

20 Professional Closing Strategies



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ABOUT DAVID JACKSON CSP



“An Ambassador for Optimism and Change”

Inspiring, fun, charismatic, motivational, honest, funny...these are some of the terms to describe David Jackson. David delivers content rich entertaining programs.

Since 1985 David has addressed over 250,000 men and women in 7 countries delivering them a rare combination of information, optimism, fun and motivation that moves people from where they are now to where they would most like to be. His presentations are dynamic and compelling.

David guides his business audiences to a more effective and efficient way of doing business. Known as “The Sales Doctor” because of his motivational medicines, David’s clients have received improvements in profits, team attitudes, productivity levels of customer service and overall confidence. David is a passionate and energetic presenter who really walks his talk.

David was for 7 years the Number 1 salesperson in his industry of over 6,000 sales people nationally and invited to appear on US television as “The thunder from down under”.

Acknowledged for his platform excellence, David received the accreditation CSP (Certified Speaking Professional) from the National Speakers Association. This recognises his commitment to ongoing education, proven speaking experience and ethical behaviour. He is one of less than 600 CSP’s worldwide.

He has shared the platform with distinguished speakers like Tom Hopkins, Robert Kiyosaki, Dr John Tickell and Alan Pease.

David has produced over 12 celebrated video/DVD training programs, written 26 enriching e-Books and recorded numerous audio/CD programs.

David lives in Sydney and is married with three children and is the CEO of The Australian Salesmasters Training Company, a Registered Training Organisation (RTO 6854).

For details on how to book David for your teams’ training and development or special key note presentations please visit: www.davidjackson.com.au or call Sydney, Australia (612) 9700 9333.

SUCCESSFUL CLOSING TECHNIQUES

One of the primary reasons salespeople fail is their failure to develop successful closing techniques. Some salespeople only have one close. **“Do you want to go ahead with it?”** How successful would you ever expect to be if you had to put all your eggs in that basket? In this article, we want to introduce you to a wide variety of successful closes, so you can pick and choose.

Remember that, if you have five or six different closes to use, your chances of closing the sale are increased five-or six-fold. What if you were fluent with ten different closes, what would happen to your chances of being successful?

THE ASSUMPTIVE CLOSE

THE ASSUMPTIVE CLOSE (ORDER BLANK CLOSE) - Industry statistics show us that 85% of the people that come into your Business made a decision to buy your product before they ever left their home. And statistics also show us that 81% of the people that do come into your Business buy your product within seven days of starting their shopping. What does this mean to us? It means that the lions' share of the people you talk to are, in reality, buyers.

More often than not, customers will try to hide the fact that they are ready to buy. But this is a result of their fear mechanism taking control of the situation. If you have a successful presentation and spend time building rapport, you should earn the customers business.

Always assume you will get the business. This assumptive and positive attitude will be infectious.

Great salespeople always look for buying signals

THE FEEL, FELT, FOUND CLOSE

THE FEEL, FELT, FOUND CLOSE - Some customers have a fear of signing anything the first time in. They will say ***“I don’t sign anything without thinking it over”***. At this point, the words Feel, Felt and Found, which are as old as selling it self, are most appropriate.

“Mr Smith, I know how you feel. For a long time I felt the same way. But here’s what I have found and what some of my other customers have found when their reasoning was the same as yours.”

Then, give a short, feasible story of one of your other customers as it applies to the circumstances affecting this customer.

THE WEIGHTED SCALES CLOSE

WEIGHTED SCALES CLOSE - This is one of the oldest closing techniques on record. Many times, in a close, the customer is undecided and won’t make a decision. Take a blank piece of paper out of your desk and draw a large **“T”** on the page. On the top of one column write **“Why”** and on the top of the other column write **“Why Not”**. Then say to the customer:

“I understand how difficult it may be to make a decision this large. Let me try to help you through the thinking process. On this side let’s list all the reasons in favour of buying the truck. And on this side let’s list all the reasons against buying the truck.”

Help the customer with the reasons in favour of the purchase. But let them list the reasons against by him.

“Now, you said the price was okay, didn’t you? And you said the trade value was fine, right? And you said the equipment was what you wanted. And you liked the colour, right?” (Continue to list all the positives with the customer’s agreement)

When you have listed as many **“Why’s”** as you can think of, push the page over in front of the customer, hand him your pen, and ask him/her to list **the “Why Not’s”**. If you have done your job properly, you should have a dozen or more **“Why’s”**. The customer will be hard pressed to come up with more than two or **three “Why Not’s”**. Then overcome them with your **“Formula for Success”** for managing objections.

THE TENNIS RACQUET CLOSE

THE TENNIS RACKET CLOSE - Whenever a husband and a wife are waffling back and forth saying “It’s up to you”. “No, whatever you say!”, take control of the situation by using the following: After they pass it back and forth several times, hold up your hands and say,

“Name, you know I shouldn’t do this, but I’m going to offer you a thought. I really don’t think either one of you should make this decision! The reason I don’t think so is because you are both emotionally involved right now. I don’t think decisions like this should be made emotionally; they should be made logically.”

“Now, here’s what I mean. One thinks the other should decide and the other thinks the first should decide. So, six months later, if it’s the wrong decision, one can blame the other. May I be so bold as to suggest that we let the decision make the decision? Here’s what I mean.”

Now take out a piece of paper and use the **Weighted Scales Close** to help them make the decision.

THE INDUCEMENT CLOSE

THE INDUCEMENT CLOSE - Many times the customer needs an additional inducement to get them to commit. Give the customer an incentive for making a decision today. This could be anything additional. Remember, it’s not how much you give but how many times you give it. Many times, a small inducement will be all that is necessary for the customer to feel he has won. And, more often than not, you won’t have to concede in more discounts to close the deal.

Remember - it is not how much you give but how many times you do it.

THE SWITCH CLOSE

THE SWITCH CLOSE - The customer is making a major issue of price stating that this price is more than he can afford to spend. Rather than offering additional discounts, try to take the product away from the customer by offering him a lesser priced product.

“Mr and Mrs Smith, I appreciate your situation. I understand that you only have so much money to spend. Listen, we have a nice lesser priced product that has most of the features you like in this one. Let’s go take a look at it.”

At this point, the customer will probably tell you that he/she doesn’t want to consider a lesser priced product. Then proceed as follows:

“Well Mr Smith, my problem is your good taste. You picked one of the nicest products we have available but established a restricted budget to try to buy it. I wonder if you would help me out. How do you recommend that we solve this?” (Feasible/ Flexible script)

THE ALTERNATIVE CHOICE CLOSE

THE ALTERNATIVE CHOICE CLOSE - This is where we ask the buyer a question which has 2 answers. We are not really concerned whether they answer us A or B because both answers confirm they are going ahead with us.

- *Do you prefer the blue or the green?*
- *Would delivery be best now or later in the week?*
- *Is it best to include a 1 year or 3 year extended warranty?*
- *Which size do you prefer – large or medium size?*

If you don’t ask --- you won’t find out!!

THE IMMEDIATE DELIVERY CLOSE

THE IMMEDIATE DELIVERY CLOSE - This is an effective closing technique for advertised products/services. Just sit down in your office, take out work agreement or buyers order, fill it out completely and say:

“If you have no objections to taking delivery immediately, I’ll need your okay right here.”

THE SUMMARY CLOSE

THE SUMMARY CLOSE - Throughout your Presentation and Demonstration you’ve gathered minor commitments from your customer. You have picked out features and dominant buying motives that are important to the customer and, hopefully gotten him/her excited about your product/service.

The Summary Close gives you the opportunity to review all these important features and benefits. It takes the customers through a review of all the things they felt were important and makes the final decision a logical one.

“Mr. and Mrs. Smith, let’s just review what we have talked about up to this point....”

THE THIRD PARTY CLOSE

THE THIRD PARTY CLOSE - On occasion your customers will bring a third party with them to help negotiate the sale. Usually these third parties profess to be an expert in your business. You don’t want to get involved in the negotiations and then find out that the third party has a hostile attitude toward you. So begin your close with the following word track and many times the third party will back right off:

“John, I know you are here to help Sue get a good opportunity on her new _____. And, believe me, so am I. I hope we can work this out to everyone’s satisfaction. John, let me ask you, will you be helping Sue with the down payment or the monthly payments or did you just want me to work it out with Sue so that the _____ is affordable without you getting financially involved?”

THE SECONDARY QUESTION CLOSE

THE SECONDARY QUESTION CLOSE - This is a closing technique that has been around for a long time. However, it is still very effective. You ask the customer a question that requires a major decision and, before he has had a chance to answer it, you ask a second question of minor significance. The key here is that when the customer makes the minor decision, the major decision will carry along with it.

“Joe, I think we finally have some figures that will be agreeable to you. Just okay the paperwork right here. Oh, by the way, did you want delivery today or tomorrow?”

THE TAKE AWAY CLOSE

THE TAKE AWAY CLOSE - Many times in a close, the customer will offer you far too little money for a particular product/service and will indicate that's all he/she has to spend. Simply respond in a very calm and collected manner as follows:

“John, we really do appreciate your offer. I understand that you only have so much money that you can spend and I accept that. I have an idea. We offer another model that has most of the same features and benefits as this one, but sells for hundreds less. How about if we go and take a look at it?”

THE REDUCTION TO THE RIDICULOUS CLOSE

THE REDUCTION TO THE RIDICULOUS CLOSE - Many times, while in a close, you will find yourself quite a few hundred dollars close to an agreement with the customer. Rather than beating your head against the wall trying to raise the customer an enormous amount of money, use this closing technique:

“Let's see, Mr Smith. We are \$800.00 close now, and I know that's an awful lot of money. How long do you normally keep your _____? Four years? How much is that a year?” Let the customer answer “\$200”.

“And if my arithmetic is correct, doesn't that figure out to be about \$4.00 a week? I was just wondering if you could find a way to spend an extra \$4.00 a week so you can be enjoying the benefits of your new _____ for the next four years?”

[Get the customer involved – give them a calculator.]

THE ONE TO TEN CLOSE

THE ONE TO TEN CLOSE - When you have a customer that won't make a decision to buy and you have used all the closing tools in your arsenal, but to no avail, try this close:

"John, on a scale of one to ten, "one" being you aren't very interested and "ten" being you would like to take it home now, where do you see yourself?"

Most people are accustomed to answering "one to ten" questions and will give you a number. The customer's answer will tell you how hot or cold he/she is. If he/she answers a seven, eight or nine, they are worthy of continuing to try to close. If they answer a four or five, you have nothing. At this point you should consider introducing a 3rd person e.g. your man.

THE RELUCTANCE CLOSE

THE RELUCTANCE CLOSE - One of the strongest closing techniques I have ever known is the Reluctance Close. This is a very effective close in certain situations. Whenever the customer locks himself into a price (**I won't pay you a penny more!**) or whenever you feel the customer is lying to you about the price he says he can buy the product for, use this technique.

After taking the customer's offer to your Manager and learning where your Manager wants you to counter offer the customer, ask the Manager not to pencil your work sheet at this time. Just ask him to let you go try the Reluctance Close. Go back to your customer and say:

"Mr Smith, we appreciate the opportunity you gave us to earn your business. I just talked to my Manager and he said there is absolutely no way we can sell you the _____ for this price. But we appreciate the offer and we thank you for trying." (And then shut up.)

What will the customer say? He will say one of two things right here. First he might say **"What did he say he could do?"** And with that, what did the customer tell you? He just told you he'd pay you more money. This being the case, continue as follows:

"Mr. Smith, I didn't ask him because you told me this is all you'd pay. And I knew that if I came back here and tried to raise you, I would have offended you and lost any chance I ever would have had to earn your business. But, sir, if there is another figure that will work, share it with me. I'll go back to him and try to get it done."

Now let's talk about the other situation. The customer gave you a price he can do business for down the street, and after checking with your Manager, you find out the price is not realistic. Is the customer lying to you?

If, after using the reluctance close, the customer says ***“Well, I'll just go back to the other store and buy there”***, you know that the customer is not lying to you about what the other store told him. They were probably lying to the customer. But the customer believes in his mind that their price is legitimate, The customer is on what we commonly refer to as a **“Low Ball”**. You must now try to logically reason with the customer and expose the underhanded tactics of the salesperson at the competitor's store.

NB. You must be prepared to lose a deal to get a deal.

THE FEAR OF LOSS CLOSE

THE FEAR OF LOSS CLOSE - As we discussed earlier in the text, fear of loss is one of the strongest human motivators. Try taking advantage of this fact with the following close:

“Mr Smith, please don't misinterpret my efforts as being pressure. Your business is very important to me. Are you aware that, we only have one product the exact colour and equipment you want? I would hate to see it get sold to someone other than you. If that happens, you could call it fate, couldn't you? Couldn't you also call it fate that the very product you want is here today and didn't get sold to someone else yesterday?”

Closing Sales is about asking smart questions!

THE APOLOGY CLOSE

THE APOLOGY CLOSE - There comes a time with every customer that you talk to and don't close that you must accept that you are not going to get the job done today. This close is a last resort close when you have exhausted every other possibility to earn the customer's business and haven't succeeded. Admit to the customer that you are finished trying. This will remove all the pressure that might be created by the selling situation and tends to make the customer relax.

"Mr Smith, it has finally dawned on me that I am not going to get the chance to sell you my product today. I will take all the responsibility for your decision. And, you know what, I accept that decision. Is that fair enough?"

At this point you want the customer to know that you have stopped trying to sell to him. When he tells you that it's fair enough, you have removed any remaining pressure. You will be amazed at how relaxed the customer will become at this point. His fear of being sold something just vanishes. Now you proceed as follows:

"Now that you know you are not buying my product and I know I am not selling you my product, I wonder if you would do me an enormous favour. As you know, I sell for a living. Just so I don't make the same mistake again, will you share with me where I went wrong?"

It's very important that you be most humble when you use this technique. The bottom line is that there is a need for an apology and for humility. The customer came to you in the first place because he was interested in buying your product, and he had no problem coming to your Business. (Want or need, brand and source) And you didn't sell him one. So, whose fault is it?

Because the pressure is off, a lot of customers will now share with you their blocking objection. But don't bounce right back and try to overcome it. You already told the customer you were through selling. Don't violate his trust. Ask permission to begin to resell.

"Isn't that amazing? So close, yet so far away. Thanks for the help. I will be better prepared the next time. Oh, by the way, speaking of the next time, I wonder if you would do me another favour. Will you give me a second chance to try to earn your business whilst you are here?"

What did you just do? You asked for permission to begin selling again. If the customer grants it, then overcome the objection. If he denies it, accept it. But, when you touch base with your Manager prior to releasing the customer, you can now share with your Manager the blocking objection and he can handle it.

BETTER TO LIVE RICH CLOSE

“Better to pay a little extra and get what you really want than pay a little less and make a mistake. Better to live rich than die rich. I need your OK here so we can get your product ready so you can start enjoying it right away.....”

- Great close
- Reminds buyer he/she can't take it with them
- You always get a laugh with this.

PUPPY DOG CLOSE

Let the buyer try out your product. It allows people who aren't 100% sold on the product to do so. It is to be used as a last resort.

DOUBLE CLOSE

The Double Close is to be used when you have completed your closing effort and not obtained the business. It is most powerful because the buyer is introduced to someone with a different style, pace, look and attitude. Many professional salespeople double close their sold clients with their Managers for added credibility. Double closing works.

**There is always more pay for TEAM play.
Together everyone achieves more.**

AN ARSENAL OF CLOSES

Some one liners to learn

The average salesperson has only one or two closing techniques. That's what makes them average. Below is a list of different closing techniques that, if you take the time to learn, will greatly increase your effectiveness as a closer and, in turn, increase your income.

- *Can I be totally honest with you? (Yes) I strongly suggest you buy it now! It's the right thing to do.*
- *I know decisions are difficult. Let me help you make this one.*
- *Believe me, if it wasn't a good opportunity I would never recommend it.*
- *Can you imagine how good you will feel after you take delivery?*
- *Your fears are normal. It takes courage to make a decision of this size. I assure you that you are making the right decision.*
- *It only costs too much if you don't want it. You do want it, don't you? Then let's figure out how it can be yours.*
- *Look these numbers over. If they look all right to you, then just okay the paperwork right here. (use your pen as a pointer)*
- *Should we use our financing or do you have your own?*
- *This particular product is not for everyone. Some people simply can't afford it and others just don't appreciate the value in it. This doesn't apply here, does it?*
- *Has indecision ever cost you a great opportunity? (Yes) Let's not let it happen to you again.*
- *I could be wrong and I could be right. I think I'm right in asking you to proceed with this purchase. What do you think?*
- *Ten minutes is more than enough time to.....*
- *The figures really are the easiest part of my job.*
- *Would you reserve the right to change your mind if you saw a good opportunity?*
- *If the price isn't right, we wouldn't expect you to buy.*

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