

CLOSING

INSTANT SALES TACTICS

As salespeople, our job is to help people make decisions that are good for them. We find solutions to their problems. We don't have to beat people up. We don't have to slam them up against a wall. What we do is help them make decisions that are good for them.

If we don't help them make a decision that is good for them, we may make a sale but they become a one-time customer. But if we help people make decisions that are beneficial, we develop long-term relationships and build customers for life.

*The key to that is to **ask for a decision** . . . In other words, to Close.*

Closing FACTS

Here are the cold, hard facts about Closing:

- 50% of salespeople never ask for a decision.
- 46% of salespeople only ask once.
- 4% of salespeople ask five times or more.

Which percentage are you in? Do you attempt to close once or not at all? Or do you attempt to close five times or more? (Now, that doesn't mean hammering the prospect five times on the same call . . . it might be over a series of calls or meetings.)

But the fact is that **60% of all sales decisions come on the fifth attempt to close**. So we have to always be closing, and continue until we get a clear decision.

The FEAR of Asking for a Decision

Most salespeople have a fear of asking for a decision. Some figure if they don't ask, they won't hear "No." Some are people pleasers and are afraid to ask because they don't want to upset the prospect or client.

You have to turn that around. You must have a fear of **not** Closing.

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In sales there are usually four or five No's before you get a Yes.

”

Jack Canfield

WHICH CLOSE TO USE

The TEST Close

USE: To **DISCOVER** where the prospect/customer is in the decision-making process.

The CONFIRMATION Close

USE: To **CONFIRM** that the prospect/customer is ready to move to the next step.

The CHANGE Close

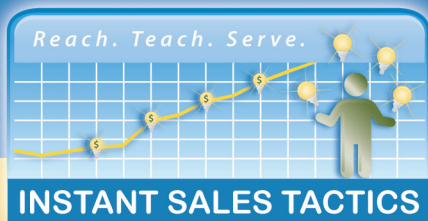
USE: To **ASK** the prospect/customer to move to the next step.

The FAIR ENOUGH Close

USE: When you have spoken to a prospect/client several times about your offering, tried everything and nothing has worked.

RIGHT NOW ACTION STEPS

- ▶ Prior to each call or meeting:
 - Determine what you will ask for.
 - Create a list of Closing Questions you can ask.
- ▶ Keep track of the Closing Questions that work the best, and make it a habit to use them with every prospect and customer.



CLOSING

The FEAR of Asking for a Decision (continued)

Remember this: if you don't ask for a decision, **everyone loses**. The prospect or customer does not benefit from your product or service. Your company loses the revenue. You lose the commission. And the economy loses as well. Nobody wins.

The truth is that prospects and customers **expect** you to ask for a decision. By asking for the business, it shows them that you are confident that your product or service will solve their problems.

WHEN to Close

Closing begins as soon as you begin asking for a decision:

- Is this a convenient time to talk?
- How does this sound to you?
- When can we move to the next step?

With each decision, you get closer to asking for the decision to buy.

And don't forget this important part of closing: when you've asked a question or for a decision, **stop talking and listen!** Give the prospect or customer an opportunity to give you an answer. If it's Yes, you can move forward. If it's an objection or a question, you can handle it and ask for a decision again.

FOUR Types of Closes

There are different Closes for different situations, all of which you can use to ask for a decision:

- **The Test Close:** Used to discover where the prospect is in the decision-making process.

"How does it look to you?"

"How does it sound to you?"

"How do you feel about that?"

If you receive any positive response from the prospect or client from the Test Close, you can go immediately into The Confirmation Close.

- **The Confirmation Close:** Used to confirm that the prospect or customer is ready to move to the next step:

"Who would you like me to send the invoice to?"

"What does your schedule look like tomorrow morning?"

"When next week would be a good time for us to meet?"

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FOUR Types of Closes (continued)

- **The Change Close:** Used to ask the prospect or customer to move to the next step. First you attempt to close:

*"What is your availability to meet next week?" or
"What do I need to do to earn your business today?"*

If you get an objection, you can ask question, then close again:

"At this point I am not asking you to change anything today. The whole purpose of this meeting (or call) is to give you an opportunity to compare the strategies you have in place with our unique approach and see if it makes sense. Is that fair enough?"

- **The Fair Enough Close:** You may have spoken to prospect or client several times and nothing has worked or you can use this close at anytime.

"I realize that we have never done business before. I know that you may receive many calls like this. At this point, all I am asking for is an opportunity to earn your business and your trust. I know that trust takes time it doesn't happen overnight. I am confident in my abilities and the solutions that our company provides that if you would be kind enough to allow me one percent of your trust today, I know that I can earn the rest. Is that fair enough?"

Closing is simply a matter of asking one more question. The prospect or customer is expecting you to ask for something, so do it! And keep closing until you have a definite "Yes" or "No."