

# Progressions Inc.

Sales Training & Consulting



## SIX WINNING CLOSING TECHNIQUES

In my training class, Sales and Service Excellence, I talk about the sales process. In doing so, I emphasize that selling is a process. It is not one singular act, but a series of actions, focused on the customer's needs and wants that evolve into a sale. Many representatives do an outstanding job right up to asking for the sale and then they "freeze!"

Think about this-If we have done our jobs right in the initial part of the sales process of:

- creating a positive first impression
- developing rapport
- asking open-ended questions to determine needs
- delivered a professional presentation

Isn't asking for the business the natural conclusion to all our efforts?

So why the challenge of finishing the job?

Is it a fear of rejection?

A lack of confidence?

If we believe in our company and our product, asking for the business should be easier than we might think.

Try these time tested closes for your success:

### Six Time-Tested Closes

Successful closing techniques develop and improve with time and experience. As you read the following 6 closes, think of how you can tailor each one to the needs and personalities of your own clients for a sure boost in sales.

- 1) *The Constant-Close Technique*  
Ask a question that points to and assumes a sale. You might say, "Which features are most important to you, Mrs. Taylor?" or "Don't you agree that this



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service will build your profit picture, Fred?” Try to paint a picture with words .in your client’s mind of them enjoying your product or service

- 2) *The Summary Close*  
Ask for the client’s agreement after each point in your presentation. Vary the importance of your features according to the interest the client shows through their own nonverbal messages as you give your presentation.
- 3) *The Assume-the-Sale Close*  
Always develop trust and a solid buyer/seller relationship before trying this close. Then when you receive a positive response from the client, go ahead and say, “OK, George, we can start this project on Monday.”
- 4) *The Better-Act-Now Close*  
This close puts the fear of losing out in your client’s mind. If he or she doesn’t act on your proposal, your time will be booked up, your services will go to a competitor or your price will increase. It works well with the client who wants to procrastinate.
- 5) *The Little Decision Close*  
This is one of the most successful and widely used closing techniques. By asking a lot of little questions designed to get your client into the pattern of saying yes, the big yes is much easier. You can say, “Do you like this color selection?” then “Is there enough time for processing and delivery to meet your deadlines?” “May I write up the order, so we can get started right away?”
- 6) *Ask-for-the-Order Close* When all circumstances point toward the client’s readiness to buy – simply ask for the sale.

Remember a large part of your job as a sales professional is helping the customer choose what they really want to buy!

Happy sales to you....



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