

### **CLOSES AFTER STATING BENEFITS**

1. This model has an automatic collating feature that will save you about five hours per week in clerical time. Don't you think that this savings alone would justify the investment in a more productive machine.
2. Many of our customers have used this kind of cookware for over 40 years. Don't you think it makes good economic sense to get something that will save you money and will pay for itself, rather than buying a new set every 5 years
3. Now that I have demonstrated the top three features of this machine, which one do you particular situation?.

### **CLOSES AFTER HANDLING CUSTOMER'S OBJECTION**

1. Just suppose for a moment that price would be no problem. Would you be happy with this product?
2. Let's assume for a moment that I could show you a way you could afford this product without draining your cash reserves. Would you consider buying it?
3. I understand that you want to wait. It's always good to weigh the pros and cons of such an important decision. The only question you need to ask yourself is: How much does it cost me per day, per week, and per month not to have a reliable and safe machine in my plant?

### **THE STORY CLOSE**

Always lead your prospect, never push.

- A Humorous Story to Sell the Customer on Paying Cash
- A Short Story to Relax a Worried Prospect
- The Acres-of-Diamonds Story to Sell a Special Opportunity
- A Humorous Story to Avoid Lowering Your Price
- The Satisfied-Customer Story to Reassure Your Prospect
- The Satisfied-Customer Story to Justify the Price
- Develop Stories That Close Sales

## THE SATISFIED CUSTOMER TO REASSURE YOUR PROSPECT

Mrs. Brown, I am glad you mentioned that. You will be pleased to hear that many of our customers have used this product more than eight years without major problems.

You may know Mr. Harvey Kirshner, the chairman of Interstate, Inc. He was convinced that our machine would not make it through the first week on the job. [Pause]

That was three years ago. He has since bought seven more. He told me last month that buying our product was the smartest decision he ever made.

I know that you'll be glad you made the decision to go with us. Shall we go over the details?

*Develop a true, satisfied-customer story to reassure your prospect:*

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## THE OBJECTION CLOSE

### **“Your Price Is Too High!”**

1. I agree, our price is higher because this is a higher-quality product. That brings up a question: Are you very rich? [Wait for inevitable “no” reply].  
The reason I am asking is because only the very rich can afford to buy a low-quality product. They have the money to buy a new one every time it breaks. You see, I'd like to help you save money by buying this one. You'll save money because it will last.
2. I understand how you feel. It appears a little high, yet we sell over 2,800 units per year at these very same prices. Doesn't that tell you something? You know better than I that if our customers did not think that this was a profitable investment, we would never be able to sell that many.
3. I am surprised to hear that you feel that way. How do you compare the price? [Wait for answer, then explain how your product offers a higher value]
4. That is exactly the reason why you should buy today. We are expecting another price increase any day. I'd like to help you save money by ordering now.
5. What price are you referring to, the original investment or the cost per hour of use? [Wait for reply] I can appreciate your saying that. However, when you look at the longer life of our product, your cost per hour of use will be significantly lower.

6. Let me ask you a question. Do you like your watch? [Wait for predictable “yes” reply] I thought you would say that because it is a very elegant timepiece. Did you buy it for yourself? [Wait for “yes” reply, then continue]. Do you happen to remember how much you paid for this watch, including the sales tax? [Chances are that your prospect won’t remember the exact price.] You see, here is my point: You are enjoying this watch for a much longer time than you can remember this price. I believe that today you don’t regret having made this investment, correct? [Wait for affirmative reply.] Well, I believe that we are in a similar situation now. You won’t miss the money you’ll invest in this product just as you don’t miss the money you’ve paid to get your watch.
7. Is that the only reason that prevents you from buying now? [If client says “no”, ask for additional reason behind objection. If prospect says “yes”, put a specific dollar value on every single customer benefit to justify the price.]
8. You know the old saying: Good things aren’t cheap, and cheap things aren’t good.
9. Yes, the price seems high, but only when you think of what you have to pay. It seems low when you think of what you will get.
10. This product may cost a little more than others however, you get a lot more quality. As a result, it will last longer and maintain its value longer.

## **THE SUMMARY CLOSE**

### **How to Introduce Your Summary Close with a Smooth Transition Statement**

Here are some tested selling sentences that have been used by master sales closers to create an elegant transition from the sales presentation to the summary close:

1. At this point, I’d like to review what we’ve discussed so that we can find out if there are still open questions in your mind.
2. Why don’t we take a moment to review some of the key points and see how they fit your particular situation. Would that be okay with you?
3. I think we’ve covered a lot of information in a fairly short time. Would you agree to spend a couple of minutes to review the essential points?
4. May I suggest that we take a step back and look at the big picture?
5. Before you make up your mind one way or another, let’s take a moment to review the key points of our solution.
6. Before we get lost in too many details, why don’t we take a minute now and summarize what we’ve discussed so far.
7. We’ve covered a lot of areas today, would it be all right with you to review the
8. highlights of this proposal?

## **How to Ask For the Order in No Uncertain Terms**

After summarizing your key benefits, it is most likely that your prospect's interest has reached a peak interest level. At this point it is vital not to sidetrack or to raise additional points of discussion. You've arrived at the most critical phase, so go ahead and pop the question!

1. When would you like us to start putting this plan into motion?
2. Isn't this the kind of savings that you want in your business? [Wait for "yes."] I figured that you would say that. Would you please initial our agreement?
3. Considering these savings, the only question you need to answer is: When you would like us to install it?
4. Since we've agreed that this product will meet your needs perfectly and since you have seen how this product practically pays for itself, shall we go ahead and schedule production for May delivery?
5. I am glad we had a chance to review how well our new plan fits your particular situation. Would you please confirm this deal?
6. Isn't this a perfect fit? What amount shall we figure as the down payment?
7. These are the three most important reasons for you to go ahead with this purchase. Can we put them down on paper?

## **THE PRICE CLOSE (Pg 123-126)**

### **How to Close the Sale by Negotiating Small Price Concessions**

Master sales closers follow the tested negotiation rule "Never make the first offer." They let their customers tell them beforehand what figure they had in mind. Next, they may offer a very small concession, but with one hitch—that the customer first agrees to the deal.

1. May I use your phone to check if there is any chance of getting you that special dial? [Wait for 'yes' answer, dial a few digits of your office number, then stop.] But wait a minute, what if he says 'no'? If I can persuade him to split the difference, will we agree?
2. If I can get my head office to accept your request for free delivery, do we have a deal?
3. If our production department approves delivery without this feature, so we can reduce your investment commitment, will you be okay this purchase today?
4. If I could get a higher allowance for your trade-in from my manager, would you be willing to write a deposit check now?
5. We have never written an order for such a low figure. If I can get my sales manager to go along with this deal, would you be prepared to sign the papers today?
6. I am sorry, but we can't change the price. However, we might be able to get you a better interest rate. What would you say if I asked my financing department to consider prime plus 2?

7. I believe that there is a way we can meet your needs. If I am not mistaken, we have one model in the warehouse that has been scratched. It's brand new. We may be able to sell you this at about \$ 300 off list. Would you want this one, provided it is still there?
8. There is nothing that I can do about the price. However, we might consider helping you with the payment terms. If I can get this approved, will you make this investment?
9. I know from our plant manager that we had a repossession due to a bankruptcy. The product is brand new, with only four operating hours. Let's suppose that I can let you have that one at a special price. Would you take it?
10. There is absolutely nothing that I can do about the price. The only thing we would consider is deferred billing. Would you want me to check this out for you?
11. I just spoke to my sales manager, and we would consider absorbing the freight charges if you would be willing to increase your initial deposit by 15 percent. Do we have a deal?

## **THE ANALOGY CLOSE**

### **How the *Titanic* Analogy Can Sell Superior Quality**

Mrs. Brown, do you know why so many people who traveled on the *Titanic* died?

[Wait for answer. She may tell you that the ship ran into an iceberg.]

You'll be surprised to know that only a few people died because of the ship's hitting the iceberg. Almost all the people who perished died because the *Titanic* didn't have enough lifeboats.

You see, buying a product such as this one is very much like traveling on an ocean liner. It costs less to own and operate a ship that has fewer lifeboats, and chances are that you'll never need them. But wouldn't you feel safer travelling on a ship that offered you that little extra security?

[Wait for reply.]

That's exactly what we are talking about here. We offer a superior-quality product that will stand up to the toughest use. You may not need this extra quality in your regular operation, but when it comes to a critical situation, you'll enjoy having the extra safety margin. Isn't that what you wanted?

## **How the Iceberg Analogy Can Sell Your Superior Service**

Mrs. Williams, I'd like to ask you a very simple question: When you look at an iceberg, do you really see all there is?

[Wait for reply]

Of course you don't, since about two-thirds of an iceberg is hidden below the surface.

You see, with our product it is very similar. We are looking only at the tip of the iceberg. What you can't see about our product is the part that's most impressive: our service.

We protect your investment by keeping an extensive parts inventory in our warehouse. In addition, our highly trained service engineers will perform preventive maintenance inspections twice a year at your plant.

You will also be pleased to know that these engineers are instructed to automatically install any upgrades so that you will always have the most advanced equipment.

Isn't that what you expect?

### **THE ASSUMPTIVE CLOSE**

1. I took the liberty of completing this paperwork for you. All we need to do is initial this agreement here.
2. Aren't you glad that we've found a solution to your productivity problem?
3. This has been a great meeting, and I am glad we were able to help you. Can you help me with the spelling of your last name? [Begin writing the order.]
4. I am pleased that you recognize the value of quality. I'd like to congratulate you on making the decision to go with us. Please okay both copies.
5. We seem to be in agreement on all major points. When would you like us to begin production?
6. It sounds as if we have addressed all your concerns to your satisfaction. I would like to compliment you on your good taste. I guess that we should put this down on paper now.
7. This has been a most enjoyable meeting, and we look forward to serving your needs for many years to come. Let's review the details of your initial order.
8. I am glad that you made the decision to go with this model because it is so much more economical. Would you feel comfortable with a deposit in the area of \$ 500?
9. Here is your passport to satisfaction. [Hand over contract] Would you please put your stamps of approval on it?
10. Congratulations. You've made a very wise decision.

## **CLOSING WORDS**

### Negative Words

- This costs two thousand three hundred dollars.
- Your down payment...
- Your monthly payment...
- Your monthly payment...
- You can pay the purchase price over a series of months.
- How much would you like to pay us every month?
- We'll charge you 2 points after the prime rate.
- We'll that off sixty-seven hundred to trade in your used car.

### Positive Words

- This is only twenty-three hundred.
- Your initial investment...
- Your monthly investment...
- We would be happy to divide this investment into small monthly shares.
- What monthly investment would you feel comfortable with?
- Your rate will be only prime plus 2.
- We are offering you six thousand seven hundred dollars to trade you existing model.

## **Use Reassuring Words to Eliminate the Fear of Buying**

Your words can have a powerful effect on your prospect's emotions. A soothing voice and carefully chosen words can quickly calm last minute buying fears. The following phrases have been collected from master sales closers who used them to relax their customers. When you use any of the phrases below, be sure to look into your customer's eyes and avoid blinking:

1. You will be pleased to become the owner of this high-quality product.
2. I am confident that your boss (your spouse, your partner, or other person) will enjoy this product just as much as you do.
3. You and I know that the worst feeling is to pay dearly for something that isn't fun to own. You are getting something that you will be proud of, which makes it easier to invest in.
4. Just last week I had a customer tell me, "Jim, I have never spent so much money in my life, and I never had more fun doing it."
5. Your savings in operating costs alone justify the investment. I know that you will be very happy you made this decision.
6. Your headquarters will admire your initiative in going ahead with this profitable plan.
7. I am convinced that once you have used this product for one week, you will not want to sell it back to me for twice it cost.

# Power Words

- Achieve
- Action
- Amazing
- Benefits
- Big
- Boost
- Breakthrough
- Build
- Champion
- Change
- Competence
- Confidence
- Confirm
- Conquer
- Challenge
- Double
- Dynamic
- Dream
- Dramatic
- Exceed
- Excel
- Explode
- Effective
- Famous
- Focus
- Forever
- Free
- Fresh
- Fulfillment
- Gain
- Goal
- Guarantee
- Grow
- Happy
- High
- Invest
- Increase
- Incredible
- Implement
- Influence
- Initiate
- Impact
- Key
- Learn
- Master
- Maximize
- Miracle
- Motivate
- Magic
- Needs
- Optimize
- Original
- Powerful
- Proven
- Professional
- Practical
- Priorities
- Productivity
- Perfect
- Problems
- Personal
- Potential
- Plan
- Provide
- Principles
- Popular
- Receive
- Rich
- Reveal
- Relationships
- Resources
- Results
- Sharpen
- Success
- Shatter
- Strengthen
- Strategic
- Simple
- Step-by-step
- Special
- Secrets
- Skills
- Stimulate
- Safe
- Target
- Test
- Tough
- Techniques
- Time
- Triple
- Uncover
- Understand
- Unlock
- Ultimate
- Unbelievable
- Unprecedented
- Victory
- Wonderful
- Win
- Zero

