

HOW TO CLOSE A SALE

So much of selling is emotional intelligence. It's about establishing trust and rapport. It's about listening for the pains and desires the person has and understanding how you can help them with a solution. These skills are built over time, but asking for business is a technique that can be easily learned.

Here are some common ways to ask for business. Chose one or two that feel most comfortable for you and practice in the mirror until you can say it with confidence.

The I'm on Your Team Close

"If what you want is to really achieve your dreams in life, then I'm all in. I will be on your team. I will guide you and listen to you and give you my very best, so that in the end you can have your dreams. I just need to know that's what you want too."

The Here Is Where I Can Help You Close

Summarize the proposal. "Here are the good things about where you are. (list 1.2.3. positives) I do have some concerns though. Here are the gaps in where you are (list 1.2.3. issues). So those are the things I can really help you with. Do you think that would be of value?"

The Take Away Close

"Not everyone is a fit for our team. This will be a long-term relationship and a process where I commit to do a lot of work to make your dreams happen. If you're not ready to commit to do the work, or if you're not the kind who implements our suggestions, then it really isn't worth it to me to take you on as a client."

The Trial Close

After an explanation of each section of the proposal, ask, "What are you thinking so far?"

The Ben Franklin Close

Draw a line down the center of the page with + on one side and - on other. Help the prospect list all the positive reasons to accept the proposal under the +. Let the client list the reasons they wouldn't accept the proposal under the -. There should be substantially more + than - items. Then say, "It looks like a pretty easy choice."

The Summary Close

At the end of the presentation, summarize and ask, "Can you think of anything else?" If they say no, then say, "Great, to get started we'll need to do the following..."

The Authorization Close

Have the paperwork filled out and ready to go, slide it across with your pen and say, "If you'll just authorize this, we can get started right away."

The Alternative/Choice Close

"Which do you prefer, this or that?" (Electronic or Paper Statements/Alternative Investment or Bond Fund/ 60% Equity or 50%/ Joint or Single Titling/etc)

The What Will It Take Close

"So what will it take for us to get started?"

ALWAYS END WITH A CLEAR NEXT STEP

"I always like to make sure we both know what happens next. So you'll do XYZ, and I'll do ABC, and we'll get back together on this date".