

Closing Techniques of Top Producers

The Professional Sales Excellence Series

Leader Guide

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Leader Instructions

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- Program materials:* 1 video tape and Leader Guide
Participant Study Guide - Copy for each participant
Module Feedback Form - Copy for each participant
- Tape Running time:* Approximately 30 minutes
- Implementation Time:* 50-60 minutes.

Let's get started!

- 1) Watch the video and read over the Leader Guide instructions thoroughly prior to conducting the meeting with your participants. By doing so you will be much more comfortable with the material, and will get the participants to gain more as a result of attending. As you will see, the video program is not just a studio stage. It contains live footage. This was done to keep your attendees more attentive during the session. The members of your group will laugh throughout the presentation. While this is a hoped for reaction, don't let them lose the focus of the real purpose of the meeting. Help them think about the concepts instead of listening only for the entertainment.

- 2) Introduction to the Professional Sales Excellence Series.
 - A) Set the stage for an impactful learning experience. Keep the atmosphere casual and enjoyable. Here is a suggestion on what you can say to begin the program. "As we all know, today's marketplace is becoming increasingly competitive. It takes more than just product knowledge to become successful. It takes effective sales and people skills to make it. That is why we have invested in this series. We will be receiving one of these video programs each month to play during our meetings. They will cover a different aspect of sales and marketing every month to help you increase your income. Today's program deals with Closing Techniques of Top Producers."

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- B) Refer to the Participant Study Guide for this module. Review the “Benefits to Participants” section with your group. Sell them on the importance of completing this program and participating in the exercises included in this segment of the series. Get them excited about the series by telling them how important ongoing training is for sales and people skills. Please also ask the participants to follow along in their study guides. Encourage them to take notes and jot down any ideas that come to mind during the session.
- C) At the end of the program ask each attendee to fill out the Module Feedback Form. This is very important since from it you will learn what they liked the best and what they will apply the soonest. Pay special attention to the suggestions they list on how you can improve the company to help them become more successful. This question alone will be worth the cost of the series if you pay attention and follow up on their suggestions, if warranted.

Module Outline

- Section One:* How To Discover Your Prospect's Buying Strategy
Section Two: Closing Strategies

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Benefits To Participant

You will

- Discover how your prospects and customers make decisions to buy.
- Learn when to close the sale.
- Learn how often you should close.
- Learn the 3 best closes to use in a sale.

Instructions For Completion

- 1) Follow along in your manual.
- 2) Make notes in the margin
- 3) Highlight or underline key areas.
- 4) Share with others your thoughts and ideas.

Note to Leaders

Less experienced sales producers have an overwhelming sense that if they just learn a couple of good closing phrases and lines, they can sell anybody at anytime. They tend to make the closing phase the object of the sale instead of the result of a good sales process. Stress to them throughout the program that closing is just the logical culmination of a well executed Approach, Probe, Presentation, and Close process.

More experienced producers tend to think that they can manipulate a prospect into buying. Mention that if they do manipulate, they will gain more short-term sales, but end up with long-term losses. If they want to build their business, they must listen and develop trust with the prospect.

How To Discover Your Prospect's Buying Strategy

- 1) Closing is the natural end to a sales process. It is also the least important phase, yet the one that will make you the most amount of money.
- 2) The phase that helps you earn the sale is the probe. During this phase you should ask questions that will yield information on how prospects make decisions to buy. People don't substantially change their behavior through life, nor do they change their buying habits. Finding out how they bought in the past and getting them to tell you how they will buy in the future is your key to learning how to sell them.
 - A) The "Past Buying Behavior" technique allows you to find out how a prospect made prior buying decisions about your type of product or service. Ask, "How did you decide to buy that _____ before?"
 - B) The "Let's Assume" technique allows you to discover how prospects will buy even though they have never bought your type of product or service before. Ask, "Let's assume that you have had a _____ for a year. What made you decide that it was the right purchase for you?"

E X E R C I S E 1

Take a moment now and try these techniques on discovering your prospects buying strategy. Find a partner to role play with, then ask, for example, how they decided to buy their last pen. Don't accept the answer that the pen was just a gift. All of us have bought at least one pen before. How did they decide to buy that particular one? Also ask how they will buy in the future, as if they have never bought before.

For those prospects who have never purchased your kind of product before, use the "Let's Assume" technique. Use these words, "Let's assume that you have had a _____ for a year. What made you decide that it was a good purchase for you?" A pen

may be a bad example for this exercise. Perhaps you could sell something they don't currently have, like owning a boat. Let's assume they had it for a year, what would make them think it was a good buy?

Note to Leaders

One of the best ways to get someone to buy is to find out how they have bought before and how they will buy in the future. If your salespeople are effective, they will sell only the benefits of your product or service and not recite all the features in the brochure. This section on discovering a prospect's buying strategy will allow your salespeople to present only the features and benefits that the prospect wants instead of those the salesperson thinks are important. Make sure that your salespeople practice this technique during the role play. If they use it from now on, they will substantially increase their sales. It is also a good idea to ask one of your salespeople to demonstrate this technique in front of the whole group. It will be a good discussion point for your meeting.

Closing Strategies

- 1) Gaining a customer for life is more important than making a one-time sale.
- 2) Up-Selling: How to maximize your income from a sale.
 - A) Customers are 3 times more likely to buy add-on products or services when they first make a buying decision than if you try to sell them later.
- 3) When should you close?
 - A) Directly after a trial close.
 - B) After you answer an objection.
 - C) Whenever you get a verbal or non-verbal buying signal.
- 4) How often should you close?
 - A) 6 times before you give up.
 - B) Tips on how to cope with the procrastinating prospect.
 - 1) Fax them to contact you even if it is to say, "Take a hike."
- 5) The 3 best closes to use.
 - A) The Assumptive close
 - B) The Alternate of Choice close.
 - C) The I Recommend close.

EXERCISE 2

Find a partner and try out the 3 closes previously discussed. A good product for this sales practice is your pen. Each of you should try this. If you feel especially confident, ask your partner to give a verbal or physical buying signal during the role play. Take 1 minute each and do this exercise.

Note to Leaders

There are many closes that work. These 3 tend to be the most popular and the most useful among the biggest sales producers around the world. Get your whole group to role play using them. Also review with your group the sections on “When” and “How Often” to close. Many salespeople don’t know the right time to close. They also need to become better at reading their prospect’s buying signals. Stress to them the concept that most salespeople give up after the first objection and rejection instead of knowing that they may have to close many times before the prospect buys. Talk also to them about what to do with the procrastinating prospect who displays interest at one time but doesn’t answer phone calls or seems less interested later. If you have a favorite close that seems to work well with your product or service, now is the time to talk about it. If you don’t have a favorite close, help your salespeople to become adept at using the Assume, Alternate of Choice, and I Recommend closes.

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