

WIN EVERY DEAL

What **Premium Closers** Do to
Make Prospects Fight for the Deal

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Introduction:

So ganito, the prospect says, “*Tatanong ko muna sa asawa ko.*”

You drop your most “proven script,” you try to handle the situation, you adjust, you push a little—pero hindi nag-work.

No deal. No sale. Dead end.

Ang tanong: Natalo ka ba talaga? Or, you have no idea what game you're in?

Closing is not about perfect lines or scripts. It’s about power, positioning, and psychology. And that’s where this guide comes in—make you become a premium closer.

Hindi naghabol. Hindi nagmamakaawa. At mas lalong hindi nagpapa apekto sa excuses ng mga prospects. Later, you’ll discover how we’ll approach this with absolute *finesse*.

But let me be upfront: this guide is for people who offer unique, exclusive, or high-end products and services—yung ayaw ng mahabang usapan, ayaw ng endless follow-ups, at ayaw makipag-meeting sa prospects na hindi naman ready

mag-commit. This is for closers who choose to do business with less effort but outsized results.

Kung hindi ka ganito, I suggest you pause here and continue with your current style. Kasi, hindi mo rin maiintindihan yung mga susunod na insights, at baka matrigger ka lang. But if you're exactly the kind of person I'm talking to, looks like the universe just sent you my way at the perfect moment.

Listen. Yung sinasabi ng prospect na, "*Tatanong ko muna sa asawa ko,*" is not an objection. Behavior 'yan ng prospect na hindi pa sold, hindi pa convinced, or confused pa sa sarili. So the easiest way for them to escape the conversation is to give you an "excuse."

So in this guide, madidiscovers mo kung pa'no mo ipo-position ang sarili mo as someone na may *standard*, may *belief* sa value ng offer niya, at may *power* to walk away.

Think of it as a high-end restaurant. Kailan nangyari na namilit sila ng mga tao para pumasok? Tingin mo, nag pm sila kung kani-kanino sa social media para mag convince at mag offer ng discount? Then one day, nabalitaan mong maraming sikat na kumakain dito, at sobrang sarap na sarap sila sa naging experience nila. Ano na-feel mo? You want to go in. Right?

Ganito din ang premium positioning sa marketing and sales. You make people pull themselves into your world, not the other way around.

2012 nung nag-start ako sa journey ng entrepreneurship, it took me years bago ko madiscover itong approach na matututunan mo today. And honestly, it felt weird nung simulan kong gamitin ito—pero it worked. And it still works today, lalo na sa mga premium and high-end offers.

Premium Positioning Strategy

Want to improve your closing rate? Go premium.

Ang premium positioning ay hindi attitude or estado sa buhay—*standard* siya. It's a belief system:

- “I have a high-value offer.”
- “For very specific people”.
- “Once they see it, they buy it.”

Simple, 'di ba?

It's never our role to convince them during the closing (that's the job of your marketing). Kasi yung totoong buyers hindi sila nagpapa convince—sila ang nagko-convince sa sarili nila before sila mag decide to reach out or makipag meet to finalize the deal.

Try to think for a moment, yung araw na you made a serious decision to purchase or acquired something online or in-person. Nag approach ka ba agad or nag set ka ng meeting sa seller? Or, you did your part in advance? Like research, checking reviews, consulting your peers, spouse or network?

Sinabi mo bang, “wala akong pera”, “itatanong ko muna sa asawa ko” or “next time na lang”? No. Parang ang off naman nun, di ba? Ikaw ang nagpa appointment or pumunta sa office nila para lang sabihin ‘yun? Instead, you came prepared and decided.

My point is: Right people chase you. Sila ang lalapit, mangungulit at mag iisip ng way para sa kanya mo ibenta ang binebenta mo. Wrong people simply give up.

So, make this your everyday goal: Mag focus lang sa mga taong alam ang needs nila, clear sa gusto nilang ma-achieve, at

may ready fund to start. Those are the people you should be serving—everyone else is not your priority.

Oops! Sorry, this is the end of your preview.

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**But if you're unsure,
then it's best to do nothing.*

The Inner Game Psychology

It's rooted in human psychology—not in .

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Their brain suddenly goes into panic right? Why? Because
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Par i a ng .
P ff, “ . ons,” ano
a ? “ to. d ang
nandito. , ok na a e ko.”

F , on l na ‘ e a
s s s? . Hi ue.

Just like what I told you, the right person will find ways,
wrong ones will just give up.

Hin i kan pt. Pero dahil you showed
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n a. Hi e. Y

es t that
s c els t .

This is not sales anymore. This is human nature. u
op y, g and start .

Don't Fall Into Their Trap

Ang mga nagmamahal, ang mga nagmamahal sa
a [redacted] al. [redacted], “Tatanong ko muna sa asawa ko,”
ang response [redacted]: “[redacted]
[redacted]” [redacted]

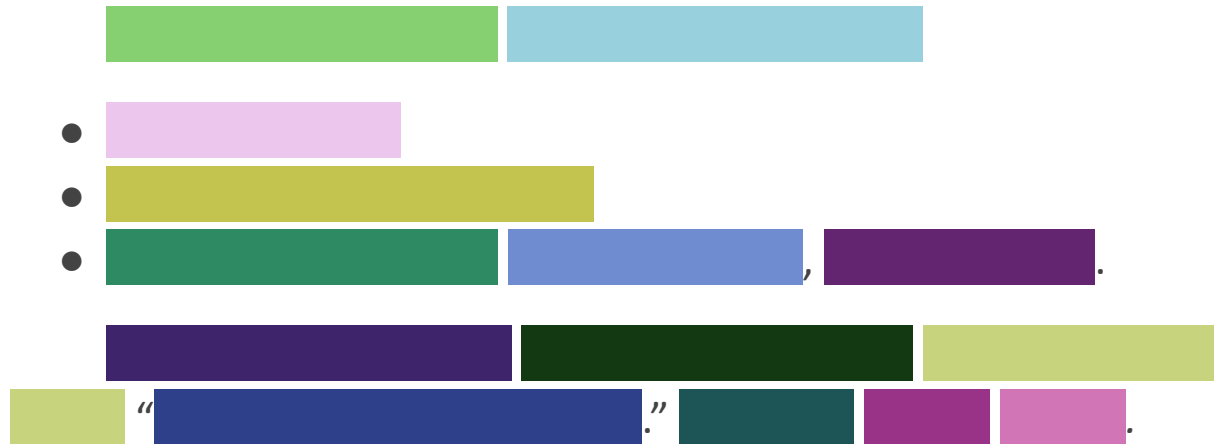
[redacted] [redacted] [redacted] [redacted] [redacted]. [redacted]
[redacted] [redacted] [redacted]. [redacted] a’yon, [redacted]
[redacted] ng side” [redacted] [redacted] [redacted]
[redacted] [redacted] [redacted]. [redacted], [redacted]
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If [redacted]. [redacted] ng
[redacted] a [redacted] s. [redacted] m [redacted]
[redacted] g consideration. N [redacted] nage [redacted] is
[redacted]. Pero [redacted]. I [redacted] a s [redacted]
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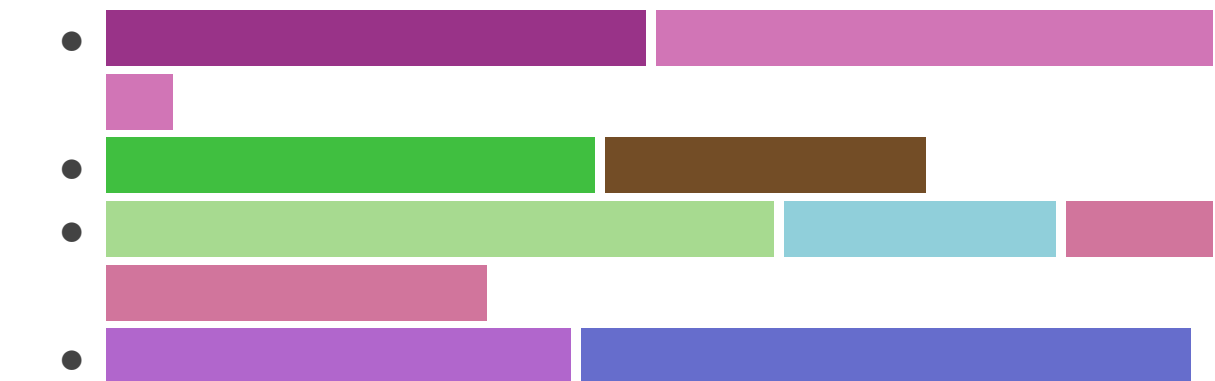
Ganyan ang premium closer—may [redacted].

Why You Must Be Willing to Walk Away

Remember this: *The person who can walk away wins.*



That kind of psychological strategy is called:



And the best part? You create bigger results with less effort.
Kasi hindi ka napapagod kaka-follow up sa undecided.



Plain and simple. us d, rk—not yours.

Instead, [redacted] g m [redacted] cy, at
[redacted] d [redacted] o. T [redacted] y, [redacted],
and easy to close.

Remember these as Premium Closer:

1) You [redacted] s.

2) You make sure [redacted]

[redacted] the deal.

3) If not fit, walk away.

One day, mare-realize mo: *“Everything is clear to me now...
my role is to choose, not chase.”*

Be In [redacted] At All Times

This is gold so pay attention.

Ito yung concept na hindi tinuturo ng karamihan pero ito
ang core difference ng premium closer vs. “aspiring-closer.”

[redacted] [redacted] [redacted]

[redacted]

•

[redacted]

- [redacted]
- [redacted]
- [redacted]
- [redacted]

[redacted] [redacted]

[redacted] That's not premium. That's desperation disguised as effort.

[redacted], They've already lost the game before the conversation even begins.

[redacted]

- [redacted]
- [redacted]
- [redacted]
- [redacted]
- [redacted]

[redacted]

[redacted] [redacted]

[redacted] [redacted]

[redacted]

[redacted] [redacted]

- The prospect [redacted]

- [redacted]
- [redacted]
- [redacted]

[redacted] [redacted] “ [redacted]

[redacted]

[redacted] [redacted] [redacted]

[redacted]. *Believe me or not, someday may magsasabi sa’yo ng parang tulad nito: “Thank you for giving me this deal.”*

[redacted] **Authority** [redacted]

[redacted] [redacted] prospect said:

“Tatanong ko muna sa asawa ko.” Yes?

[redacted] [redacted],

[redacted] [redacted]

[redacted]. That needs to change.

Let me explain.

. . .

“ ”

. . .

. That's why 99% of people in sales lose more than what they should be making.

I'm not saying . Just . mo, saka ka : “Yes! . !”

Take note of this: The person ... c .

Now, about this “ ” thing. Alam mo kung bakit nagwo-work ‘yan? Kasi It signals, “ , ”

And when the buyer feels na n'ya and say: “ ”

Premium buyers don't buy from desperate people.

. I .

And this is where you shift from being an “aspiring closer” to becoming a “premium closer.”

Final Thoughts

Closing someone on a deal

—

may

resistance. . Bakit? Kasi

.

.

. Pero now, hindi na nila

magagawa ‘yun sa’yo. Kasi alam mo na . Hindi

y. .

You now know: .

. Hindi rin kelangang magbaba ng presyo.

You carry yourself with [redacted]—traits na automatic nire-respeto ng mga high-quality buyers.

At kapag sinimulan mo nang gamitin 'to, [redacted]
[redacted] [redacted] [redacted] [redacted], [redacted]
[redacted].

[redacted] [redacted], and you'll be in a position to win every deal—dahil [redacted] [redacted]
[redacted] [redacted] u provide.



Rooting for you,
Restie Chavez

» **BONUS LESSON...**

“3 Skills Of a High-Ticket Closer”

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