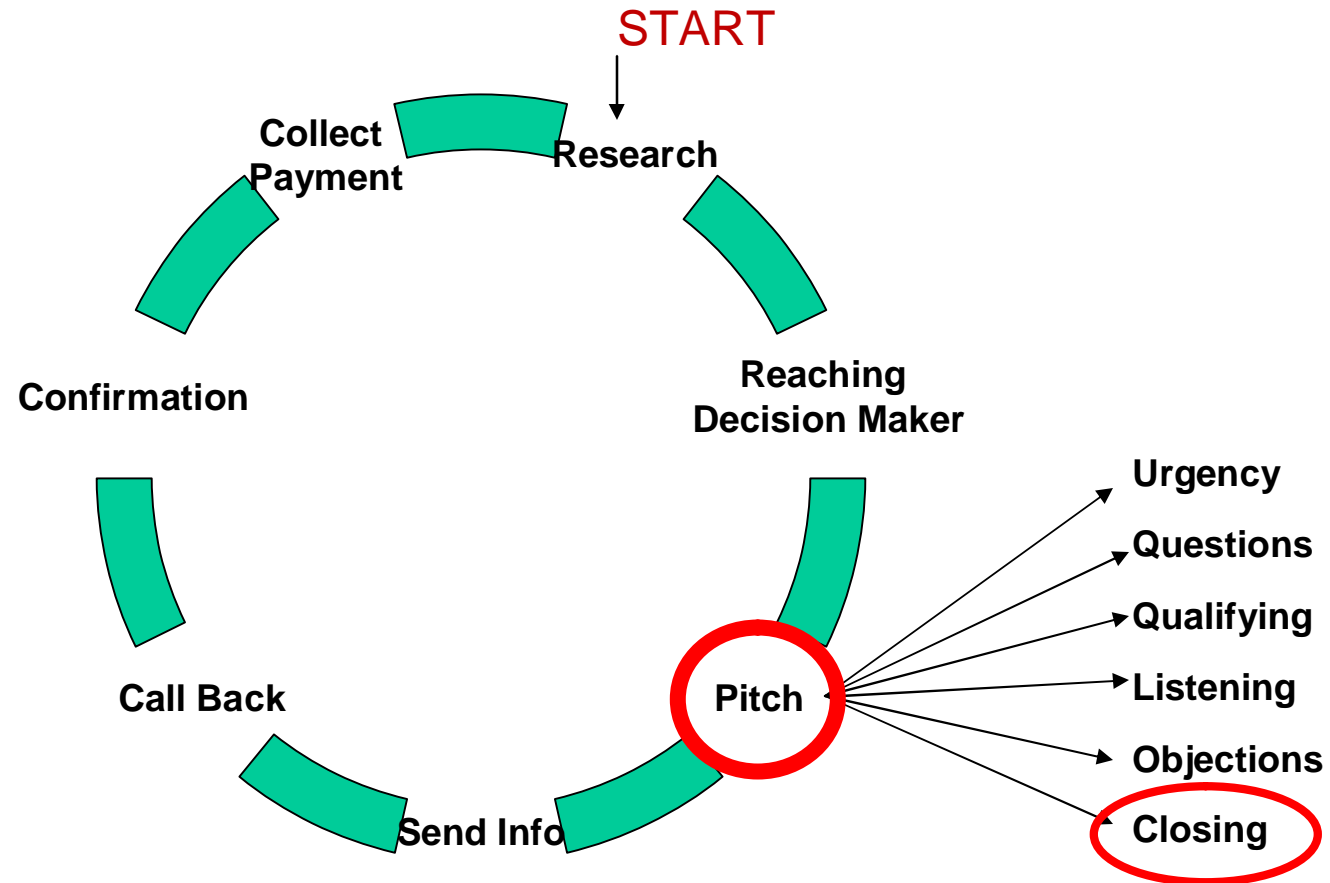


CLOSING

Overview of the Sales Process



Closing – What is it?

- ✓ The Process of leading/moving You & your prospect towards the **Objective** you want to achieve.

What's the **Objective** of each call?

1. Get a Sale/Deal
2. Send Information to a Qualified Prospect
 - 2.1. Agree when to call back
3. Get a Referral (Research resulting in more deals)
4. Find Out a Training Topic Prospect wants to attend

Closing – Must Remember

A call made without a

Closing

is a call made without an

Objective

& it serves no purpose & it has no

Value.

In other word you are wasting your

Time!

6 Types of Closing

1. Trial Close
2. Assumptive Close
3. Alternative Close
4. Conditional Close
5. Direct Close
6. Lost Sale Close

1. Trial Close

What is it?

- ✓ Trial Close is “Testing the waters” - you would not want to scare your prospect away in the beginning, but you still want to determine how likely it is that your prospect will book.

Example Questions:

1. Is this something that sounds good for you or your people?
2. Is this something you feel you should bring to your boss' attention?
3. Would the programme solve some/any concerns in your department?

2. Assumptive Close

What is it?

- ✓ A Closing technique used by giving assumption that your prospect is going to buy/attend your workshop. This is especially used when you have Qualified most or all criteria and the answer is in the positive.

Example Questions:

1. Which program/training/workshop are you going to attend?
2. How many people will be coming from your organisation/department?

3. Alternative Close

What is it?

- ✓ A Variation of the Assumptive close, this gives “Options” – however options still result in a sale/deal.

Example Questions:

1. Are you coming alone or bringing other people from your department?
2. Will you be attending 1 program or both?
3. Are you attending the program on ...title1 ... or ... title 2 ..., or both?

4. Conditional Close

What is it?

- ✓ Used almost always with an objection, the conditional Close may be called the 'give and take' technique. When the prospects asks for something, you ask back that if you can give what he's asking, then will he confirm i.e. If I can do this then you would do that, right?

Example Questions:

1. If I can give you the early bird discount would you go ahead and register now?
2. If we provide this for you, will you go ahead and book a seat?
3. If I can give you this price how soon can you settle the payment? (conditional plus assumptive)

5. Direct Close

What is it?

- ✓ Direct Close is a straight forward close. No need to beat around the bush, just ask for a deal. Use it when the prospect has been positive all along and answered all/most qualifying questions with yes.

Example Questions:

1. Is this something you want to attend?
2. Shall I go ahead and book your seat?
3. Would you like me to reserve a seat for you?

6. Lost Sale Close

What is it?

- ✓ When you notice that the prospect is not responding to your questions, then you put the blame on yourself and ask the prospect what's wrong with you.

Example Questions:

1. I'm sorry that this seems something not beneficial for you. If I may ask, what is it that I did wrong to have lost your interest? (SHUT UP)
2. I'm really sorry. Please help me by telling me what is it that went wrong in this case and made you lose interest?

6. Lost Sale Close

Why it works?

- ✓ Because people feel bad to see that they caused the suffering of another human being. In this case they caused you to feel that you did something wrong.

What's the usual response from prospects?

- ✓ No, there's nothing wrong with you, it's just that ... The real objection will surface ...
- ✓ Then simply handle the objection.

Closing – Important Tips

1. ABC

‘Always Be Closing’

2. Be Firm & Polite

3. Be Calm & Professional

4. If blown, always ask for **referrals**

5. Always achieve ONE objective in your call

Closing – Summary

✓ **Closing moves you towards the objective you want to achieve in a sales call:**

1. Get a Sale
2. Send Info & Agree on Call Back Time
3. Get a Referral
4. Get a Topic

✓ **There are 6 types of closes:**

1. Trial Close
2. Assumptive Close
3. Alternative Close
4. Conditional Close
5. Direct Close
6. Lost Sale Close

✓ **Your Most Important Tip in Closing**

ABC – Always Be Closing based on your objectives, whether it is a deal, a referral, a topic etc.

