**Closing with confidence**

At a time in the sale it is appropriate to ask for the business. This can be an area of concern for sales people who fear breaking the rapport, or offending the customer by appearing too pushy. There are however ways of approaching this that encourage the customer to buy and can even strengthen the rapport.

This module will help you to-

* Use a couple of closing techniques
* Make recommendations with confidence
* Use benefits to encourage a customer to buy

# Creating a desire

The aim of a sales person is to create desire in the mind of a customer and we can achieve this through presenting compelling benefits. For a benefit to be compelling it must appeal directly to that customer and their lifestyle. Benefits are often confused with product features, but a feature is quite simply what something does. A defrost facility on a toaster for instance. I might think this is clever, but it doesn’t create a desire. To create this desire we need to make the feature appeal to a customer’s lifestyle. We can use the F.A.B. structure for this

**Feature** What is it

 *Defrost facility*

**Action** What it does

 *This enables you to toast from frozen*

**Benefit** What it can do for you

*So on those hectic mornings when the whole family is rushing to get ready and there’s no bread out; you can grab a sliced loaf from the freezer and get toast within seconds!!*

Try this with your key products. The secret is to make fluent phrase that is tailored toy our customer’s lifestyle.

# Keep getting yes’s

Customers make buying signals. Here are just a few examples-

* They agree with most of the points you make
* They are forthcoming in their responses
* They are upbeat and positive in their language
* They ask specific questions
* They seek clarification

You can help this by regularly checking their understanding and comfort throughout the sale. It’s very low risk and it will actually strengthen rapport

**Close and then shut up!**

# Keeping it simple is a useful step towards successful closing. It will give you confidence and help you to expect a “yes”=which we know helps. We simply ask the customer if they would like to go ahead and then be silent until they respond.

# E.g.-*From what you’ve told me this feels like a good match. Would you like to go ahead with that?*

**Closing Techniques** - Below is a list of useful closes. Some will suit you, some may not. Perhaps you can add your own given some inspiration

|  |  |  |  |
| --- | --- | --- | --- |
| **Technique** | **Explanation** | **Example** | **Good for** |
| The alternative | This techniques proposes two options to the customer | So which would you like to go for the G400 with the 17 inch monitor or the L350 with the faster processor? | Persuading a customer to make a choice. Of course the customer is unlikely to say neither! |
| The newsreader | You present key information in a very formal way and then make a recommendation. | The typical repair cost is £150 and most customers keep their devices for 3 years and become very dependant. It makes sense to take out a warranty.  | Warranty and Insurance sales.You need to present your facts very clearly and they must be true! |
| The assumptive | You just confidently assume that it’s right for the customer and encourage them to go ahead | So this seems the perfect package for you. The next step is to get it ordered. How soon would you like it? | Progressing the sale when rapport is very strong and all the signs have been positive. |
| Summarising  | You summarise the sale so far and suggest that you go ahead | From what you’ve told me you need a ... and a ...Given that this model has the lot would you like to go ahead today? | Most customers, especially those who have complex requirements. |
| The direct | You present the facts and directly ask if the customer wishes to proceed | From what you’ve told me and what we’ve discussed this seems to have the lot. Would you like to go ahead with it? | This is the safest approach and has a very broad application |

**Closing questions...**

Here are a few closing questions you might want to try

|  |  |
| --- | --- |
| **Safe** | **Cheekier...** |
| * Shall we go ahead then?
* *Are you happy with that?*
 | * Would you like to have this for the weekend?
* *We are just a few clicks away from getting you the ...of your dreams*
* *How soon would you like it?*
 |

**Closing Behaviour…**

It’s important that you get your voice and language just right. Here are some pointers...

Voice

* Project your voice but only to the level of the customer
* Regularly pause to allow the buyer to digest what you have said
* Match your pace to the customer – too slow you may be boring, too fast and you may lose them
* Vary the tone in your voice to add interest or to highlight key points
* Ensure you breathe or you will sound breathy or too rushed

Language

* Clear & simple
* Avoid jargon
* Use powerful words
* Use short sentences

**Perhaps most importantly-Close then shut up!**

Key Learnings

* Be prepared to ask for the business
* Ask everyone
* Build on several small closes
* Be confident and expect a positive response
* Tailor your close to suit the customer
* Close and then shut up!

This has kindly been supplied by Rob Wilkinson

More courses available here <https://www.callcentrehelper.com/tag/cheat-sheet>