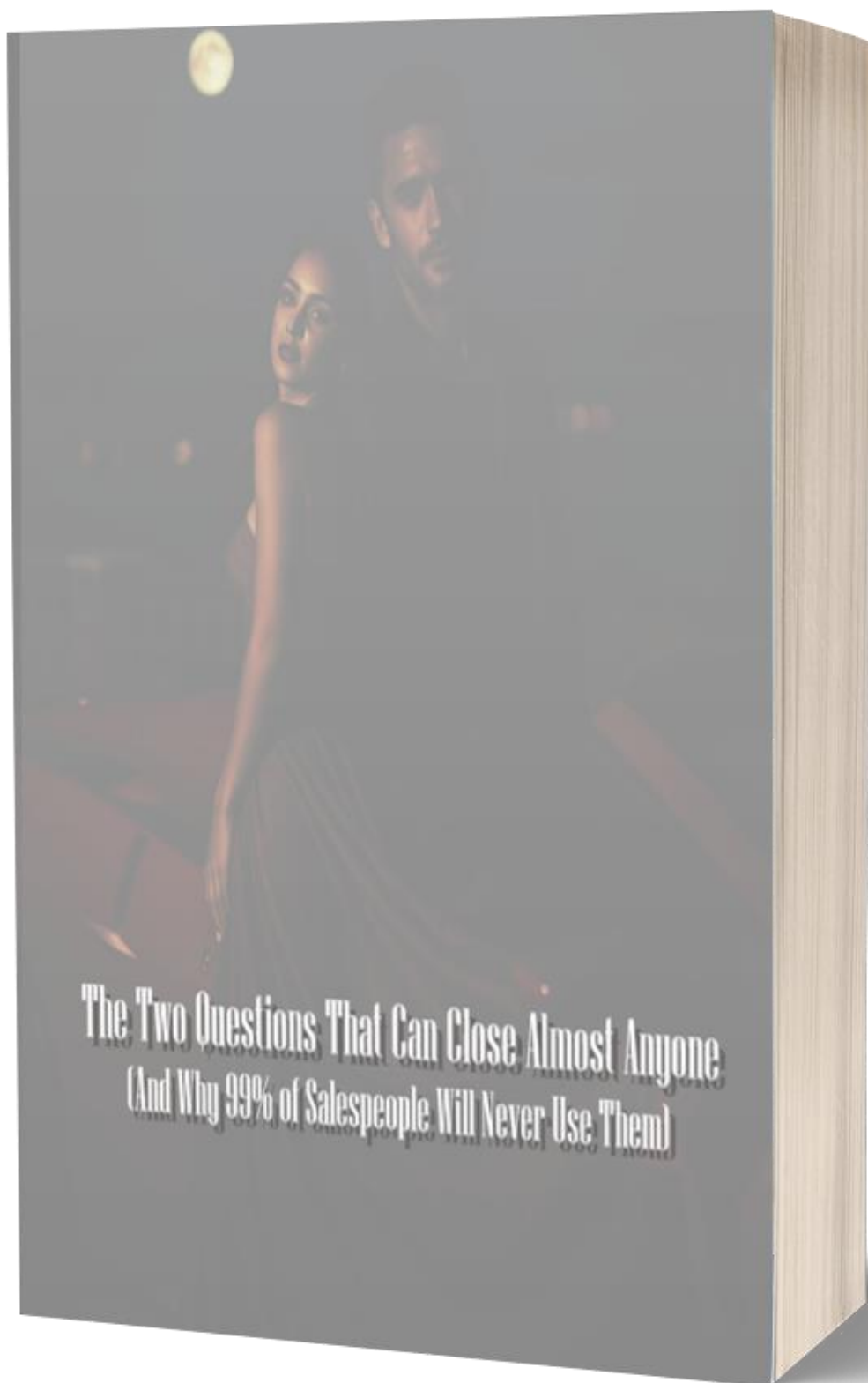




The Two Questions That Can Close Almost Anyone
(And Why 99% of Salespeople Will Never Use Them)

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The Two Questions That Can Close Almost Anyone (And Why 99% of Salespeople Will Never Use Them)

There's a moment in every sales conversation...
...where everything hangs in the air.

The client is nodding.
You've shown the value.
You can almost feel the "yes" floating somewhere between you.

And then...

You ruin it.

How?

By saying the deadliest sentence in sales:

"So... do you have any questions?"

I used to say it all the time.

And every time, I watched the energy drain from the call.
The prospect would smile politely...
Thank me for my time...

And then hit me with the words that haunt every rookie closer:

"Let me think about it."

The Call That Changed Everything

I'll never forget the day I finally stopped doing that.

It was a Tuesday.

Late afternoon.

One of those calls where you *know* the client is interested, but you can almost feel them wobbling.

I could see it in his eyes over Zoom—

He was *almost* there... but not quite.

That's when something clicked.

I remembered advice from a mentor who closed million-dollar deals like clockwork.

He said:

“If you end a call asking for questions, you’ve already lost.
If you end a call asking for clarity, you’ve already won.”

So, I tried something new.

Instead of handing over the steering wheel with my usual...
"Any questions?"

...I leaned in and asked my first magic question:

“Does this move align with your vision?”

The First Question: Alignment

He froze for a second.

Then his face softened.

“Yes. Absolutely, yes.”

See, here's why that question works like a secret key:
It forces them to picture the future.

To imagine their goal, their vision... and your offer sitting perfectly inside it.
That's the first open loop.

It plants the seed of ownership before the sale is even made.
And here's where most salespeople stop.

They think a nod means the deal is done.
They think alignment equals commitment.

It doesn't.
Alignment without action is just a daydream.

So, I went to the second question.

The Second Question: Certainty

I said it slowly.

“What would need to be true for you to say yes with full confidence?”

Notice what I *didn't* ask.
I didn't ask if they had questions.
I didn't ask if they were confused.
I didn't ask for permission.

I asked them to reveal the path to their own “yes.”
And just like that—POW!—
The real objection surfaced.

“It’s just the timing. I want to make sure we can onboard before our launch.”

Bingo.

The invisible wall wasn’t about price.

It wasn’t about the product.

It wasn’t about some mythical “thinking it over.”

It was about timing.

Something I could solve in 30 seconds.

I said,

“No problem. We can start onboarding Monday, and you’ll be fully live before your launch. How does that feel?”

He smiled.

“Perfect.”

Signed.

Paid.

Closed.

Why This Works (Even If You Hate “Selling”)

Here’s the thing:

Sales isn’t about pushing.

It’s about **leading someone through their own uncertainty.**

Most prospects don’t say “no” because they hate your offer.

They say “no” because they’re stuck in hesitation.

And hesitation lives in their **internal dialogue.**

You can't fight that with more talking.

You fight it with **precision questions** that:

1. Align their vision with your offer
2. Surface the *real* hesitation
3. Transform that hesitation into clarity

Do that... and the "yes" almost feels inevitable.

The Rookie Mistake You'll Never Make Again

If you take one thing from this story, let it be this:

Never... ever... end a call with:

"Do you have any questions?"

That's amateur hour.

That's you saying: *"I'm done. Please approve me."*

Instead, end with surgical precision.

Close the loops.

Guide the dialogue.

Lead them to their own "yes."

Because here's the secret nobody tells you:

The best closers don't convince people.

They **convert uncertainty into clarity**.

And once you learn to do that...

Once you start using these two questions...

You might notice something strange:

The “hard sales” disappear.
The “I need to think about it” ghosts vanish.
And prospects start closing themselves.

But Here’s the Wild Part...

The two-question close is just the beginning.

There’s a **third move** I discovered that’s so powerful...
...I almost never teach it in public.

It’s the move that turns a polite maybe into an *instant* yes...
Even with the toughest, most skeptical prospects.

And if you thought these two questions were good...
Wait until you hear what happens when you use the third one.

But that’s a story for another day.

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