

Sales Closing Technique

Although technically "closing" a sale happens when products or services are delivered to the customer's satisfaction and payment is received. However, for the purposes of our guide, we shall define closing as asking for the order and adequately addressing any final objections or obstacles. There are many closing techniques as well as many ways to ask trial closing questions. A trial question might take the form of, "Now that I've addressed your concerns, what other questions do you have that might impact your decision to purchase?"

Close from the beginning. Don't confuse this idea with the hard sell; the cutthroat approach alienates many potential customers. Instead, explain your agenda. Tell the prospect exactly what you're selling and how it can benefit their business. Being up front about your intentions promotes an honest, mutually respectful, and rewarding discussion — paving the way for a smooth close.

Closing does not always mean that the sales professional literally asks for the order, it could be asking the prospect how many they would like, which title they would prefer, when they would like to take delivery, etc. Too many sales professions are either weak or too aggressive when it comes to closing. If you are closing a sale, be sure to ask for the order. If the prospect gives an answer other than "yes", it may be a good opportunity to identify new objections and continue selling.

Learn to recognize when potential customers are ready to buy. A customer might indicate they're ready by asking questions about the product or the buying process: "How long would delivery take?" "How many days is the trainings for trainers?" or "Is there an upgrade available?" Other signs include complaints about previous vendors and interested comments such as "Really?" or "Good idea."

Here are some great closing techniques:

Closing Techniques	Description	Possible statements
Suggest specific terms	<p>Rather than asking whether your prospect wants to buy, suggest a specific buying scenario and then ask if your customer agrees to it</p> <p>You've offered him a chance to let you make decisions about details that otherwise would delay a sale. But be sure you know enough about your customers' needs to make reasonable suggestions. Otherwise you'll sound ignorant and pushy</p>	<ul style="list-style-type: none"> ▪ We could send the MWS Trainers Kit via courier by next Monday; would you want us to do that? ▪ To take advantage of our current promotion, you can look at X titles with x number of MWS Licensed Trainer for RMx,xxx
Assumptive	Act as if the other person has made the decision already	<ul style="list-style-type: none"> ▪ So, what titles would you like to have?

	<p>Turn the focus of the conversation towards the next level of questions, such as how many they want, when they want it delivered; what titles they need and so on</p>	<ul style="list-style-type: none"> ▪ When can we deliver the MWS Trainers Kit? ▪ How would you like to proceed with the selection of the MWS Licensed Trainers? ▪ The trainings are scheduled on these dates...
1-2-3 Close	<p>The 1-2-3 Close works through the principle of triples, a curious pattern where three things given together act as a coherent set of three hammer-blows that give a compelling message</p>	<ul style="list-style-type: none"> ▪ Your participants will enjoy fun, dynamic and experiential workshops ▪ With the MWS Trainers Kit, all the work is done for you: the slides, learning journals and trainers notes ▪ MWS is a reliable, flexible and a cost effective training solution
Balance Sheet Close	<p>The Balance-sheet Close works by building trust through appearing to taking a balanced and fair approach</p> <p>It guides the other person's thinking and hopefully saves them the trouble of weighing up the pros and the cons</p>	<ul style="list-style-type: none"> ▪ Here, let's work it out together, what are your Pros and Cons for adopting the MWS Licensing Options... ▪ Let's take a closer look at the options...
Compliment Close	<p>The Compliment Close works by flattering the other person, massaging their ego so they are more concerned with feeling good. It can help to associate the person with the product, so they feel their sense of identity becoming attached to the product</p> <p>Putting the other person on a pedestal and admiring them encourages them to live up to the high expectations you have of them</p>	<ul style="list-style-type: none"> ▪ Wow. You really know your stuff. Would you like to buy this now? ▪ Well, as you are the expert, you will understand how good this is ▪ Your experience brings in new light and perspective to the implementation
Puppy dog close	<p>The puppy dog close is a classic, because it's reminiscent of the attachment children develop to a puppy after keeping it overnight</p> <p>Only use it when necessary... because many times, you can close the sales without an actual demo</p>	<ul style="list-style-type: none"> ▪ Would you want to come and experience for yourself the MWS Workshops? ▪ We would like to invite you to our MWS Premieres to see, hear and feel how effective the training is

<p>Reversal Close [use as last resort and with extreme care]</p>	<p>The Reversal Close works by causing reactance, where your autonomous actions cause them to take an opposite stance. It can also be useful when they are suspicious of you trying to sell them something. By refusing to sell, you appear to be on their side or, at the very least, you will have broken their stereotype of a typical sales person</p>	<ul style="list-style-type: none">▪ This is clearly not for you and your organizations. Thank you for your time today [stop do not speak]▪ I really don't think this is your style
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