ACQUISITION.COM · YOUTUBE · 4.7 HOURS

HOW TO SELL BETTER THAN 99% OF PEOPLE

Alex Hormozi — his closing framework, objection handling, and how he builds and trains a sales team. **From the video, not a book.** It adds the sales conversation, which his books don't teach.



Source: Acquisition.com channel, video UeLTkyB5-lo

"selling is a transference of belief over a bridge of trust" You need both. Losing streaks come from losing belief, not skill.

1 · THE CLOSER FRAMEWORK

A question-led script, the same for $500 and $100,000 sales. On the call, *"there's only three things that ever come out of your mouth questions restatements and anecdotal stories"*.

C	**CLARIFY**	Why are they here? What's the goal, why that number, why now? *Just getting information?* Ask what's the problem you're trying to solve?
L	**LABEL**	Restate it as a problem they agree with. *"I can't cure cancer until you admit that you have it"*.
O	**OVERVIEW PAST PAIN**	What have you tried, for how long, how did it work? Repeat until every option is used up. Then: not your fault, one piece was missing.
S	**SELL THE VACATION**	Under 3 minutes, three pillars, a yes on each. Talk about the destination, never modules or logistics. Tiers are just ways to Maui: swim, boat, flight, private jet.
E	**EXPLAIN CONCERNS**	Handle each concern, then ask again.
R	**REINFORCE**	A personal video or handwritten card right after the sale: *"people are making their decision about whether they believe in you as a company within the first 48 hours after the sale"*.

Handle obstacles before price ("kill zombies up front"): ask early whether anyone else must decide, and if so, reschedule with them present. *"the reason they're going to buy is going to be because of how understood they feel"*.

2 · OBJECTIONS: FIVE LAYERS

People blame circumstances first, then other people, then themselves. Never argue: *"if you win the argument in a sale you lose the sale"*.

TIME	The when-then trap: *when I have X, then I'll do Y* flips the order. Being busy is the reason to get help now.
MONEY	Price objections are value he didn't explain. Would it be worth it if it added $X? Then it's about belief, not price.
FIT	*"if this were perfect would you do it"* — if yes, what's the gap; if no, it's trust.
AUTHORITY	What do you think they'd object to? Handle that. *"you're asking for permission instead of support"*.
STALL	Teach them to decide: *"do you like the product do you like us and do you have the money to do it that's it"*.

Present the price full price first, then a *prepayment discount*: *"you get the benefit of a price anchor and you get to be the good guy"*. (Payment options are on the Money Models page.)

3 · GET MORE OPPORTUNITIES

- **Open slots drive sales.** His software's data on 4,000+ appointments a day: *"the single greatest lever on throughput across all companies was the number of total available time slots"*. Offer same-day and next-day bookings; pull later calls into today's gaps.
- **Show rate:** call new bookings immediately, double-dial, a personal voice or video reminder the morning of, a three-way intro from setter to closer. No fake urgency.
- **Never end without the next date** (book a meeting from a meeting). Ask *who do you know* — referrals close at 80–90%.
- **Prep** about 10% of the call length; take notes and replay them next call. Listen twice as much as you talk.

Track per rep and per team: % booked · show % · offer % · close % · cash collected up front. *"if you can get their schedule rate up by 20% it's just as good as getting their close rate up by 20%"*. Compare team vs individual numbers to catch gaming.

4 · BUILD AND TRAIN THE TEAM

- **Hire the sales leader first** ("hire one to hire 10"). Judge by the metrics they name: *"the quality and quantity of metrics that someone explains about how they do their job is directly correlated with how good they are at the job"*. Don't promote your best closer by default — different skill.
- **Train on the prospect, not the product.** Hire for belief and coachability.
- **Conviction:** words are 10%, tone 90% — and *"conviction will correct your tone"*. Read testimonials aloud; fix product gaps; bring customer support into sales meetings.
- **Pay** under 10% of revenue, setters as well as closers, rising with close rate; add recognition and status, not just money.
- Record every call; secret-shop your own team; one correction at a time, drilled until right three times in a row.

25 MIN script out loud, with tone

5 MIN drill the top obstacles

30 MIN review a recording: what went right, wrong, what next time · daily, 5 days a week

HIS BEFORE → AFTER NUMBERS

27 → 41% close rate in 60 days

47 → 82% cash collected up front

56 → 93 sales a month

20 → 9% commission cost after moving sales in-house

5 · THE DIAGNOSTIC SALE

For a standard service that should *feel* custom. Built in 4 hours with a 14→32-location chain's sales director.

1	2	3	4	5	6
Questionnaire before: problem, how long, what it has cost, five years from now	Current state	Desired state	The obstacle between, in their words	Price shown as the vehicle to their goal: 60 lb at 1.5 lb a week = 45 weeks × $99 = $4,500	Guarantee tied to their actions; prepay discount

$200 → $800 revenue per customer

9% → 60% recurring share · *"we didn't change what we delivered we only changed how we presented it"*

READ WITH CARE

- Skip his pressure moves: taking a card as "standard procedure", asking forgiveness instead of the spouse's yes, unlimited re-asking, shaming jokes.
- Regulatory limits are real, not excuses.
- Big prepayments need care; recording calls needs consent; his age preference in hiring is not lawful to copy.
- Figures are his own and unaudited.

HOW THIS PAGE WAS MADE. From the full YouTube captions of the 4.7-hour video (a compilation of separate talks; the repeated talk is merged). Every quote checked word for word against the captions, so they keep his unpunctuated speech. Payment step-downs are left for the Money Models page to avoid doubling up.