



# Sales Mastery Series WITH TOM HOPKINS

## Closing Techniques

**I. Consummation defined** — (1) A perfect ending; (2) Helping people make decisions that are good for them; (3) A symphony of words and actions that emotionally build, culminating with a win/win final agreement.

A. When to consummate you will learn when to close by making yourself close \_\_\_\_\_ and \_\_\_\_\_. Thus, you'll develop your own closing instinct.

1. Positive body language cues

- a.
- b.
- c.
- d.
- e.

2. Verbal

- a.
- b.
- c.

B. Where to consummate

## II. Consummation strategies

A. **Basic Paperwork Close.** You ask a question. They answer it. You write the answer on the paperwork.

1. Reflex questions

B. **The Oral Close.** “What purchase order number will be assigned to this transaction?”

## III. Power consummation strategies

A. **Similar Situation.** Relating a story about someone else who was in the same position your future client is in now. They went ahead and today they're so happy they did. Or, they didn't and have regretted missing the opportunity.

B. **“I Want to Think it Over.”**

*Phraseology:* “That’s fine, Judy. Obviously, you wouldn’t take your time thinking this thing over unless you were seriously interested, would you? I mean after all the time we’ve spent working toward this decision, I’m sure you’re not telling me that to get rid of me. So, then may I assume you will give it very careful consideration? Just to clarify my thinking, what is it about the (product or service) that you want to think over? (Don’t pause after the word “over.”) Is it the quality of the service I’ll render? Is it \_\_\_\_\_? Is it something I’ve forgotten to cover in my presentation? Seriously, Judy, please level with me. Could your hesitation in any way be financial considerations?” (Many times they’ll say yes and you can then handle the objection.)

C. **Getting a Grip on Money Concerns.** A process of converting total or monthly amounts of money into daily amounts.

D. **Oblique Comparison.** Comparing the daily amount above to something they would do or give up owning to have it.

**E. The Scale Approach.** Use when they want to weigh the facts.

*Phraseology:* “I understand how you feel and weighing the facts before making a decision makes a lot of sense. In fact, when I’m in this type of situation, I use a method called the ‘Scale Approach.’ Here’s how it works: First, we draw a scale. On the left side of the scale, we pile up, just like small weights, the reasons you feel it makes good sense to go ahead. On the right side, we pile up the reasons you feel are against it. When we are finished the decision will be weighed. Let’s try it, OK?”  
(Go for a minimum of 6 reasons for the decision.)

“Now, what are the weights you feel are against the decision?”  
(Don’t help on the right side!)

“Let’s see what we’ve got. On the left side of the scale, we have six heavy reasons why you should go ahead. On the right side, we only have two against. So the answer is rather obvious, isn’t it? By the way, I know you will be happy we took the time to do what you wanted to do, which was to weigh the facts.”

**F. Competitive Edge Technique**

*Phraseology:* “Judy, please realize that many of your competitors are facing the same challenges today that you are. Isn’t it interesting when an entire industry is fighting the same forces, some companies do a better job of meeting those challenges than others. My entire objective here today has been to provide you with a method of gaining a competitive edge. And gaining edges — large or small — is how you can make this one of those few companies in your industry who is doing a better job. And that’s what you’d like, isn’t it?”

**G. Economic Truth Consummator**

*Phraseology:* “John, it’s not always wise to guide our buying decisions by investment alone. It’s never recommended to invest too much for something, however, investing too little has its drawbacks as well. By spending too much, you lose a little money, but that’s all. By investing too little, you risk more because the item you’ve purchased will not give you the satisfaction you were expecting. It’s an economic truth that it’s seldom possible to get the most by spending the least. In considering doing business with the least expensive supplier, it might be wise to add a little to your investment to cover the risk you’re taking.

If you agree with me on this point, and are willing and able to invest a little more, why not get a superior product? After all, the inconveniences of an inferior product are difficult to forget. When you receive the benefits and satisfaction from the superior product, the investment, no matter how much, will soon be forgotten.”

#### **H. The Best Things in Life Consummator**

“Gene, Kathy, isn’t it true that the only time you have ever really benefited from anything in your life has been when you said Yes instead of No? You said yes to your \_\_\_\_\_. (Optional: and I can see how happy you are.) You said yes to your job, your home, your car — all the things that I’m sure you truly enjoy.

You see, when you say Yes to me, it’s not really me you are saying yes to, but all the that we offer, and those are the things you really want for your family, don’t you agree?”

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