

Closing Techniques

Sales is always Transfer of Enthusiasm and excitement to the client

1. Hot Button Close Technique

80% of closing comes from 20% sales presentations. Find out the soft corner point. (Hot Button) which is helping them to make a buying decision?

2. Puppy Dog Closing Technique

(Story: There was a shop where puppies were sold. 2 kids with their father walk in to the shop. Kids asked father to buy. Father does not agree. The Shopkeeper asks the parent to keep a cute puppy for 1 day and return back to it on the next day. Chances are that, they will buy.)

How to use: Eg. Give a sample page creation with enlisting and share this to their face book and send enquires.

It consumes our time and energy, but is an effective way of building emotional connect and emotional buying decision-impulse buying.

3. Door Knob closing Technique

(Final Attempt, after you have tried everything else ;)

Thank the client for his valuable time, get up and walk towards the door. Client would now be relieved and cool because he would now have the feeling that this guy is leaving.

Touch the door and look back...& say ...Mr...(owner name) , you have already made a decision not to proceed with the proposal now and I respect your decision.

However, I am sure; you would like to help a hardworking professional like me to succeed? So, I would like to get your valuable feedback as to what are the reasons why you have not decided to buy. So that I will keep that in mind once I meet valuable clients like you in future.

4. Appointment Closing Techniques on Phone

Eg. Mr.(..... Client), I want to tell you something which would take your sales 30% up from present.

2. If the client says, tell me on phone:

Sure, Mr.....(client), I would love to tell you but actually, I have something interesting to show to you, which I am sure you would not have seen in the past.

3. If the client says: Send me mail;

Sure, Mr....(client), I would love to do it but, you would know how bad these mails are, and the topic of the mail would emerge post our first meeting.

4. Giving Appointment at a time and cancelling at last moment: Eg. If the client says, Call me on Monday morning, we will decide then;

Thank you Mr. ..(Client), let me note the appointment in my diary for 3 pm on Monday. In case, it is inconvenient, kindly call me.

5. Closing Interview Technique

Remember some basic Rules

1. The biggest issue that many of us face is that we will do everything right, but will not ask the CHEQUE. We will show the promotion page at least 4 times but forgot to ask the cheque.
2. Ask the cheque 5 times in preferably 5 different ways before you surrender.
3. Be courageous but courteous
4. Keep watch for all buying signals
5. We are not there to educate and teach, but to sell. Explanation is required; however, asking the cheque is more important.
6. During the presentation keep filled Application form on the Table. Client would acquaint with the same and will be at ease in the closing.
7. ALTGRC: Ask Listen, Test-Understand, Gain Commitment, Resolve, and Close.