

## CLOSING THE SALE

The ability to get your prospect to make a firm buying decision is central to your success in professional selling. All top salespeople are excellent at bringing the sales conversation to a successful close. Learning how to close a sale is a skill that can be developed, like riding a bicycle. In this session, you will learn some of the key ideas practiced by the biggest moneymakers in sales, in all fields. When you learn how to close easily and well, at the appropriate time, you will take full control over the future of your sales career.

### The Close Of The Sale

The close of the sale is the most stressful part of the sales conversation for both the salesperson and the customer:

- The fear of failure is 80% of the reason the customer refuses to make a buying decision.
- The fear of rejection accounts for 80% of the reasons why the salesperson does not ask for the order.
- Fully 50% of all sales conversations end without the salesperson asking for a commitment of any kind.

The New Model of Selling gives you a blueprint for reducing the stress involved in closing for both the customer and the salesperson:

- Building trust is 40% of the sales conversation. You do this by taking the time to identify the needs of the customer carefully. This lowers the customer's stress and raises your confidence.
- In the presentation, you match the customer's needs and your product's benefits closely.
- If you have built trust, identified needs and presented carefully, confirming and closing, the final 10% of the sale is much easier.



**Discussion Questions**

1. Do you let the fear of failure prevent you from closing the sale?
  
2. How can you build trust with your customers?

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## Asking For The Order

There are four conditions that must be satisfied before you have earned the right to ask for the order:

- The customer needs what you are selling. Your product or service will solve the problem or satisfy the need identified.
- The customer can use what you are selling. He or she is capable of getting maximum value out of the product or service.
- The customer can afford it. He/she has enough money to purchase the product or service without suffering.
- The customer actually wants your product or service. He/she has made this clear.

There are two confirming questions that you can ask to ascertain that the customer is ready to be asked for a decision:

- "Do you have any questions or concerns that I haven't covered?"
- "Does this make sense to you so far?"

## Discussion Questions

1. Do you always satisfy the four conditions before you ask for the sale? Practice doing this.
2. Try asking the two confirming questions before asking for the order.



## Closing Methods

There are five key closing methods that account for virtually all the high-level sales made by high-earning sales professionals:

- The Preference Close - give the customer a choice between something and something, A or B.
- The Invitational Close - "Why don't you give it a try?"
- The Directive Close - "If you have no further questions, then the next step is...".
- The Authorization Close - "If you'll just authorize this, we'll get started right away."
- The Secondary Close - focus on a secondary issue, acceptance of which denotes an acceptance of the entire product or service.

## Discussion Questions

1. With which close do you have the most success? Where do you need the most improvement?

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## "Let Me Think It Over"

It is common for prospects to put you off by saying, "Let me think it over," even when they are almost ready to buy:

- When you hear this, always say, "That's a good idea. This is an important decision."
- Ask, "Obviously you have a good reason for wanting to think it over. May I ask what it is? Is it the price?"
- Always try one more time, "Why don't you just take it?"

The most important word in closing the sale is "Ask":

- Ask the customer to make a buying decision.
- Ask the customer if you can proceed to the next stage of the sale.
- At the very least, ask, "What would you like to do now?"

The most important single quality in developing the skill of closing sales is the quality of courage. Courage is developed through practice. Take advantage of the "throw away presentation." When you talk with a prospect who apparently has no interest, whatever, in your product or service, practice all your selling and closing techniques on him/her. Ask for the order every way possible. You have nothing to lose, and you might even be surprised. A completely uninterested prospect can often turn around and become a customer if you persist in asking past the point that you are already convinced you have lost the sale. Try it!

## Discussion Questions

1. What do you normally do when a customer wants to "think it over?"
2. Next time the customer wants to "think it over," try asking for the reason.