

Ask for the sale

Sales professionals sometimes find the ownership exchange a difficult thing to accomplish. The client refuses to make a decision to move forward. Often times the sales professional does not have an understanding why this has happened. They put up with it as one of those things that happen.

The truth of the matter at no point was the ownership exchange asked. The client did not realize that it was an offer for them to accept. They felt that the sales person did not give enough information or did not know if it would solve their problem. The sales professional leaves and the client is left unsatisfied.

Typically those in the sales profession call this portion of the sales process the closing. Many do not like the expression closing the client. It makes it appear as if the sales professional has made the decision for the client. The client normally closes themselves with the decision to own with help. The sales professional helps the client by guiding, convincing the client to move forward.

The sales professional guides the client by building value. The next step deciding what value is to the client. The majority of time value is exceeding the client's expectations. Exceeding the client's expectation is defined by the extra steps that go beyond the industry standards that are provided. Added value is the sales professional and his or her personal touch.

A common area is what follows next. That missed step asking for the sale. There are many ways to ask for the sale without making the statement of do you want

this? There are a myriad of ways to ask for the sale start asking the client for the sale and watch your sales grow some ways to ask for the sale;

- Let us get started right away
- Will this be check, cash or credit card
- Do you want this in white or bone
- How many do you want?
- If you authorize this we can get started right away
- Do you want delivery Wednesday or Friday
- Would you agree that it is time to make this problem disappear
- Does this sound good to you

Try studying different closing techniques. Many sales trainers call the techniques different names do not pay too much attention to the different names. They are effective no matter what anyone calls the different techniques. Do not be afraid to add a different spin to make it your own.

Some techniques that work well helping to guide a decision;

- Show and tell. This is where you bring your product in and allow the client to see and touch the product. Set the product up in front of the client prior to pricing. Some call this the puppy dog close where a pet shop would allow a family to take a pet home over the weekend. During the weekend the parents and children fall in love with the pet and decide to keep the pet.
- The either or close. This is where you give the client a choice. When a client is given three choices normally the middle choice is chosen. Never give the client a choice of product or nothing. The impression the client receives it is one of the two or more choices and they must make a decision.

- Yes close. This is where questions are asked to the client where they make many small decisions to own building up to the final yes to move forward.
- Changing places close. This close is a simple technique where you ask the client for help. Mr. Client with the information known what would you do in order to move forward today? What will it take to make a decision today? With this type close you must do what the client suggests if it is possible.
- Alternative close. This close also asks a series of questions to gain the decision. Would you want this in black or white? Round or oval?
- Take away close. Mr. Client this may not be available next week month etc. There is an upcoming price increase would you like to take advantage of the pricing now? I have one left and it is a popular item. The special pricing offer ends today.
- Give us a try close. This is simply asking the client to let you help them out and find out how great your company and you are. This is a very effective way to ask for the sale. Make sure to add how can you pay too much for something you like?
- Walk away close. This technique is used to find the real reason for the client hesitating to move forward. Mr. Client I appreciate you wanting to take time with this important decision. Start packing up readying yourself to leave. Turn around and ask the client if you can ask one more question. Mr. Client what is the real reason why you are not moving forward today? They have dropped their guard when they realize you are getting ready to leave and they will inform you of the real reason. Answer that reason and ask for the sale.
- The need to move forward close. This is where you ask a series of questions concerning the problem the client is facing. These are questions asked earlier in the process while gathering information about the problem that gave the solution. How long have you had this problem? What have you done in the past concerning this problem? What do you want done with the problem? How do you want this to work better? Are

you happy with the way it is presently working for you? Would you agree it is time to move forward with a long term solution? Let us make this a thing of the past.

These are a few of the different techniques to ask for the sale and enjoy the ownership exchange. The time is now to start taking action to grow your sales process. Ask for the sale. Stop wondering why the sale did not move forward start enjoying why the sale was successful.

The process should lead the client towards an ownership exchange. During the process many small questions asking for the sale must be asked. Every single part of the process leads or guides the client towards the ownership process. Do not let yourself forget the most important part of the process and that is asking the final question for the sale.