Imran. I’m calling on behalf of Eileen. You actually clicked on one of her books recently — just checking, have you received it yet?”

That’s it. Short. Specific. Casual.

It sounds human.

And notice what I'm doing here:

- I say “on behalf of Eileen” — to borrow credibility.
- I say “you actually clicked on one of her books” — to build context.
- I say “just checking” — to lower the tension.
- I end with a yes/no question — easy to answer.

This low-pressure opener gets 90% of people to respond. It buys you time.

Now you can lead the call.

WHY THIS LINE WORKS IN THE SINGAPORE CONTEXT

Most Singaporeans hate long-winded calls.

We're polite... but busy.

So when you open with something long and salesy, we instinctively tune out.

But when you sound clear, calm, and genuinely checking in — people listen.

And once they say “No, I haven't received it yet,” you're already having a conversation.

THE POWER OF CONTROLLED RHYTHM

Here's what I don't do:

- I don't rush.
- I don't read off a script.
- I don't try to impress them with my title.

I speak like I'm already in the middle of a conversation with them. This rhythm disarms them.

It communicates:

“I'm not here to push anything. Just following up.”

And guess what? They let you continue.

WHEN THEY DON'T REMEMBER THE BOOK

Sometimes they say: “Huh? What book?”

Don't panic. Here's my go-to line:

“Ah okay, no worries. It's the one called *The Upgrader's Manifesto*. It's a free guide that helps people decide whether they should upgrade or stay put — without being upsold anything. If it doesn't sound familiar, no problem at all. I can help to remove your name from the list if you prefer. Totally your call.”

This sentence does three things:

- **Re-establishes what it is.**
- **Reassures them it's not a sales trap.**
- **Gives them the freedom to opt out — which builds trust.**

And if they do remember? Great. You move on to discovery.

TONALITY MATTERS HERE MOST

You must sound:

- **Calm, not desperate.**
- **Friendly, not fake.**
- **Efficient, not rehearsed.**



That's the golden trifecta.

TRY THIS NEXT TIME YOU CALL:

Open with:

“Hi [Name], this is [Your Name]. I’m calling on behalf of [Agent]. You actually clicked on one of her books recently — just checking, have you received it yet?”

And say it like you're just chatting with an old friend.

You'll be amazed at how much smoother the conversation flows.

TODAY'S IMPLEMENTATION QUESTION

How does your current opening line sound — if you recorded and played it back?

Is it warm and clear? Or rushed and robotic?

Rehearse it. Refine it.

Because if you lose them in the first 10 seconds, the rest of your script doesn't matter.

Here's an example:

“Cool — the reason I’m checking is because a lot of people who read that book end up asking questions like: ‘Is this relevant to me? Should I consider upgrading now or later? Or not at all?’

So what I usually do is help people walk through a quick mini audit of their situation — so they don’t make the wrong move too fast.

If you like, I can do the same for you right now. It’s quick. Takes just a few minutes.”

That’s it. Short. Conversational. No pressure. No pitch. Just a natural next step.

WHY THIS APPROACH WORKS

In Singapore, people are very wary of being sold to.

But they’re not against getting help — especially if you make it clear there’s no hard sell. So when I say:

“I help people do a mini audit so they don’t make the wrong move too fast...”

This sentence does three things:

- There’s something to protect them from.
- I’m here to help them avoid mistakes.
- It’s quick and useful, not a time-wasting pitch.

That’s a totally different frame.

DON'T ASK "WOULD YOU LIKE TO...?" – ASK "WOULD IT HELP IF..."

Here's a subtle shift that changes everything.

Instead of saying:

"Would you like me to help you assess..."

Say

"Would it help if I helped you..."

This tiny phrasing difference moves the focus away from your offer and toward their benefit.

It sounds more natural. Less pushy. More helpful.

IF THEY'RE HESITANT...

Let's say they say:

"Uhh... I'm not sure. I'm just browsing."

Don't fight it.

Just respond with:

"Totally fair — that's how most people start actually.

That's why we created the mini audit:

So even if you're just browsing, at least you'll have a clearer sense of what your options really are."

Then pause.

Let them say yes.

And if they say no — respect it, and exit gracefully.

(We'll talk about that in the Disengage Gracefully chapter later.)

WHAT YOU'RE REALLY DOING HERE

You're reframing the call.

You're moving it from:

“I'm here to pitch you something...”

To:

“I'm here to help you make sense of your options.”

That single shift is the difference between resistance and openness.



A SCRIPT YOU CAN USE TODAY HERE'S A SAMPLE SEGUE YOU CAN TRY WORD-FOR-WORD:

Here's a sample segue you can try word-for-word:

“Cool — the reason I called is because most people who grab that book usually have one or two questions...

Stuff like: ‘Is now a good time to do anything? Should I wait? Should I refinance first? Should I even be considering anything?’

So I usually just help them go through a quick audit of their situation — it's not a sales thing — just so they don't make an expensive mistake or get talked into the wrong thing too early.

If you're open, I can walk you through that in just a few minutes — happy to help.”

TODAY'S IMPLEMENTATION QUESTION

How does your current segue feel?

- Does it feel like an invitation or a pitch?
- Are you speaking with the person or at them?

Try adjusting your phrasing to sound more like a peer helping a peer
Not an expert talking down to a “lead.”

That's when people relax... and open up.

CHAPTER 5

CHAPTER 5: THE 3-MINUTE MINI AUDIT THAT WARMS PEOPLE UP TO YOU FAST

So they've said yes.

You've now got a green light to move forward.

But this is the moment that makes or breaks the call.



You can't just start selling. You need to build alignment.

And that's what this short audit does — in just 3 minutes.

It makes the person feel:

- Heard
- Understood
- Seen

And when they feel that way, they're way more open to what comes next.

THE CONTEXT: THIS IS NOT A SALES CALL – IT’S A SENSE-MAKING CALL

I don’t start asking about money.

I don’t rattle off options.

I don’t list packages or launches.

I just guide them through a few questions that help clarify their current situation — And highlight where the friction or opportunities are.

THE 3 MAIN QUESTIONS I ASK

1. “Where are you at right now?”

This is an open-ended way of finding out their current situation — Without sounding like you’re fishing for a sale.

Examples:

“Are you currently staying put for a reason — or just not sure what move to make next?”

“Are you already exploring options, or more in research mode for now?”

Let them talk.

Listen for what they value: certainty? freedom? legacy?

2. “What’s the long game for you?”

Now we pivot to their aspiration — without making it cheesy.

Examples:

“Some people tell me they want to upgrade and have more space for the kids.

Others say they’re hoping to semi-retire and want to start planning now.”

“If everything worked out smoothly — what’s the big goal 3–5 years from now?”

This creates contrast between where they are and where they want to be.

3. “What do you feel is the biggest blocker or hesitation?”

This is crucial — it gives you their buying resistance before the pitch.

Example:

“Is it the financial side, the timing, not sure who to trust, or just unsure what’s even possible?”

Let them tell you their doubt. Don’t interrupt. Don’t fix it yet. Just let it land.

WHY THIS MINI AUDIT WORKS SO WELL

- It gets them talking, not you.
- It puts their story at the center.
- It frames you as a guide, not a closer.

By the end of this 3-minute audit, you'll usually hear them say something like:

“Yeah... I’ve been thinking about it but haven’t really sat down to look at the numbers...”

That’s your cue.

Because now they’ve opened a loop —

And humans are wired to close loops once they’re aware of them.

IF THEY’RE GUARDING INFORMATION...

That’s fine. Don’t push. Just keep it casual and curious.

“Totally understand. Most people aren’t ready to dive into numbers yet — but even just a rough idea helps people avoid big mistakes.”

This lowers their guard.

It’s not about accuracy — it’s about clarity.

A SAMPLE FLOW YOU CAN USE

“Okay — so before we talk about any options...

I usually just ask 3 quick questions. Helps me understand where you’re at.”

“1 — What’s your current situation?”

“2 — If everything went perfectly, where would you want to be in the next few years?”

“3 — What’s the biggest thing that’s made you hesitate so far?”

Say it calmly, like you’re talking to a friend.

Because you are.

TODAY’S IMPLEMENTATION EXERCISE

Practice your 3-minute audit out loud —
Without sounding like a script.

Try it with a friend. Or record yourself.

Do you sound:

- **Calm?**
- **Curious?**
- **Caring?**

If yes — great. If not — practice until it feels natural.

Because once this audit flows smoothly, the next part of the conversation becomes effortless.

CHAPTER 6

HOW TO TRANSITION FROM CLARITY TO INVITATION WITHOUT FEELING LIKE A PITCH



You've done the 3-minute audit.

They've shared their story.

There's some trust now — some energy.

But here's where most people mess it up:

They switch gears too fast.

They go from friend to salesperson.

Don't.

What you want instead is a soft transition —Where it feels like the next step is obvious. Because it is.

THE CONTEXT: THIS IS WHERE YOU SELL... WITHOUT “SELLING”

You're not asking them to buy anything yet.
You're just guiding them to take one small next step.

You're saying:

“I've heard what you said. I understand where you're at. Here's something that might help — want to take a look together?”

That's it.

THE MAGIC TRANSITION LINE

Here's one line I use all the time:

“Would it be okay if I pass your situation to my partner (or my advisor), so she can take a look at the data and come up with 3–5 potential directions — just for you to review? It won't cost anything.”

Notice how disarming that is?

- It's not a pitch.
- It's not a hard ask.
- It's an offer of help, framed with care.

WHY THIS WORKS

Because people don't want to be pitched.

They want to be understood.

They want clarity.

And what you're doing here is giving them a chance to:

- See their options
- Understand the path
- Make an informed decision

HOW TO FRAME THE NEXT STEP

Let's say they said they're thinking of upgrading but unsure what they can afford.

You might say:

“So based on everything you've shared, it sounds like there's a genuine intention to move. What's unclear is the numbers — how to make the move without overstretching.”

“My partner Eileen is really good with these things. She usually looks at people's current situation, budget, family needs —and puts together 3–5 possible plans.”

“Would you be open to hopping on a short 15–20 minute Zoom session, so she can walk you through them? No pressure, no obligation — just to see your options.”

See that? You're not pushing. You're leading.

IF THEY HESITATE

That's okay. You can say:

“Totally okay — even if you’re not ready now, we can keep the info handy. When the time is right, just let us know and we’ll be here.”

Or you could offer:

“If Zoom’s too much for now, I can send a short summary on WhatsApp first. Would that be helpful?”

Always offer value before asking for time.

SAMPLE TRANSITION SCRIPT YOU CAN ADAPT

“So I’m not the expert here — I’m just the admin. But I’ll pass this to Eileen. She’ll plug in your numbers and come up with a few paths you can take.”

“Would you be open to a short Zoom sometime this week to explore that? We can keep it super casual. You don’t even need to turn on your camera.”

Let them feel safe taking the next step.

TODAY'S IMPLEMENTATION EXERCISE

Try writing your own version of this transition.

Practice saying it out loud until it feels like something you'd actually say to a friend.

Remember:

- **Don't pitch**
- **Don't push**
- **Just invite**

Because when the transition feels seamless, people say yes naturally.

CHAPTER 7

HOW TO ASK FOR THE APPOINTMENT WITHOUT SOUNDING SALESY OR DESPERATE

If you've done the previous steps well — you've asked the right questions, listened carefully, and positioned your offer with empathy...

Then this next part becomes easy. But if you fumble here, you can undo all the trust you've built so far.

Let's get this right.



THE CONTEXT: THEY ALREADY SAID “YES” IN THEIR HEAD

By now, they've already told you what they want.
They've shared what's not working.
They've hinted that they're open.

So what you're doing is not convincing.
You're simply making it convenient for them to follow through.

THE SECRET IS IN THE WAY YOU ASK

Here's what you don't say:

- **“Would you like to book a session?”**
- **“Are you interested in a consult?”**
- **“Can I convince you to meet?”**

That makes it feel optional, and frankly... salesy. Instead, use soft directive language that feels natural:

“Since I have you on the phone right now, could you do me a quick favour? Can you help me check your calendar?”

You're not asking if they want to meet — you're assuming they're open, and you're just figuring out the best timing.

WHY THIS WORKS

People don't like indecision. When you say “help me check,” it's casual. It's easy.

You're not pushing them to commit to something heavy.

You're just helping them take the next logical step.

TWO TIME OPTIONS IS BETTER THAN ONE

Offer two dates and times — one weekday, one weekend:

“She has a slot on Thursday night after dinner at 8pm, and another on Saturday morning before the kids wake up — around 10am. Which one works better for you?”

This gives them control, but still moves the conversation forward.

IF THEY HESITATE OR SAY “LATER”

You say:

“Totally okay — would it help if I WhatsApp you the dates so you can think about it and let me know when convenient?”

Or

“Would you prefer I follow up next week instead? I don’t want to kacau.”

Stay respectful, not needy.

CLOSING THE LOOP WITH CONFIDENCE

Once they pick a time, lock it in:

“Super duper — I’ll send you the Zoom link, the PDF, and a summary of everything we discussed. Just turn up and listen. No pressure, no camera needed.”

And then ask:

***“Can you do me one last favour?
Can you mark it in your calendar so it doesn’t get forgotten?”***

Simple.

USE VERBAL COMMITMENT TO YOUR ADVANTAGE

When they say “yes” on the phone,

they’re more likely to show up.

It’s basic psychology:

People like to stay consistent with what they’ve said publicly. So always close the loop with a verbal agreement, not just a WhatsApp link.

EXAMPLE SCRIPT: WRAP-UP STYLE

“Okay, so I’ve locked in Saturday 10am.

Right after this call, I’ll send you a quick WhatsApp — PDF, Zoom link, and a little write-up.”

“Looking forward to hearing your thoughts after the session. Thanks again, and congrats for taking the first step.”

Then hang up like a pro — no nervous fidgeting, no second guessing.

TODAY’S IMPLEMENTATION EXERCISE

Practice this line 5 times:

“Can you help me check your calendar right now? I’ve got two slots I can offer...”

Then add in your own flavour. The goal is to make it sound like you — natural, calm, and totally unbothered.

CHAPTER 8

WHAT TO DO WHEN THEY SAY “I’LL THINK ABOUT IT” OR GHOST YOU

You’ve probably been here before.

You had a good chat.

They sounded keen.

You sent the WhatsApp follow-up...

And then — silence. Or worse



They say they’ll “think about it”... and disappear into the void. Here’s how we handle that — without begging, spamming, or sounding desperate.

THE CONTEXT: MOST PEOPLE AVOID COMMITMENT BY DEFAULT

This doesn’t mean they’re not interested.

It just means they’re protecting themselves. Protecting their time.

Their wallet. Their pride.

So they say “maybe later,” or they ghost, not because you failed — but because their internal resistance is kicking in. Your job is to address that resistance...gently but confidently.

TWO TYPES OF “NOT INTERESTED”

There are only two real reasons why someone says they're not interested:

1. They truly mean it. They're not in the market.
2. They're not ready — but they don't want to be pushed.

You must uncover which one it is — without being confrontational.

Try this:

“I hear you. A lot of people tell me that too.

Usually it's either:

*A) they're genuinely not exploring this at all,
or B) they're curious but not ready to make any decision.*

Which one sounds more like you?”

This disarms them. You're not trying to persuade. You're just sorting.

IF THEY'RE GENUINELY NOT INTERESTED

Let it go with grace:

*“Totally fair. I'll mark it down so no one bugs you again.
Appreciate your honesty — wishing you all the best.”*

Then remove them from your follow-up list.

This protects your energy.

IF THEY'RE CURIOUS BUT CAUTIOUS

Reassure them:

“I understand. This isn't about selling you anything. It's just to help you make sense of your options. Even if you decide to upgrade 5 years from now — you'll be clearer and more confident.”

Then offer a light next step:

“Would it be helpful if I just WhatsApp you the link? No pressure — just listen when you have time.”

WHEN THEY GHOST YOU ON WHATSAPP

Instead of begging, use curiosity + closure.

Here's one of my favourite messages:

“Hey John — not sure if I sent this to the right person. You clicked on our book *The Upgrader's Manifesto* last week. Still open to exploring, or should I help delete your number from the list? Either way, no worries — just want to make sure I don't kacau.”

Short. Clear. Polite.

You're giving them a respectful out — and that earns trust.

THE PSYCHOLOGY OF COMMITMENT

Sometimes, people respond just because you asked for clarity.

You didn't chase them.

You didn't bribe them.

You simply asked them to choose.

And here's the secret:

Most people never choose unless someone guides them to.

REMEMBER THIS: YOU ARE FILTERING, NOT FORCING

This is not about converting everyone.

This is about finding the ones who are quietly waiting for someone to help them decide. Let the rest go.

You're not Jesus.

You're not ChatGPT. You don't have to help everybody.

Your job is to be present... and clear.

TODAY'S IMPLEMENTATION EXERCISE

Write and send this message to 3 people who've ghosted you:

“Hey [Name], just a quick one — still open to exploring your options, or should I close the file on my end? Totally cool either way — just want to respect your time.”

And then... don't follow up again. If they reply, great.
If not, you've done your part.

CHAPTER 9

HOW TO TRANSITION FROM PHONE TO WHATSAPP SMOOTHLY AND GET REPLIES

Let's be real.

Most people don't want to stay long on the phone. Even if you're charismatic, helpful, and full of value... they've got kids yelling in the background, or they're halfway through dinner.

So here's what I learned:

It's not about keeping them on the line — it's about getting them to continue the conversation elsewhere.

And that "elsewhere"... is WhatsApp.

THE CONTEXT: WHY WHATSAPP WORKS BETTER

Think about it. People reply on WhatsApp in their own time. There's no pressure. They can read, pause, forward to their spouse. But only if you move them there properly. Don't just say, "I'll text you." That's passive.

You need verbal buy-in — because when people give verbal permission, they're more likely to respond.

THE WORD-FOR-WORD TRANSITION SCRIPT

Use this when they sound busy or distracted:

“Hey John, sounds like you might be tied up right now — I totally get that. Would it be okay if we continue this convo on WhatsApp? I’ll send you the summary and link — reply when you’re free, cool?”



It’s casual. Non-threatening. But still gets agreement.

And once they say yes, they’ve made a tiny micro-commitment. That’s all you need.

WHAT TO SEND ON WHATSAPP RIGHT AFTER

Here’s the message I usually send within 2 minutes:

“Hey John, great chatting earlier. As promised — here’s the PDF and a quick summary of what we spoke about. Also, here’s the Zoom link for your session with Eileen on Saturday 11am. Just turn up and listen — camera optional. Thanks again!”

Simple. Helpful. No pitch. You’re delivering value. You’re showing up professionally. You’re keeping your word. This earns replies.

WHAT IF THEY DON'T REPLY?

Here's the follow-up message I send 24 hours later:

“Hey John, just checking in — managed to take a peek at the PDF? Happy to answer any quick questions before Saturday if you have them.”

Still soft. Still permission-based. But you're staying top of mind — without nagging.

EXTRA TIP: ALWAYS USE THEIR NAME IN WHATSAPP

Don't send a generic blast.

Always begin with:

“Hi [Name], this is Imran...”

The name makes it human.vIt proves this isn't automated.
It cuts through the clutter.

THE REAL GOAL OF WHATSAPP

The real goal is:

1. To increase show-up rate for Zoom
2. To create trust through consistent tone and helpfulness
3. To eventually invite them for a next step (e.g., free consult)

And guess what? When they attend the Zoom after a WhatsApp convo with you... they feel like they already know someone on the team.
That's powerful.

TODAY'S IMPLEMENTATION EXERCISE

Do this:

1. Go back to your last 5 calls that didn't convert.
2. Choose 3 where you dropped off without proper WhatsApp handover.
3. Send them this now:

“Hey [Name], sorry we didn't get to finish earlier — I wanted to pass you something useful. Mind if I WhatsApp it to you here?”

Watch what happens.

CHAPTER 10

THE 2-TIER SYSTEM – WHY I ALWAYS FRAME MYSELF AS THE ADMIN, NOT THE EXPERT

Let me tell you something that changed everything for me.

I stopped being the “expert” on the phone.

And instead...

I became the admin.

That shift lowered resistance, opened up conversations, and led to more appointments — fast.

Let’s dive into why this works — and how to do it in your own calls.

THE CONTEXT: PEOPLE RESIST BEING SOLD TO

The moment you introduce yourself as an expert, their walls go up.

- “Are you going to sell me something?”
- “Is this another pushy agent?”
- “Do I need to give an answer right now?”

Even if you're not pushy,

their past experiences shape their reactions.

That's why I stopped saying,

“Hi, I'm a property expert.”

Instead, I started saying:

“Hi, I'm just calling on behalf of Eileen — I'm the admin helping her arrange her Zoom sessions. Just doing fact-finding first.”

Boom. Pressure gone. Now they're not talking to a salesperson.

They're talking to someone helpful. And helpful is safe.

THE POWER OF TWO ROLES: ADMIN VS EXPERT

This is what I call the 2-Tier System.

- **Tier 1: You — the friendly admin.**

You ask simple questions. You collect info. You give the impression that your job is just to assist, not to close.

- **Tier 2: Your partner — the expert.**

This person is the actual strategist. They hold the answers. They will do the consult. You're just making the connection.

You can even say:

“I’m not here to give you any prescriptions or advice. The real expert is Eileen. My job is just to gather info and see if it’s worth her time to meet.”

See what just happened? You de-escalated pressure and built anticipation.

WHY THIS WORKS PSYCHOLOGICALLY

Here’s the secret.

When you’re “just the admin,”

people feel more relaxed to share real problems.

They don’t feel judged.

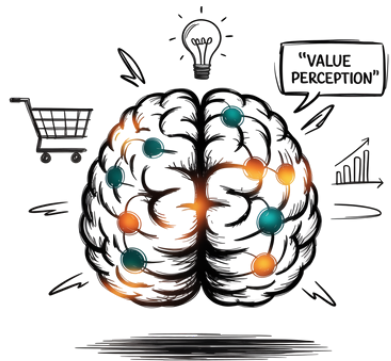
They don’t think you’ll jump in with a hard pitch.

They believe the next step is their choice.

And when they do meet your expert?

They’ll be more open, more trusting — because of how you framed it.

You built the bridge.



A SAMPLE CONVERSATION FLOW

“Hi, I’m Imran. Just calling on behalf of Eileen. She’s the one who created the Upgrader’s Manifesto — I think you clicked on it recently?”

“Right now, I’m just the admin helping arrange Zoom sessions. Mind if I ask a couple of quick questions to see what resources might be useful for you?”

“I’m not here to sell you anything — just finding out what you’re exploring right now: upgrading, investing, or selling.”

“Depending on that, I’ll tell Eileen and see what she can put together for you — she’s really good at mapping out your next 3 to 5 moves.”

It’s soft. It’s natural. It’s persuasive — without pushing.

THE BENEFIT: EASIER TO BOOK APPOINTMENTS

When you’re not selling yourself... you can be more curious.

People feel safer saying “yes” to a Zoom call when it’s positioned like this:

“Would it be okay if Eileen just showed you a few pathways? No pressure to decide — just a view of what’s possible.”

This is how we win.

TODAY'S IMPLEMENTATION EXERCISE

1. Rewrite your current intro script.
2. Replace “I’m a property expert” with “I’m just the admin calling on behalf of [name].”
3. Practice this new flow out loud until it sounds natural.

Bonus tip: Use this line

***“I’m not here to prescribe — just to find out and match.”
It instantly builds trust.***

CHAPTER 11

A/B/C FRAMING – HOW I UNLOCK REAL MOTIVATION WITHOUT SOUNDING SALESY

One of the most important things I've learned?

Clarity creates confidence.

But when I ask people directly what they want, I often get vague answers like:

- “I just want to upgrade.”
- “I’m not sure... maybe sell first?”
- “Just exploring.”

These answers don't give me enough to help.

And they don't give them enough clarity to move forward either. So I use a simple method I call A/B/C Framing.

It changes everything.

THE CONTEXT: WHY PEOPLE STAY STUCK

People don't know what they want until you give them choices that reflect real, lived scenarios.

They feel overwhelmed by options.

And when people are overwhelmed, they delay decisions — or worse, avoid them entirely.

That's why, instead of asking "What are you looking for?", I say:

"Just so I know where to direct this — which of these sounds most like you right now?"

A: You're looking to buy your first private property.

B: You already own something and want to upgrade or restructure.

C: You're looking to sell, maybe to free up capital or retire.

Once they choose, we're moving.

Because now I can direct the conversation down a specific track.

WHY A/B/C FRAMING IS POWERFUL

Here's what this method does:

- It removes ambiguity.
- It makes them feel in control.
- It positions you as a guide — not a salesperson.

It's like giving them a menu instead of asking,

“What do you feel like eating?”

(Which leads to indecision, frustration, and back-and-forth.)

When you give structure, you create clarity.

And clarity builds trust.

SAMPLE DIALOGUE

Here's how I do it on a call:

“Hey, just so I know what tools or frameworks we might use to help you, which of these fits you most right now — A, B, or C?”

“A: You're just starting out, maybe looking to enter the private market for the first time?”

“B: You already own something, but now you're wondering if you can upgrade, unlock equity, or restructure to get more out of what you have?”

“C: You're thinking of selling, maybe for retirement, or just to free up capital?”

HOW THEY RESPOND

Almost always — they pause, think, and then say:

“Oh, I think I’m more of a B.”

Or,

“Actually, it’s kind of between B and C.”

Great.

Now you have momentum.

You can say:

“Perfect — for B’s, we usually start with a quick mapping of your property timeline. From there, we can spot any traps or missed opportunities.”

You’ve just gone from vague to laser-focused.

ADVANCED USE: ADD D OPTIONS

If your market is more complex, you can even introduce a D:

“D: You’re an investor and you want to build long-term passive income — maybe legacy planning too?”

It gives them a fourth mental bucket to place themselves in. And again — the goal isn’t to push.

The goal is to help them organize their thoughts. Because when they do, you become the clarity-bringer. And clarity is magnetic.

TODAY'S IMPLEMENTATION EXERCISE

1. Write your own A/B/C script — tailor it to your exact audience.
2. Practice it aloud so it sounds natural and consultative, not robotic.
3. Try it in your next 3 conversations and observe the shift.

When done right, it lowers resistance, increases trust, and unlocks powerful buying signals.

CHAPTER 12

IF-THEN FRAMING – HOW I HANDLE OBJECTIONS WITHOUT PUSHING



One of the most common roadblocks in a sales conversation?
“I’m not ready.”

Or...

“I’m still thinking.”

Or the dreaded...

Silence. Ghosting. Vanish.

But instead of chasing them or convincing them,

I use a technique that reframes hesitation into clarity.
It’s called If-Then Framing.

Let me show you how it works.

THE CONTEXT: WHEN PEOPLE DON'T SAY WHAT THEY MEAN

Here's the truth I've learned:

**When people say “not interested,”
They often mean “not now” or “not sure.”**

And when they say “I'll think about it,”

They usually mean “I don't know what I'm deciding on.”

So I don't take those words at face value.

Instead, I give them two clean, honest doors to walk through.

THE SCRIPT THAT CHANGES EVERYTHING

When someone says they're not interested, I say:

“Totally understand — and I appreciate you saying that upfront. Just so I know how to note this down properly:

- If you're really not interested at all — like, this is a hard no — I'll remove your name from the database and no one will disturb you again.***
- But if it's more of a 'not now' situation — maybe you're still figuring things out, or the timing's off — I can leave you on the list and send over some helpful resources instead. Which one fits better?”***

Notice what I did?

- I gave them control.
- I removed pressure.
- I invited honesty.

And 80% of the time, they say:

“Oh... it’s more of a ‘not now’ thing actually.”

Boom. Now I can follow up respectfully, without guilt or guessing.

THE PSYCHOLOGY BEHIND THIS

People lie to avoid conflict — not to deceive you. So when they ghost you or give vague objections, it’s usually a defense mechanism.

They don’t want to be “sold.”
They don’t want to say “no” and feel bad.
They don’t want to say “yes” and feel trapped.

If–Then Framing gives them a third door:
A clear, non-threatening choice that respects their situation.

ALTERNATIVE VERSION FOR WARM LEADS

Here’s how I use it with warm leads who have already shown interest:

“Hey, I noticed you haven’t booked a session yet. No worries at all. Just so I don’t keep disturbing you:

- ***If you've already found someone or decided not to proceed, just let me know and I'll close your file on my end.***
- ***But if it's still on your mind — you're just busy or deciding — I'll keep you on the follow-up list and send the next invite.***

Totally up to you. Which would you prefer?"

This reduces friction.

It makes me feel human, not desperate.

And it often re-opens the door.

WHY THIS WORKS SO WELL

It positions you as someone who:

- Respects their time
- Doesn't chase
- Brings clarity
- Isn't desperate

In short?

You become safe to reply to.

TODAY'S IMPLEMENTATION EXERCISE

1. Write two If – Then scenarios — one for cold leads, one for warm leads.
2. Memorize them. Practice saying them with a calm, relaxed tone.
3. Try using them in your next 5 objections. Don't force the close — offer the choice.

This is how you win without chasing.

CHAPTER 13

THE HIDDEN CLOSE – GETTING COMMITMENTS WITHOUT ASKING FOR THE SALE

By this point, you've learned how I:

- Start conversations without sounding salesy
- Use coaching frames to draw people out
- Frame offers through real problems and transformation
- Handle objections without chasing

But there's one last piece I want to give you —

A piece that closes the loop.

It's what I call The Hidden Close.

It's not a pitch.

It's not a script.

It's not even a direct question.

It's a psychological shift that quietly invites the sale.

Let me show you how I do it.

WHY I DON'T ASK, "WOULD YOU LIKE TO SIGN UP?"

That phrase puts pressure.

It turns a human moment into a sales moment.

And most people flinch.

Instead, I ask questions like:

"So what's the next best step from here, you think?"

or

"If you had to make progress in the next 30 days — what would that look like?"

or even

"What would make this decision easy and obvious for you?"

These kinds of questions invite ownership.

They're not about me. They're about you — the client.

And they naturally reveal whether you're in or out — without me needing to push.

THE PSYCHOLOGY BEHIND THE HIDDEN CLOSE

Here's the truth I've learned the hard way:

People buy when they feel like it was their idea.

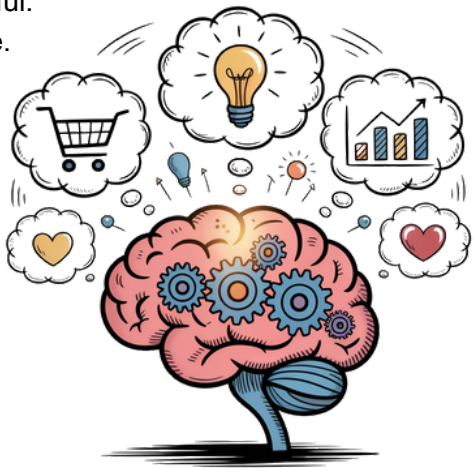
So I plant the seed. I frame the path.
But I let them walk through the door themselves.

I might say something like:

“So based on what we've uncovered today — where do you want to go from here?”

And silence.
That moment of silence is powerful.
It gives space for them to choose.
And when they do choose?
It's no longer my sale.

It's their decision.
Which is 10X stronger.



EXAMPLE SCRIPT I'VE USED IN REAL LIFE

Here's a real exchange I had:

Me: "So based on what you've told me — sounds like you're serious about hitting that retirement goal, but you've been held back by all these confusing plans and offers out there. If I may ask..."

"If we designed a step-by-step plan together — one that's totally tailored to your income, lifestyle, and timeline — would that be helpful?"

Prospect: "Yeah, that would really help, honestly."

Me: "Alright. What do you want to do next?"

And they pause.

Then say the magic words:

"Let's do it."

I didn't pitch.

I didn't corner them.

I just created space for clarity.

That's the Hidden Close.

COMMON MISTAKES TO AVOID

- Don't jump into "So would you like to sign up?" too quickly.
- Don't over-talk after they say "maybe."
- Don't pressure. Instead, pause and let the silence do its work.

Remember, the more secure and calm you are,
The more decisive they can be.

THE FINAL FRAME

If this is the last conversation they'll have before deciding,
What kind of space do you want to leave them in?
Pushed? Pressured? Rushed?

Or...

Clear. Respected. Empowered.

If it's the second —

Then The Hidden Close is your final move.

TODAY'S IMPLEMENTATION EXERCISE

1. Write down three soft-close questions you can use that don't sound like a close.
2. Practice ending your next 3 consults with a space-creating prompt.
3. If the prospect needs time — use If-Then framing (see Chapter 12) to keep the door open respectfully.

That's it.

You now have my full, field-tested approach —

Built from real conversations, tested across industries,
And designed to help you close without chasing.

And if you apply even 30% of what you've read in this book...

You'll never look at "sales" the same way again.
The next step is yours.

What do you want to do with it?