



Close the Sale

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By the end of the Power Hour you will be able to:

- ✓ Describe common 'blocks' to closing the sale, and suggest how they can be overcome
- ✓ Identify and use positive closing behaviours and language
- ✓ Practice a range of closing techniques to find the one(s) that work best for you.



Common Blocks to Closing a Sale



Fear

**Assuming the
customer needs
more time**



**Lack of
Confidence**

**Not wanting to
appear 'pushy'**



Closing Styles and Behaviours

Responsive

- ✓ Listening properly
 - Taking a genuine interest in the customer
 - Developing and maintaining rapport
 - Praising the customer for their knowledge/ choice/view
 - Matching body language
- ✓ Working on the customers agenda

Assertive

- ✓ Communicating clearly
- ✓ Giving honest opinions
- ✓ Guiding the customer
- ✓ Listening to the customers opinions/views and not being afraid to correct them if they are wrong
- ✓ Appreciating the other's point of view, but sticking to your own opinions
- ✓ Matching body language/voice tone

Positive Language

Positive Words

- Yes
- Certainly
- Definitely
- Absolutely
- Can
- Will
- I'll do it now
- Tomorrow morning
- Good news

Neutral Words

- Maybe
- Try
- Perhaps
- Hopefully
- Obviously
- Actually
- Basically
- Might
- Should
- Like

Negative Words

- No
- Impossible
- Problem
- Can't
- Won't
- I'm afraid not
- Don't worry
- Bad news
- But
- No way

Effects on Closing

Positive closes are:

- ✓ You've made a good choice, let's do the paperwork
- ✓ We can get that for you on Thursday
- ✓ I know that you will find this product meets all of your needs

Neutral closes are:

- ✓ Do you want to do that then, or not?
- ✓ I think that this product is probably the most suitable one
- ✓ It's probably a good idea to get it now

Negative closes are:

- ✓ I'm afraid that one's out of stock
- ✓ This deal won't be available after the 30th

Closing Techniques

Asking for
the Sale

The "order
form" Close

The
Alternative
Close

The
Summary
Close

The Bracket
Close

The Empathy
Close

The
Conditional
Close

The "lost
sale"
Approach

The Emotion
Close

The
Compliment
Close

The
Testimonial
Close

The 'Yes-
Pattern'
Approach

Make it Work at Work

What are you going
to **DO** as a result of
this Power Hour
Session?





Thank You
&
Good Luck