

Closing the Sale

All too often, a nearly perfect sales presentation fails in the final stretch. Since professional salespeople tend to have high self-esteem and positive ego images, the fear of rejection keeps them from asking for the sale.

Have you every been in a situation where you have avoided asking closing questions, instead waiting for the customer to say, "that's exactly what I had in mind.... write it up?"

First, take stock of the sale to this point. You have established a rapport with the customer and have been using his/her name. Your qualifying questions have identified the one or two products most suited to your customer.

You have demonstrated the clear benefits of the products shown. You were careful not to rattle off a long list of features.

Now, have the confidence to use the closing technique most appropriate to the sale.

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Action Guides:

- 1. Close early, often, and continually.**
- 2. Look and listen for verbal and visual buying signals.**
- 3. Use the multiple close technique.**
 - a. Assumptive Close.**
 - b. Narrative Close.**
 - c. Special Opportunity Close.**
 - d. Minor Point Close.**
 - e. Alternative Choice Close.**

Effective Closing Techniques

- The **TRIAL CLOSE** "tests the water" in such a way that the sale can continue if the customer says "no."

Example: "You'll want it delivered by this weekend, won't you?"

- The **DIRECT CLOSE** simply asks the customer to buy.

Example: "May I write this up for you?"

- The **ALTERNATE CHOICE CLOSE** presents two options for the customer's choice.

Example: "Will this be cash or credit card?"

- The **MINOR POINT CLOSE** relates to a relatively unimportant feature of the product.

Example: "Since the trim will match your other appliances so well, let's write it up."

- The **SPECIAL OPPORTUNITY CLOSE** stresses urgency.

Example: "We have only three of these left. I'll write it up now to make sure you get one."

- The **ASSUMPTIVE CLOSE** is used by making a statement that assumed the customer has made a buying decision.

Example: "I have scheduled delivery for tomorrow morning."

Anatomy of the Close

1. UNDERSTAND what your customers WANT and NEED.

A. Qualify them thoroughly.

B. Understand their motives.

2. RECOGNIZE BUYING SIGNALS.

A. Verbal.

B. Visual.

3. MAKE THE DECISION.

4. CLOSE THE SALE with casual confidence.

5. DON'T CHANGE when you begin closing.

6. Use the PLANNED PAUSE.

Remember: *After a closing question, "... he who speaks first loses."*