

The Close

Tie Downs & Price Anchors



Notes



Notes



A large, empty rectangular box with a thin gray border, intended for taking notes.

Flash extra 10% right now

~~\$1500~~

-30% off

\$500

Savings Now

the Terminology

Price Anchors

A price anchor is a benchmark price that influences a consumer's perception of value and decision-making. It's a reference point used for comparison when evaluating similar products or services.

Tie Downs

A sales tie-down is a conversational technique used in sales to get a prospective customer to agree with the seller, often through a series of questions or statements that lead to a "yes" response. It's designed to incrementally build agreement and commitment towards making a purchase.

Price Anchors

Compare to ROI

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Compare to Market & Self

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Tie Downs

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