

QUICK REFERENCE

Lead Mastery

Closing more. From anywhere.

■ THE MINDSET

You're not selling. **You're guiding.**

Help people make a confident decision — don't convince them. When you genuinely believe BEMER can change someone's life, that conviction does the selling for you.

■ THE 5 SKILLS AT A GLANCE

01

Speed & Timing Respond within 30–60 minutes — contact rates drop 10× after the first hour. Context-aware beats fast; don't call at 10pm.

02

First Contact Text first, call 1–2 min later, email a BEMER Share link right after. First text: name . role . low pressure . a clear next step.

03

Follow-Up Most deals close between contacts 5–12. Vary your channel every time. Use BEMER Share to track opens even when leads don't reply.

04

Preparation Know your prospect first. Assets ready in <30 sec: blood-flow video . 8-min intro . need-specific content . set comparison . financing.

05

Objection & Price Objections are requests for more information — not rejection. Always work the sequence: **Empathize → Reframe → Evidence → Peer Proof.**

THE BIG THREE OBJECTIONS

"It's too expensive"

No ongoing cost, no subscription, no refills. A multi-user household drops the cost per person sharply. Strong resale value, and a 30-day return removes the risk entirely.

"I can't afford it"

Come with specifics: Klarna at checkout, and a 0% APR card list ready to send. Concrete options convert — vague ones don't.

"Not right now" — MOST COMMON, MOST MISHANDLED

"Not now" is rarely about timing — it's usually uncertainty. Don't push, don't disappear. Acknowledge it, then plant a seed:

"Totally understand — I don't want you to do anything before you're ready. Can I ask what would need to change for it to feel like the right time?"

That question almost always reveals the real objection underneath. If they truly need time, keep them in your nurture sequence and set a specific date — not "I'll check back" but "I'll reach out on the 1st — does that work?"

Remember: price is rarely the real objection. Most who cite it are expressing doubt — not broke. Household math, resale value and the return policy resolve it. Never apologize for the price.

WHEN SOMEONE GHOSTS YOU

Don't chase — re-engage with value. Send one new relevant asset, then ask:

"You seemed genuinely interested — has something changed? Happy to keep you updated, or remove you entirely — just let me know."

KNOW WHEN TO MOVE

- › Identifies 2+ issues BEMER can address.
- › Has tried other solutions without success.
- › Asks about the return policy unprompted — pivot to set selection now.
- › Responds fast in the first 1-2 touches — don't over-drip, move with intention.

YOUR ACTION PLAN — BEFORE THE WEEK ENDS

01

Map 3 warmest leads

Names, cadence position, next touch scheduled now.

02

Audit your assets

Blood-flow video in <30 sec? Financing ready? Fill gaps.

03

Practice the transition

Say it ten times. Natural, not scripted.

04

Build your process

A repeatable sequence, first contact to close. Closers follow a system.

THE TRANSITION QUESTION

"Are there any other questions before we talk about which set makes the most sense for you?"

Move from "Should I buy?" to "Which one?" Walk through Basic, Classic and Premium against their needs. Closing on the right set is far easier than closing on the idea of BEMER.

CREATE HONEST URGENCY

- › **Active promotions** — be specific about what's included and when it ends.
- › **Health continuity** — "the sooner you start, the sooner you see changes."
- › **Return policy** — frame it as a gift: "try it 30 days in your own home."