

## CLOSING SALES

It is rare for customers to offer salespeople the business. They naturally expect that as you are there to **sell**, you should **ask** for it.

You should not be afraid that you will suffer in any way by asking for the business. The worst consequence is that the customer says '**No**' - and that will always give you the chance to try again.

- The decision should be made as easy for the customer as possible
- Should be conducted as naturally as possible
- Should be part of the sales process
- Should make the customer feel good

In order to be competent in closing you need a number of different techniques, which will enable you to close without high pressure. Here is a list of the more common closing techniques:

**The Direct Approach** - Ask for the business.

**The Indirect Approach** - Using a ***closing question*** about what or when they will proceed.

**Alternative Choice Closing Questions** - Give a choice of ***positive*** alternatives.

**Step-By-Step Close** - By using a series of ***indirect closing questions***.

**Assumptive Close** (Take It For Granted) - You should always believe that you will get the business. With some customers you can actually close by developing this as a technique.

**The Rebound Close** - Most objections raised by the prospect can be turned into a ***positive closing situation***.

**The Summary Close** - Summarise briefly the benefits that the prospect will gain by going ahead with your suggestions.

**Fear Close** - The opposite to the summary close. Emphasise the loss of ***benefits*** should s/he fail to go ahead.

**Incentive Close** - (Usually a Concession) - Orders today qualify for special discount.

**No Obligation** - Usually a back-up method.

**Third Party Reference** - It may be possible to close the deal by using a reference from a friendly customer.

## **CLOSING TECHNIQUES**

### **THE DIRECT APPROACH**

This is a case of directly asking for business:

e.g. *"Shall we complete this paperwork"*  
or  
*"Can you get me the order number?"*

The technique suits a number of salespeople with the direct style. A busy buyer will often appreciate this open and honest approach. However, many salespeople feel uncomfortable being so direct. Some buyers, and a number of situations require a more subtle approach.

### **THE INDIRECT APPROACH**

Rather than asking for the business in a direct style, the indirect approach involves asking a question about when or how the buyer wishes to proceed.

e.g. *"When do you need the new system installed"*.  
or  
*"How often do you want us to deliver?"*

A positive answer from the buyer would indicate that the decision is being made in your favour and you may wish to respond as follows:

e.g. *"As you want the system installed by 1st April and our delivery is 8 weeks, we should complete the paperwork to get the order here on time"*.  
or  
*"If you need delivery twice a week, shall we arrange for two initially and if that is not sufficient we can always increase that to 3?"*.

### **ALTERNATIVE CHOICE**

A recognised method of giving the prospect an easier choice to make rather than difficult choice of should I buy or not.

e.g. *"The next stage is to complete the order form - would you like to complete it or shall I"*.

Who completes the paperwork is an easier decision to make than "shall I buy or not".