Closing the sale

This is it. All the hard work put into marketing and inviting. Weeding out the skint time wasters. developing need and urgency, want and solution solving, walking the sales corridor and closing the doors effectively should result in a sale. BUT!! So many sales are lost because the salesman, agent or company owner, simply doesn’t ask for the business. If you deliver a service or product which answers the needs of your customers, it is immoral not to ask for remuneration. Together we will develop your confidence to ask for the money.

# By the end of this workshop you will be able to:-

Close more than you do now.

Give prospects reasons to buy.

Defend your pricing strategy.

## You will also understand:-

Cross sell and add on.

Referrals and discounting.

**Closing (the converting bit)**

**There was a saying when I got into sales which said, “Always be Closing – the ABC of selling” What that meant was at every opportunity you ought to be asking for the sale - what a load of tosh. Do you know how desperate that makes you seem. I have found that when you give prospects all the relevant information, killed the competition and present your products correctly – the prospect doesn’t need to be pushed into signing up. They will *want* to sign up.**

**I have been closing for more than 35 years and it was really difficult for me in the early days. I had a real problem asking for the money, I think because I knew I’d get paid and if they found out I was keeping some of their money, they’d be unhappy. However, once I got my head around the fact I deserved to get paid, I started signing up and price conditioning so much easier.**

**This is the part where, when you deliver the price, you need to be ready to drop your price to get the Ok. It used to be called (and I still think it) a drop close.** I always build a lower price into my close because most people want a little ‘knocked off’ so that they feel they just won. Be careful though, you can’t just knock money off to speed up a deal, all discounts have to be justified or you lose credibility. (See the compelling offer below).

Ok, I’ve got the ‘We’d like to go ahead.’

I’ve handled the objections and gotten the Ok.

I’ve answered the buying signals and got the Ok.

There’re a couple of important things to do now and I never rush.

Stay calm and I ask “Shall we get to the paperwork, it’s just one form?”

When they agree, I shake both of their hands and welcome them on board.

People are less likely to change their minds, or cancel, once they have shaken hands on a deal, even if it takes a while for monies to be transferred.

For those customers who didn’t object to the price, and are happy to sign up right away, I’m still going to offer them the lower price deal right now. I always build a lower price into my close because most people want a little ‘knocked off’ so that they feel they just won. Be careful though, you can’t just knock money off to speed up a deal, all discounts have to be justified or you lose credibility.

Compelling offers are so much more impactful than just delivering a price.

When I offer the reduction I call it my ‘showcase’ price and I can only offer one per postcode region. They can take it (with 4 provisos) or not. Never pressure them but make it clear you need to know now. And then make it so compelling, they’d be crazy not to buy now.

The way I have offered it, for more than twenty years, is simple.

When I first worked this job, we only sold on finance and could offer cash back as an incentive. I didn’t really like it and it drove the price skyward. Today I don’t offer finance and customers don’t ask for it. The people who need finance tend not to own their homes and my leads all know roughly what it’s going to cost prior to contacting us.

If they agree to the showcase price I will reduce the cost per square metre. I explain that by reducing our price to offer you a deal would save us a lot of money on advertising in papers no one reads. The house will be our biggest, and we’d rather reward our customers than waste money – does that make sense?

They always say yes.

So we’ll reduce the sale price *and* for every deal we get in this postcode, because *your* house is the advert, we’ll pay you £100. At this point I have justified the one house per area deal (AND guaranteed referrals). I rework the price, work out the deposit required, and ask how they’d like to handle (not pay) the deposit.

I suggest, “Most people make a bank transfer or debit card. I’ll sign the paperwork to say that has been done today, is that good for you?”

Right there I have just *told* them they are paying the deposit right *now.*

We handle the payment, and I sign off the paperwork, then I hand it to them.

At this point I say, “Don’t sign yet”

I have one more thing to do. I list every aspect of the work we will do. I go through all the information I have written into the contract. I go through everything again and point it out on the ‘paperwork’. This means they can never say they’re not getting work done that they haven’t paid for, the colour is the colour they want etc etc. Again, they understand exactly what they're paying.

Then I go to the money section and explain the retail price, the reduced price, their discount, the VAT and their deposit. At this point I ask if I can take their card details or give them our account numbers. I sign to say it’s been done.

“Are you both happy with everything here?”

They always say yes and I hand them my *lucky pen* to sign with.

I have a lucky pen, really, it’s so very lucky to me. It’s very ornate, with Celtic carvings, and I bought it in Ireland when I was married to my crazy second wife – now I’m not married. The reason I tell this little story and hand them the pen is simple. It takes their mind off flipping through the contract and reading the T&Cs for the next twenty minutes. Normally they’re not bothered because I make a big deal of the guarantee at the start. But why waste time?

Once they’ve signed I explain what happens next.

The paperwork goes to the office and they will write to you confirming everything we’ve covered today. They will then organise the fitting dates. Is that good for you?

**Consolidation**

So that's it, we have converted a hot prospect.

Just one thing left to do – make sure we don’t get a cancellation.

I don’t want them to tell their neighbours or friends they are going to get work done until we start the job. The biggest reason for this is that jealousy thing. So many so-called friends say stuff like ‘Oh, but your house is nice like it is.’ That's because they don’t want to see a better house than theirs, some friends don’t have our best interests at heart. Or they feel their friends might have been sold a scam. Either way, I don’t want any nosey neighbour undoing all my hard work, so get them to keep schtum. By offering my new customers a deal, I get them to agree not to tell anyone until the job is done. Plus, when the job is finished, it adds so much more impact, we will get referrals. I will also offer to pay my customers a fee for sending people to us.

Before I leave, and as I’m packing my stuff away, I ask if there is anything else I can do to help them.

“Are you both happy with everything we’ve covered?”

I always get a resounding happy ‘yes.’

Sometimes I get asked what will happen next again.

As I leave, I take them out into the garden and look back at their house, “Take a good look folks, by the time we’re finished, this will be unrecognisable, I’ll bet you can’t wait Mary eh?”

I say this to Mary because women are so house-proud. Men are generally just there to pay for it.

Mary tells me she can’t wait, really excited, looking forward to it etc.

“Remember, when it’s *finished,* that’s when your neighbours will be wowed, say nothing until then.”

They agree to keep schtum.

“Just one more thing for me to say, I’d like to say thank you for your business and your hospitality, I appreciate it, and as a company, we appreciate your business! I shake their hands again and bid them farewell.

I’m off to my next appointment to do it again.

Cross selling and add ons.

If you have more than one or two product ranges to sell or promote now is NOT the time to try and flog them to a really happy and satisfied new customer. No one wants to be pushed into spending even more money so quickly after a sale, so don’t try.

What I do is to say something like, “Remember when we were talking about saving money with the new render system?”

“Yes Lawrence.”

“Well, I have a very good friend who could help you save even more, its normally about ££?? Per year. Would you like a quick chat with him, see if he can save you more?”

Or

“You know earlier you mentioned (see rapport building is very important) getting the new windows fitted?”

“Sure”

“Well, are you happy with what they’re offering or would you welcome another quote from someone I trust?”

No pressure, no desperate need to get more money out them, just a casual comment about helping them further. I have a huge network of local business owners, and if I find a need, I’m always happy to refer. Even better if you have worked in a fee for recommending. Even better still if you worked out a commission for a sale as a result of your recommend.