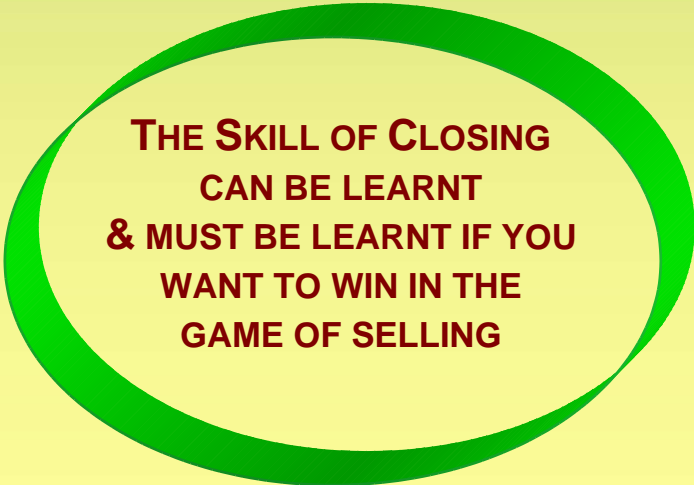


**FOUNDATIONAL SKILL IN  
SELLING**

**Closing The Sale**

**Yim Choong Chow**



**THE SKILL OF CLOSING  
CAN BE LEARNT  
& MUST BE LEARNT IF YOU  
WANT TO WIN IN THE  
GAME OF SELLING**

## Preface

The champions of the sales arena are masters at closing the sale. You may be adept in building a warm, and friendly relationship, identifying and even creating needs for the customers, presenting unique of your products and handling objections, but if you can't close, the cash register simply won't ring.

Closing is the one thing that transforms all the selling activities into sales revenue for the company. "You can't sell if you can't close" probably best describes the importance and role of closing.

***The Skill of Closing The Sale*** will help you become a good closer. It will show you precisely what to do, what not to do and more importantly, how to apply closing techniques that work.

You will soon learn that "closing" is really about getting one form of commitment or another. Although the contents of this book are most easily related to selling situations, they can just as well be applied in all aspects of interpersonal communication. I therefore hope that they will be of profound interest and benefit not only to those who wish to become professions in selling but also all those who want to improve their effectiveness in interpersonal communication. Close, close, close and watch your sales revenue grow along with your remuneration!

<b>TABLE OF CONTENTS</b>		
Chapter 1	What is a close?	6
2	Whom & when to close?	13
3	How to close?	25
4	The basic Ask-For-It close	33
5	The Twin Barrel Close	37
6	The Ring Back Office Close	39
7	The Question for Question Close	44
8	The IF Close	46
9	The Involvement Close	49
10	The Asset & Liability Close	53
11	The I-Need-Your-Help Close	59
12	The Elimination Close	62
13	The Key Issue Close	65
14	The Supplementary Question Close	68
15	The Buy Now Than Later Close	70
16	The Small Bite Close	73
17	The After A Critical Incident Close	75
18	The Last Objection Close	78
19	The Where-Did-I-Go-Wrong Close	82
20	Some parting words	86

## Chapter 1 - WHAT IS A CLOSE?

The primary purpose of any business is to create and maintain customers. Whilst selling and servicing customers are the respective processes which create and maintain customers, closing is the specific skill within the selling process which makes this possible.

The basic selling process contains five steps:

Greeting

Warming up

Probing for needs

Presenting benefits

Closing the sale

and it would not be impertinent to state that the purpose of all sales activities is to close the sale.

Greeting, warming up, probing, presenting, objection handling are all but essential preparation for the close itself.

Why?

Because the close transforms

- ✧ interest into buying decision,
- ✧ potential business into actual sales revenue,
- ✧ prospects into paying customers.

To be able to sell is to be able to close well.

Yet the average salesperson is weak in this crucial skill. I recently went shopping for a lap-top computer and had the pleasure of meeting Bobby Ng, a bright and enthusiastic sales representative. He made an excellent first impression, warmed me up well and gave an outstanding presentation of the product. When the presentation was over, I waited to be closed; to be asked whether I wanted to take the lap-top now or have it delivered to my home. Or whether I prefer to pay by cash or credit card. Nothing happened. After a few moments of fondling with the machine and making sure I understood the features, he in-fact "un-closed" the sale. He told me to feel free to shop around, think about it and give him a call anytime I needed more information. What a let down! I was ready to buy but he obviously did not know how to close or maybe was afraid to ask.

I suspect the reason is that he was so pleased with his presentation and the ability to answer all my questions that he simply neglected what his job was. To get the money from my purse!

The reason why I am relating this incident is to remind you what selling is really all about. Until your prospect becomes a paying customer, you have not done your job as a salesperson.

Closing is a must. It is the culmination of every sales call. No close - no sales.

This book will examine all the major factors involved in the art and science of closing. I will share with you tested and practical techniques and tactics which you can use to become a professional salesperson - to be an excellent closer.

The key to success is however in your hands for only you can make the methods work for yourself. You have made a good start by investing in this book. Now you must make it a point to learn the material well, modify them to suit your line of work, apply and use them in every way possible. You will soon see your sales revenue soar and your income improve. What's more - you will discover that your customers will like you more - because each and everyone of your customer wanted you to close them in the first place.

By doing it well, you make them feel good and they will want to come back for more - because customers love buying from professional closers.

What is the close? The close is the culmination of the sales call. It is the final objective of every sales call. The close is the act of getting your prospect committed to buy from you.

Depending on what you sell, it can be in one or more forms.

For example, in the retail business, the close would typically take the form of an exchange. When you part with your merchandise and the customer parts with his money.

If you are selling insurance, the close materializes when the prospect signs the proposal form and hands you the first premium.

If you are selling shipping services, the close can come in the form of an agreement to take a particular course of action - for instance, he agrees to ship with you or sign a service contract with the your company.

In the auditing profession, the close is when he agrees to retain you to go over his books.

The close can be summarized as a clear cut agreement on the part of the prospect to buy your product or use your service. To close a sale is therefore to get an agreement from your prospect to do just that. The final test is in the dollar-sign.

If the close directly results in a billing or generating sales revenue, then it is a valid close. All others are not - and indeed are not good enough.

So that we get a clear understanding of what a valid close is, let us look at some examples of non valid closes. Non valid closes would include:

- ✧ A promise to consider your product or service the next time,
- ✧ A recommendation to use your services if possible,
- ✧ An agreement to follow up on what you have proposed.

Vague and hazy! Empty promises even. Notice non valid closes sound as if you are moving ahead but they really lack specifics and substance. Your company certainly cannot base your salary on these!

I suspect that one of the reasons why so many salespeople are not good closers is because they are contended with non-valid closes, such as a promise.

In most of the cases, promises are nothing more than smoke-screens - to get rid of the salesperson. When I was selling for a large shipping company, some of my colleagues argue that a promise to ship with the company is as good as a physical space booking. "*After all,*" they say to the sales manager, "*customers make good of their promise. The business will come. Don't worry!*"

If you are the sales manager, would you be worried ? Or are you giving this line to your boss now ? Do not fool yourself thinking (or worse still making believe) that you have committed the prospect when the prospect has really not done so.

To avoid this trap, it is my suggestion that you make a description of what constitutes a valid close in your line of business. Is it a signed purchase order? Is it a service contract? Is it a specific agreement or an action plan? Is it a booking?

What, in your industry, is customary? What is the minimum acceptable form of commitment for your company?

Give this careful thought. Discuss with your colleague or manager and jot this down if you are new in the business so that you remind

yourself what you must physically get from your prospects before the cash register will start ringing.

In selling to your prospects, your frame of mind must be to accept nothing less than a valid close in your industry. If you stay focused that the objective of the sales call is to get the close, you are already on the way to being a better closer.