

FIVE CLASSIC CLOSING TECHNIQUES

There are many ways to close your prospect. Not only do you need to do something comfortable for you, but you also need to do something that increases your chance of closing the person for their reasons, not yours. Here are five techniques you can consider in approaching the final step to move you forward.

1. CLOSING DOES NOT HAPPEN AT ONE TIME AT THE END OF THE PRESENTATION.

It happens before the presentation, then their decision is reconsidered in the middle of the presentation and they confirm their decision by the end. So, as you go through the entire conversation with them, you should be asking questions to get confirmations they are seeing how this will change their life, how they can do it, how you can team up together to make a great partnership, how nothing will stop you. These kinds of statements/confirmations need to come all along the way...not just at the end but starting at the beginning.

2. ASK AN EASY QUESTION.

"You seem to like what I showed you...would you like to know how to get started?"

"So, what would you like to do next?" or

"What would you like me to do next?" or

"What works best for you?"

3. PEOPLE HATE MAKING DECISIONS.

They want to procrastinate, which means they make a decision to stay where they are. Your job is to point out future consequences of not moving forward: "Yes, I understand that you have to make a choice...to either move forward with this business or not. Consider this: Five years from now you don't want to look back and think, "Gee, I wonder what would have happened if I had taken that opportunity."

4. GETTING PEOPLE READY FOR THE CLOSE:

Words to use to introduce your prospect to closing:

"Now, I would like to show you how I work with new distributors like you."

"Let me show you how our customers make their orders with us."

"So, if you would like to partner with me in this business, would it be okay if I showed you the next step?"

"Would you like to know the next step?"

5. A CLOSE YOU CAN USE...EVERYWHERE IN ONLY NINE WORDS.

It stops the chit chat, gets to the decision with no rejection, shows your prospect you want to serve them, relaxes your prospects by giving them choices, takes advantage of a subconscious mind program – we choose what is easier, not what is harder.

The close: "So, what is going to be easier for you?"

The first is they delay or make the decision to not go forward.

The second is our solution.

"So, what is going to be easier for you? To continue working that job you hate every day for the rest of your life? Or to get started with our business now, so maybe next year you can tell your boss goodbye?"