

THE 6 KEYS OF CLOSING DEALS:

CONFIDENCE: Believe in yourself, your product, and your customer. Selling can be intimidating. Focus on the outcome.

ASSUMPTIVE: You're always closing – success starts with the belief that you have already won.

PREPARATION: Know your value, rebuttals to customer objections, and integrate several closes into your sales flow.

INITIATIVE: Be proactive and ask for your customers' business. The more you do it, the easier it gets.

PERSISTENCE: You've got to fight for success. Don't give up after the first or second rejection.

CONTROL: It's your job to build rapport and lead the customer to the goal. Controlling the conversation is key to closing sales.

10 CLOSES YOU NEED IN YOUR ARSENAL:

OPTION CLOSE: The option close is when you give the customer options to choose from, rather than an open-ended question that gives up control. Instead of "what day works best for you?" say, "I have a spot available on Thursday or Friday, which do you prefer?"

ASSUMPTIVE CLOSE: The assumptive close is one that you can use throughout a sales call. It is a statement that assumes the customer has already made the decision to buy. Example: "Can you imagine what your kids will think when you pull into the driveway with this Porsche?" When we deliver this TV to your office. . .

OBJECTION CLOSE: This is a close that leverages the customer's concern into a close. It assumes that you have the ability to resolve their objection. Example: "So if we could get the monthly payment under \$300, would you be prepared to take it home?"

CONCESSION CLOSE: The concession close is giving something to your customer only if they are willing to make some sort of concession. Example: "If you commit to pass my card along to a few of your associates, I will go ahead and give you the employee discount you were asking about. I just need you to sign here."

TRIAL CLOSE: These are closing questions that don't necessarily consummate the sale, but definitely move it forward. They are little nudges that help the customer embrace the idea of owning the product or paying for the service. Example: "It seems like you are more interested in the blue one. Is that right?"

YES-SET CLOSE: A "yes-set" is a series of questions to the customer that ensure a yes response. By getting the customer to say "yes" several times in a row, it conditions their mind to be more accepting to a closing question that comes on the tail end of the set of questions. Example: "Have you been in the market for a new car? Yes. Is it time to drive something that is a bit more reliable? Yes. Great, let's get you approved."

"LET ME EARN YOUR BUSINESS" CLOSE: This is a great close for the interview process or for an emotional decision. If you have established rapport with the customer, you can leverage that rapport by saying, "I understand that you have a lot of options to pick from and I am confident that I am the right fit. In fact, I'd even be willing to start for free just to demonstrate the value that I can offer your organization. If you aren't stunned by the work I do, I will gladly show myself the door. You've got nothing to lose."

TEST-DRIVE CLOSE: The test drive close is similar to the idea of a car dealer offering a test drive. This is sometimes called a "risk-free trial". Example: You might say, "I understand that this is a big decision. For that reason, I think it is important to give you an opportunity to try out the product and find out for yourself how valuable it is. I've set up a trial of the product with no obligation. If you are not blown away at the difference it makes, you are welcome to bring it back."

CUSTOMER QUESTION CLOSE: Customers don't ask questions unless they are interested. This is especially true once you are into the middle stages of the sale. It is important to not simply answer such buying questions. Instead, answer the customer question with a closing question. Example: Customer says, "Do you offer a payment plan?" Instead of saying yes, you might respond by saying, "that's a great question, what sort of payment would you be comfortable with?" Or "that's a great question, if we could work out a payment plan, is this something you'd want to move forward with?"

THE BOLD CLOSE: This is a close that boldly, but respectfully, overlooks their objection or hesitation and assumes the deal. This can be a lot of fun under the right sales conditions. Example: "I understand that this is not a part of your budget this year, but you and I both know that it is something that you can't afford to be without. Go ahead and authorize here."