

## **Closing the Sale**

Sales professionals agree that sales are lost primarily because the salesperson does not ask for the sale. The weak salesperson will never experience failure because no attempt will be made to ask for the order. The average or mediocre salesperson will pack up and leave when the prospect says no. The sales professional will diplomatically and assertively seek to find out why the buyer is hesitating or resisting.

### **Assumptive Close**

Assume that the sale is closed. Not “if you decide” but “when.”

General example: With your approval, I can process the paperwork as I leave today. May I have your authorization?

### **Alternative Choice Close**

Asks prospect to select from two choices.

General example: We have two financing methods available – 30-day open credit or 1-year long-term financing. Which one would you prefer?

### **Summary of Benefits Close**

Review major benefits with which the prospect has agreed.

General Business Example: Scott, let's review what we have gone over today. We will ship the computer system to you in January. This will include two work stations. The software will be the most current versions, so you won't need to pay for upgrades. We'll get this to you for under \$10,000. If that sounds correct to you, then may I start processing the paperwork?

### **Balance Sheet Close**

Involves all of the reasons for and against acting now.

General Business Example: Mary, we have discussed the pros and cons of starting the project right away. Whenever I have a tough decision to make, I take out a sheet of paper and actually list reasons for moving forward with the decisions and reasons for waiting. Let's do it together. Now, weighing each of the columns you've made, it appears to me that your decision is clear... Then with your approval, we can get started right away. Is that agreeable with you?

### **Concession/Inducement Close**

Offers prospect something extra for acting immediately.

General Business Example: Joan, I'm unable to go below the unit price I quoted you for twenty cell phones. If you are willing to purchase 25 phones, however, you'll qualify for our corporate rate, which will save you 10%. It may be worth your while, given the growth of your firm, stock up for new salespeople now. How about it?

### **Direct Appeal Close**

Ask for the order.

### **Narrative Close**

Relate a third party experience on why acting quickly is wise.