

ATTENTION

THIS QUESTION IS KILLING YOUR DEALS:

"So, What Do You Think?"

USING TRIAL CLOSES TO WIN MORE DEALS

Why "So, What Do You Think?" Is a Deal Killer

At the end of a sales presentation—whether you're working with a buyer or a seller—too many salespeople default to the same weak closing line:

"So, what do you think?"

It sounds innocent enough, but this simple question can cost you the sale.

The Psychology Behind It

Psychologists have shown that asking "What do you think?" creates cognitive resistance. It implies:

Should I think about it, or I need to go Home and THINK or PRAY

- "This is complicated."
- "You need to really think this through."
- "This might not be the right time to act."

It reinforces hesitation instead of building confidence.

As a thought leader and real estate sales trainer, I want you to eliminate this phrase from your closing vocabulary.

Replace It with the Right Tools: Trial Closes

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What Is a Trial Close?

A trial close asks for opinions, not commitments. It gives you insight into how your client is feeling and helps you guide them to the finish line without pressure.

Examples of Trial Close Questions:

- "What's your initial impression?"
- "How does this compare to what you have now?"
- "Can you picture living here?"
- "What do you like or dislike about this home so far?"
- "On a scale of 1 to 10—1 being 'I don't get it at all' and 10 being 'I love everything about it'—where do you stand right now?"

These questions create a dialogue that helps the client self-discover their level of interest—and gives you direction on where to go next.

Close with Confidence: The Power of the Ask

Once you've tested the waters with a trial close, it's time to ask for the sale with clarity and confidence once you feel the temperature is right. You wouldn't want to ask if the mood or temp is COLD.

Remember: There is NO Perfect Home such thing as a Perfect Home. Follow the 80/10/10 Rule.
80% Meets the Wants and Needs
10% Client can Change
10% Compromise

Powerful Closing Questions:

- "I suggest we review the comps and make an offer on this property." (Then be quiet.)
- "Do you have any questions before we go over the offer and terms most favorable for you?"

Let your client process and respond. Silence can be your strongest ally.

“The World Belongs to the Askers”

- ✓ **Ask for opinions.**
- ✓ **Ask for the next step.**
- ✓ **Ask for the close.**

Remove “What do you think?” from your sales script today—and replace it with thoughtful trial closes and confident asks.

Because in sales, the agent who asks, wins.