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Asking for the sale

Often times we forget to do the most important call to action concerning sales. The sales person forgets to ask for the sale. Sometimes a simple how would you like to invest in this product today? Easier ways too ask for the sale include but not limited to; will you be using cash, check or credit card today? It is important to put closure to the process and stop the guess work to the ownership exchange.

There are more than a few ways to request the sale. Many times helping and leading the client to countless small ownership decisions (progression of consent) while guiding the client to a final yes and the completion of the sale. Small phrases such as sound good to you, does that sound like it works for you, when we find the right solution to the problem will you move forward today are great ways to steer the client towards the final decision to move onward. This type closing has been called the yes, ascending, alternative and many other names.

The ways to ask for the sale are called closing questions and should not be a single event. Some closings are guiding the client towards simple less difficult decisions adding up to finalizing and building to the ownership exchange. Bridging a series of small yes's help the client make an analytical decision using logic to understand how the product and service helps and makes their life easier.

Others are simply turning the question back to the client asking for them to give you a try and see for themselves just how good your product and service is for

them. These are called the sharp angle closings. I can get my brother to do this for me. Isn't that exactly why I should do this? After you give this answer you must ask the client if they would like to know why more people use you.

The meat and potato close is where you place the price between benefits of the product or between benefit and features of the product and service. This product comes with a five year warranty for six hundred twenty-five dollars and it rotates faster chopping food finer.

The presentation paper close closely resembles the Ben Franklin close. The difference with the presentation paper close, it gives the client solutions with bullet points and three different prices available. It also covers completing the work today and the savings, the cost of putting it off another day and reasons why it is essential to purchase a maintenance/service program that allows for immediate discount pricing. With this close the service technician can add additional preventive maintenance projects that give the client the ability to budget for these items or take care of the issues today before they become a major issue.

Ben Franklin close is and was used to be a main stay with all sales related events. This close simply has the sale technicians taking a piece of paper and drawing a line down the middle of the paper. On the top of the page write pros on one side and on the other side write cons. Then the service technician asks the client for help to write all the pluses for the product under pros. Passing the paper over to the client and asking them to write the cons without help from the sales technician. Typically the pros outweigh the cons by a large majority raising the probability of the client owning today.

Relevant close is simply a true story of how the product has helped another client using names. Using real names adds a personal touch to the story and will make it real to the client. Within the story the problem is described and the solution and how well the solution worked. At the end of the story ask does this sound the same? Let us make this a thing of the past.

Another favorite close that I admire is plain and simple, ask for the sale. Asking the client if they like what they have seen and if they know it would work for them. Often times it is that simple it is our fear of rejection that makes the ownership exchange more difficult. We simply must invite the client to own and enjoy the product.

Take home close allows the client to take the product home with them for trial use. The benefit to this type of close is obvious. The client tries the product and falls in love with the product only to keep the product and complete the transaction. A service company that will need to return the next day to complete some of the tasks can leave the product for the client to see, feel, and, touch, smell while building up interest with owning the product. Some call this the puppy dog close which was exclusively used with pet stores. This is where a pet store lets the client take home a puppy for the weekend and allow the parents and kids to fall in love with the puppy.

Another close I like is called the either or close. I take it one more step. Either or assumes there are two choices. I like giving three choices. My clients that I have worked with over the years verify my theory. With three choices the client normally chooses the middle option that is neither the cheapest nor the highest price. When you make strong enough points for the best the client up sells them self to a product that best suits their needs and delivers more value to them. The option of not moving forward has been eliminated. I combine this with the presentation close and they work effectively with one another.

Last ditch close works very well when it seems impossible to find the hidden objection or concern the client has chosen not to disclose. It is where the sales technician has packed up all that they have with them. While packing and creating small talk let the client know you understand that this is a big decision that needs thought and time. After you are packed up ask the client if you may ask one more questions. When they say it is ok. Respond simply by asking what is the real reason they are hesitating? Their guard is down and they will give you the real reason why. Once they have given you their reason state I am sorry that we did not cover that do you mind if we satisfy that point for you?

Take away close application is to inspire a decision by the client today. This close informs the client that a price hike is expected next week or this is the last one in stock and may not be here when they finally make a decision. This close is designed to work on the emotion of fear of loss. Where a decision must be made now or the details may change.

The silent close is a wonderful close to combine with any of the above closes. Simply ask for authorization. Pass the proposal and pen to the client and keep quiet until the client authorizes the paperwork. Let the client think and then let him or her decide to move forward.

Start actively requesting the sale and observe that your sales will grow. Simply asking for the sale enhances the client's ability to own. Take the risk and enjoy the reward.