Sales & Closing Techniques

**Appearance**  (I Samuel 16:7…“For man looketh on the outward appearance, but the Lord looketh on the heart.”)

- Well kept and color coordinated.
- Dress according to the business you are in.
  - Farmer: Jeans and polo shirt, or a button down shirt. No tie.
  - Banker: Suit and tie. Dress or business pant suit.
- Breath/Teeth: Brush well-including your tongue. Look at teeth before you go in to appointment. Don’t chew gum or mints while talking. Prior to appointment use mints.
- Hair: Should be neat and groomed, including facial hair for men. Facial hair may be acceptable for men, but should be groomed well!
- Nose hair/Ear hair: Barney Fife – “nip it, nip it in the bud!”
- Shoes shined: You can tell a lot by how someone's shoes look. Exception for weather.
- Clothes pressed: Should not look like they have been wadded up in a corner for three days. By the end of a day your clothes will not look pristine.
- All these things send a message. The potential client unconsciously thinks, "You care about yourself. You will care about me."

**Phone Conversations**  (Proverbs 16:24…“Pleasant words are as an honeycomb, sweet to the soul…”)

- Smile at ALL times. A smile goes through the phone.
- Consider a “script” in the beginning. Do this if you are selling or making consistent contact over the phone. (Walk through example)
  
  If you solicit over the phone be aware of no call lists and no call times.
- No gum, mints, cigarettes, toothpicks, food or anything else in your mouth.
• Limit any possible distractions during phone conversation. You need to make sure you are focused on who you are speaking with, not a friend, radio, TV or computer, unless it is part of the conversation.

• If you have a business location that will have the need for a phone system, consider having a "real, live person" answer the phone.

• How to answer: “Good morning, ABC Company, this is Susie, how may I help you”.

• Putting someone on hold: “May I please place you on hold?” Then WAIT for them to answer. Don’t just do it. Then say, “Thank you, please hold”.

• Voice mail: “May I put you through to Mr. Smith’s voice mail?” Then WAIT for answer. Then say goodbye…see below.

• Taking message: “May I take a message for Mr. Smith?” Read the important details back to caller to verify message. Then say goodbye…see below.

• Saying goodbye: “Thank you for calling ABC company and have a great day.”

SMILE THE ENTIRE TIME!!

Outside Sales

• How you enter into a home or business speaks volumes.

• Start “half smiling” before you get out of your vehicle.

• Walk with good posture.

• Walk with purpose…spring in your step, slightly up tempo. (Bad example)

  You may be seen as you approach.

  If you have to knock on a door…knock three times and take a step back.

• Take note of décor and things that are of interest to prospect. Things such as trophies, pictures, personal items, flowers etc.

• Smile…Firm handshake (if appropriate)...Look them in the eye.

  “Hello Bob, I am Don Roulo with ABC Company. We spoke on the phone yesterday.”

  “Hello Bob, I am Don Roulo with ABC Company.”
Inside Sales

- Start smiling as you approach.
- Walk with good posture. Walk with purpose. Spring in your step and slightly up tempo.
- Take note of hat, clothes or anything about the person that may give you insight.
- Smile…Firm handshake (if appropriate)...Look them in the eye.

  “Hello, I'm Don how may I help you?”

Keys to Sales Success

- Similar to real estate…location, location, location…LISTEN, LISTEN, LISTEN! (James 1:19)…“Wherefore my beloved brethren, let every man be swift to hear, slow to speak, slow to wrath…”
- Believe in your product/service. You can't sell what you don't believe in.
- Know your product/service. Details, details, details. Know it backwards and forwards.
- Know about your competitor’s product/service. Know as much or more than they do.

  Never put down your competition. Only point out differences. State why your product or service is better than that of your competition.
- Genuine & sincere interest in your customer/client/prospect…their satisfaction, their success, their overall well-being.

4 Phases of a Sale Presentation

- Introduction: Simply making sure everyone is introduced by name, position and company. Exchange of business cards may be appropriate at this time…especially a cold call. Smile, handshakes and greetings. Demonstrate.

- Warm up: This is where you have the opportunity to be somewhat personal. It is also where you put to use your observation skills. What things around you in a business, office or home say something to you about the person you are meeting? Fishing, trophies, pictures, décor etc. Demonstrate.

- Presentation: Not only give information about product/service, but you must give an opportunity to the prospect to speak and ask questions. This is INVALUABLE help for the time to close. Demonstrate.
“Qualify” prospect. Example: “If I show you something and you don't like it can you tell me that? If I show it to you and you like it, can you tell me that too? Is that fair? Let me ask you this…If I were to show you a way to buy a $5000 car for $1000 would you find a way to get your hands on the money?”

Make the example appropriate in amount to what you are normally selling. Maybe another example would be to use purchasing a $500 golf club for $100.

You may refer to something you observed that is of interest to the prospect.

- **Closing**…This is where we separate the men from the boys or the women from the girls!! ASK FOR THE CHECK!! Why go through everything and not ask for the check. It would be a waste of time. (James 4:2…“You have not, because ye ask not.” & John 16:24…“Hitherto have ye asked in my name: ask, and ye shall receive, that your joy may be full.”)

Don't be afraid!! Fear has no place if you know your product and you believe in it. (I Chronicles 28:20…“Be strong and of good courage, and do [it]: fear not, nor be dismayed: for the LORD God, [even] my God, [will be] with thee; he will not fail thee, nor forsake thee, until thou hast finished all the work for the service of the house of the LORD.)

Realize it is a numbers game. You will not sell everyone. 10% of the people will never buy from you no matter what you do or say. 10% of the people will buy from you no matter what you say. It is the 80% you have to focus on. You will soon find out how many people you need to see to make a sale. Keep track of your presentations so you will know what your close ratio is. How many people you need to see to get qualified appointment…how many intros’…how many warm-ups…how many full presentations?

NEVER...NEVER...NEVER take the first "no". Get "no" at least three times. Usually the first "no" is because the buyer is afraid to buy or does not have enough information to make the purchase. You should try different ways of closing each time you get a "no".

**Types of Closings** (I Corinthians 9:22…“To the weak I became as weak, that I might win the weak. I have become all things to all men that I might by all means save some.”) The point here is to relate to your prospect however you can. **DO NOT** is disingenuous. When talking with a banker, relate to him as a banker. When talking to a farmer, relate to him as a farmer.

In real estate the motto is, “location, location, location”. In sales the motto should be, **“LISTEN, LISTEN, LISTEN!”** (James 1:19… “Wherefore my beloved brethren, let every man be swift to hear, slow to speak, slow to wrath...” ) The point here is to listen to what the prospect is saying. They will tell you what needs should be met and this is invaluable to help you during the closing.
Smile and nod yes. Smiling and nodding your head “yes” when you ask a question that should receive a “yes” answer helps the prospect follow your lead. The more “yes’s” you can get the better off you are. “That’s a great benefit isn’t it Bill?” (Smile/nod while asking the question.)

You may use multiple closes during your sales presentation. You will certainly adapt the language to fit your personality and the specific situation you are in. You must never take the first "no" for an answer, so you must know many types of closings, not just one or two. You may use two at the same time in some cases. Get creative!!

- **Assumptive:** Act and respond as if the prospect will certainly buy, not maybe or might buy. Never ask, “Would you like to buy…” Here is what you say instead. “Bill, would 50 or 100 units be best to get you started today?”

- **Suggestive:** Tell them what you suggest they do. You are the "doctor". You listened to them and can see what they really need. Use this especially if the prospect does not give you a specific commitment or quantity. “Bill, after listening to your needs, I recommend 50 units. Would Thursday be best for delivery?”

- **Multiple Choice:** Give several choices for them to choose from. Once they tell you which one…you made the sale. “Which of these colors would work best for you Bill?”

- **Design:** Special and/or unique design. This should be used if your product is truly different than anything else. “Bill, there is no other company that can offer this unique design. We truly are one of a kind. Would two or three work best for you?”

- **Used Car Salesman:** This doesn't have to be negative. Go to bat for your prospect. If you truly are trying to work something out for your prospect you may not have the authority to make the deal you want to give. “Let me talk to the manager and see if I can get the special pricing extended for six months. If he says yes, do we have a deal?”

- **“T”:** Draw a big “T” on paper and make a list of pros and cons of making the purchase. Be careful to not be overly negative in your “con” column. Your cost may not be as low as someone else, but you can use it to your advantage. Con…short term cost is more in the next 6 months.” But right next to it you put the following: Pro…long term cost (over the next 12 months) is less than what you currently are spending.

- **Best Time:** This is the best time to buy the product or service due to market conditions or price change. If you truly know something is going to be changing it is in your prospects best interest to save them money. “In three months prices will go up by 10% due to price increases from our vendors. You can lock in a savings for the next year by acting now. Let's make sure you get the savings. All we have to do is submit the order form today; do you want to lock in the savings Bill?”

- **Throw In:** Throw in something else as a bonus. “If you purchase now, I can also give you three months of weekly service for free. Will that work for you Bill?”
- **Discount**: Reduce price by taking off a percentage. I personally hate 10% off. It is so cliché. Do something better than that if you can. “*I want to work together with you Bill, so let me knock off 15% on your first two orders. We can start saving you money, which adds to your bottom line. Does saving money sound good to you?*”

- **Friend**: Close the friend or other person with them. This is used in conjunction with any of the other closes listed. This occurs when the person you are trying to sell to is on the fence, but a friend, relative or business associate is telling you they want to buy. This is positive peer leverage. “*Bill, Sam is obviously going to start saving money on these widgets, let’s start saving you money just like Sam. Does saving money like Sam sound good to you Bill?*”

- **Concession**: Give in to some demand in exchange for the “yes”. “*Bill, I will make sure you always get free shipping for every order over $500 just like you requested. Let’s get the first order submitted for you now. Will that work for you Bill?*”

- **Conditional**: Based on finding a solution to a problem. Bill is concerned about how the product might be shipped and that is what is holding him back. “*Bill, if I can get the shipping department to make sure they put everything in bubble wrap can we work together?*”

- **Compare with Competitor**: Compare with competitors service, price or quality. Don’t knock the competitor, just compare and show why your product/service is better. “*Smith Company offers three months warranty. We offer one year. They offer free replacement on parts, but will charge for any labor work done. We will replace all parts for free and so is the labor. I am sure you would rather have both parts and labor free and for a longer warranty term wouldn’t you Bill?*”

- **Ownership vs. Leasing**: Compare costs in the long run. “*Bill it will cost you less over the next five years to own this widget than to lease it. Let me help you save money for your bottom line. You want to save money don’t you Bill? …good, let’s take 5 minutes to finish the paper work…does that sound fair to you Bill?*”

- **Daily Cost**: Break down price into the smallest increment to show how little it really is costing the prospect. “*Bill, what I am suggesting is only an investment of $5 per day. Certainly an investment of $5 per day will be well worth it for you and your family won’t it Bill?*” (You may use another time frame…weekly or monthly etc.)

- **Demonstration**: Demonstrate product in front of them. Infomercials are a multi-billion dollar a year industry. Sometimes words don’t do something justice. Let the product sell itself. You will most likely use another one of the closes listed as you demonstrate.

- **Ding and Dent**: Damaged or out of date goods must be sold. If you truly need to move inventory and you can save your prospect money they may jump at the chance to save money because they are on a budget and don’t care about aesthetics. “*Bill, I hear you saying you are budget conscious and I realize you are simply putting a refrigerator in*
your garage and may not be concerned about how it necessarily looks. (Show the model) I have one model that was damaged in shipping and I can let you have it for $400 less. If saving $400 sounds good to you Bill, I can have that delivered tomorrow afternoon. Will you be home after 3pm?”

- **Pass the Buck:** Let the other person with you do the close. Again this will be a case where you will use one or several of the other closes listed, but you realize that the other salesman, manager or owner who is with you can close this sale better than you at that moment. “Bill, John has been with our company for 25 years and I think he can answer your questions a little better.”

- **Never the Best Time:** Opposite of the “Best Time” close. Since there is no best time, today is the best time. “Bill, you will need to have these widgets each and every month. The price is not seasonal. There are occasional discounts as we are offering right now, but there is no guarantee the discount will be there next month.”

- **Take It or Leave It:** You give your best offer. This is a yes or no offer. Be prepared to walk away with no sale. “Bill, this is the absolute best price with shipping we can offer. There is no wiggle room. I absolutely want to partner with you in making sure your project is done and done with quality. Can we work together Bill?”

- **Losing Money:** They will lose money or profitability by not buying. “Bill, as I have just shown you, if you don't switch to our ABC service you will be losing money from your bottom line. Let me help you increase your profitability. Can we get this started for you next week Bill?”

- **Paint the Picture:** Paint a picture of them owning the product. People don’t buy because of cost, value or even what they need or want most of the time. People buy because of how it makes them feel. It may be a feeling of security, nostalgia or even self esteem. “Bill, won’t it be great to come home each and every day and see the beautiful log home you have always desired? In the summer you will be able to see the lake through the 10 floor to ceiling windows. As you have guests, you will be able to utilize the magnificent game and family rooms while entertaining those you care about.”

- **Meet Any Deal:** Meet the deal of a competitor to get the business. Don’t do this unless you know the competitors pricing or at least a close proximity. “Bill, I want to team up and work with you on this project. I am willing to meet the price from ABC Company. Can we work together on this?”

- **Price Break:** Show how buying more actually saves money. “Bill, I showed you the price for the single purchase of this unit, but if you invest in 5 or more your cost is actually 40% less for each one...would 5 work better for you?”

- **Quality First:** Talk about quality and longevity of your product or service. “Bill, our widgets are certainly not the cheapest on the market, but I can assure you, you will not find another widget made with such care and quality. That is why we can offer twice
the time warranty as the nearest competitor. What you are using this widget for needs the quality we can provide. Let’s get your first order on the way to you tomorrow. Does that sound fair to you Bill?”

- **Center Of Influence:** Friends also have this product. “Bill, your friends, Peggy, Don, Dennis, and Anita all have this widget. They are extremely happy with what we have done for them. Can we fill your first order today Bill?”

- **Yes-Yes-Yes:** Ask questions throughout the presentation where “yes” is the only answer. These are called “mini-closes” that you do along the way of your presentation. When you get to the end they agreed with you on many things you mentioned. It will be easier to close them and lessen objections this way. Ex: “**Do you see how this can benefit you? Won't it be nice to know your safe with this widget? You do want your family to have the benefit of this widget don't you Bill?**”

- **Tug on the Heart:** How does it make them feel? Safe, secure, happy etc. “**It is a good feeling to know you are making the right decision for your children isn't it Bill?**”

- **Try It You'll Like It:** Try me, the product or service out. “Bill, you are under no obligation for the first 15 days. See if it is not everything I said. You have absolutely nothing to lose and everything to gain. Let’s get that widget to you. Will Thursday or Friday work best for you?”

- **Review Benefits:** Give a summary of all the benefits discussed during presentation. “**Bill, you are saving money each month. It comes in the quantities you need. It comes in the specific colors you need and it will be shipped as per your specifications. Will Monday or Tuesday work best for you?**”

- **Meet The Need:** List off the “needs” met for the specific customer…Listen to them! “**Bill, you mentioned security, shipping and packaging are of the utmost importance to you. Let me show you specifically how we take care of each of these… (and then close).**

- **Testimonial:** Use testimony of a customer who had a great experience. “**Bill, I know you know Jim Smith. Jim has been a customer of ours for eight years and last month he needed the packaging and shipping changed within one day. We were able to take care of his needs so he did not have a continuity problem with his customers. We are here to serve you too. Let’s put that order through today for you…sound good to you Bill?**”

**Overcoming Objections**

- What do you think the most common objection is? “**I want to "think" about it.**”
• Maybe you have a time frame guarantee. You can then use the time frame to show good faith.

  “I understand making a purchase of this magnitude requires you to think things over. That is why we have a 30 day money back guarantee if you are not satisfied for ANY reason. During that time you can check us out and “think it over” and if we have not lived up to our promises, you can cancel.”

• Ask the prospect what specifically they want to think about. Find out the specific objection they have. Is it price, time or some other reason? Then, answer it for them.

• Most objections come up because of a lack of information. It is important to know what the most common objections are to the purchase of your product or service. Overcome these objections during the general presentation.

  Example: “Service” in the particular industry is a common objection. Talk specifically about how your company's service is the best and be detailed about how you handle ongoing service. Maybe there is a specific person assigned to them to meet their needs. Or, a special phone number to a particular group within the company.

**Keys To Closing The Sale**

• Be genuine.

• Under promise and over deliver.

• Smile as much as you can when appropriate and without going overboard.

• Make eye contact as much as possible without staring. (Mark 6:22…“The light of the body is the eye: if therefore thine eye be single, thy whole body shall be full of light.)

• Listen to the prospect and watch body language too. Listen for the “needs” they need met. Watch their body language as to how they sit or stand in relation to you.

  If you listen to the prospect they will tell you what closings are useful.

• Do “mini-closes” throughout the presentation. Your presentation must have points along the way to ask questions.

  Example: “Do you see how this could benefit you?” After you describe some aspect of the product/service say, “That’s fantastic isn’t it?” (Smile and nod)

• When appropriate, nod your head “yes” while asking a question that should receive a “yes” answer.
Sometimes answering a question with a question is VERY effective.

“How fast can you get these widgets to me?” - “How fast do you need them?”

“Does the swing set come with the house?” - “Do you want it to come with the house?”

“How often will you visit me?” - “How often do you want me to visit you?”

“Does this widget come in blue?” - “Would you like it to come in blue?”

Close the sale at the time you are there if it is at all possible. Sometimes it is not appropriate or possible, but always at least close with a “conditional sale”. (2 Corinthians 6:2 “Behold, now is the accepted time; behold, now is the day of salvation.”)

Example: “Mr. Jones, if I can meet your price and quantity by the date you require, are we working together?”

Preferably get the answer before you leave so you can make the deal.

In the case of not closing at time of first meeting you must have a follow up date to get a yes or no.

As part of your closing, give information on how processing and payments are handled. Doing this gives an opportunity to talk about money and brings you closer to asking for the check. (Insurance example) Do this, BEFORE you ask for the check.

NEVER take the first “no” as an answer. Get at least three “no's”. You must think that “no” is simply a qualified “maybe”. (Galatians 6:9 “And let us not be weary in well doing: for in due season we shall reap, if we faint not.”)

Make sure all parties who are decision makers are present. Example: Husband/Wife. Example: Supervisor/Purchasing Agent

Always come from a win/win standpoint. If you believe in what you are selling and it meets a need, everyone can win. You must not think that in a sales presentation someone has to lose in order for someone to win.

Relax and have fun! In some ways, make it a game.

**After the Sale**

Communication and follow up are the keys to KEEPING a new client.
• You do not want to give the impression that all you were after was their money.

• Depending on the business you can follow up in the following ways:
  
  Phone  
  Email/Text  
  Letter  
  Personal visit  

• 1 month, 3 month, 6 month and 1 year follow up. (If applicable)

**Prospecting**

• This is the “Lifeblood” of your future success.

• Always ask for referrals.

  Ask for referrals after the sale. DON’T wait until later. “Later” will never happen.

• You lead the way by asking.

  Example: “Bill, I would like to ask you to help me with one more thing if you wouldn’t mind? As you know by now, I am trying to help as many people get better service and save as much of their hard earned money as I can. Could you help me think of three other people who are just like you and could benefit from our service and savings? ”

• At this point don’t wait for them to start thinking. Jump in and start prompting them with possible ideas.

  Example: “What about your father and mother?” Write down names and contact information right then. Ask about co-workers…brothers, sisters, friends…etc.?

• Conform this to your business and whether it is inside sales or outside sales. It will work with virtually all sales where there is person to person contact.