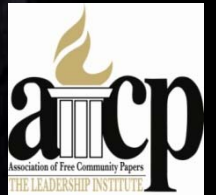


# Closing the Sale





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# Closing the Sale



**The Leadership Institute**  
*Lighting the Way*

# OVERVIEW



## Welcome to Closing the Sale


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**It is now time to Close the Sale – but how did you get here and, more importantly, are you ready to close the sale?**

**To get to this point, you:**

- *Opened the Sale.*
- *Interviewed (Questioned) the Customer.*
- *Matched your features & benefits to your customer's need to make an effective recommendation.*
- *Managed all of your customer's objections.*





# Are you ready to Close?

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- ✓ Many salespeople are fearful of closing.
- ✓ Remember that your goal is to help your customer achieve results.
- ✓ Following the initial steps in the sales process will help you prepare for the close.

# Today's Topics Include:

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- ✓ Where does the close fit into the sales process?
- ✓ The goal of closing.
- ✓ The close from BOTH the salesperson and customer's point of view.
- ✓ When to close and what steps to follow.
- ✓ Assessing your close.



# The Goal of Closing:

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- ✓ Your goal in closing the sale is to reach an agreement with the client as to the appropriate next steps.
- ✓ In some cases, the next step is simply moving the process forward– not making a sale.



# Is the Sales Process ready for the Close?

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- ✓ The close should not proceed until the salesperson has a clear understanding of several of the customer's needs and how his or her products can fill that need.
- ✓ The customer should agree with several of the needs and benefits illustrated through the sales process.



# Is the Sales Process ready for the Close?

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***Remember—*** *the results of the questioning and recommendation phases of your sales call will directly influence the success of your close.*





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## The Close- In the Mind of a Salesperson

✓ Why are some salespeople afraid to ask for a sale?

- Fear of Rejection

- Don't like asking for money

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## The Close- In the Mind of a Customer

- ✓ Would the customer have continued talking to you if he or she truly didn't believe that your recommendation would fulfill their needs?



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## The Close

- ✓ Remember that you are providing a solution that will ultimately help your customer.
- ✓ If you believe in your products and recommendations, closing should become a natural part of the sales process.
- ✓ By closing the sale, you are simply asking the customer to spend money on a solution that will solve their problems!



# When should you close the sale?

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- ✓ When it is time!
- ✓ As the customer accepts several of the key features and benefits you've matched to their needs in your presentation, they will begin to exhibit closing signals.
- ✓ Closing signals are the guides that should indicate to you that the customer is ready to buy.

# Closing Signals

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- ✓ Closing signals include both verbal and non-verbal elements. The customer should be nodding in approval in addition to telling you what he or she likes about the solution.
- ✓ Listening is imperative at this point; your listening skills will help you hear your customer's closing signals.

# Final Check

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- ✓ **Do a final check of the situation before you move into the close; this will help bring any further questions or objections to light.**

*Have I covered everything today?*

*Do you have any further questions?*





# The 3 Steps of the Close

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- 1. Review the features and benefits previously accepted by the customer.**

*Take excellent notes during the presentation.*

- 2. Propose the next steps for you and the client.**

*Remember to be extremely clear who is responsible for what and when.*

- 3. Check for agreement.**

# The Assumptive Close

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## The Assumptive Close

- ✓ The assumptive close moves ahead with the assumption that the customer has already bought the recommendation.

*I'll prepare the ad layout as we discussed and have it ready for next week's paper. How does that sound?*

# The Choice Close

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## The Choice Close

- ✓ **Asks the customer to choose between options. Presumably, once the choice is made, the customer has made the purchase.**

***Should we start your ad campaign with the paint ad or the wallpaper ad?***



# The “I will need your OK” Close

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## The “I will need your OK” Close

- ✓ Ask for the customer’s commitment through approval.

*I’ll just need your signature at the bottom of these forms to get started.*

# The Dreaded Stall

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- ✓ What do you do if you attempt to close the sale and the customer decides that he or she needs time to think about it?
- ✓ Don't panic— ask to clarify any doubts and work through objections. Remember that you may have to work back through the steps of the sales process to move into the closing phase again.

# How did you do?

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- ✓ A thorough review of the sales call will help you fine tune your selling skills.
- ✓ Use this self-evaluation process to assess the sales process.
- ✓ Keep it balanced– no sales call is ever perfect nor is it completely horrible. Be as objective as possible when you evaluate your performance.



# Questions to ask Yourself

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- ✓ **What new things did you learn about your customer during the sales process?**
- ✓ **Are you reasonably comfortable that the customer will remain committed to your solution?**
- ✓ **Was my presentation, logical, concise and did I perform the individual elements of the sales call well?**

# Summary

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Remember the following when closing:

- *The goal of the close is to move the sale forward– it may not always be to make the sale.*
- *There are 3 types of closes– The Assumptive, The Choice Close, The “I will need your OK” Close*
- *You close when it is time; the customer’s acceptance of a few key features & benefits will help signal you to close.*
- *Conduct a self-audit to improve your skills.*

## Questions & Discussion

**On behalf of The Leadership Institute, I would like to thank you for attending this training and wish you the best of luck in all of your future endeavors.**



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