



Close that Sale and Upselling too!

With Tony Hunt MA

Everyone sells

In this chapter



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- Meeting the customer's expectations
- The 'CLOSE'
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What is your 'SERVICE' approach?

Say hello

Establish it's for you

Research the facts

Verify the facts

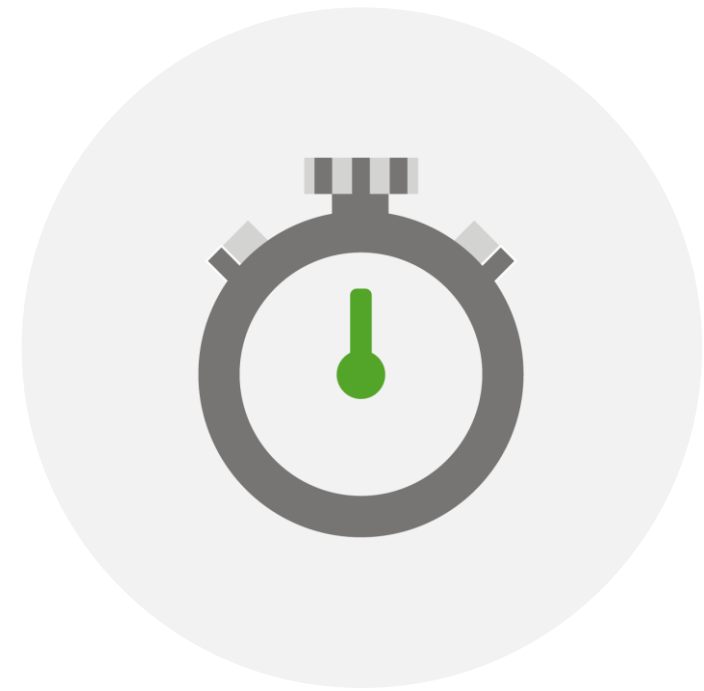
Initiate proposal

Commit to action

End transaction

Meeting your customer's expectations

Last year's 'augmented' is this year's 'expected'



- Fast, efficient and accurate service
- Prompt responses to their enquiries
- High quality products at a competitive price
- Sufficient stock to meet their needs
- Friendly, helpful service staff
- A trained staff that can handle their questions without referring them on
- A clean and attractive facility or easy to navigate website



The 'Close'

Four steps you should take before trying to close the deal



You have **approached** your customer



You have **listened** to their needs



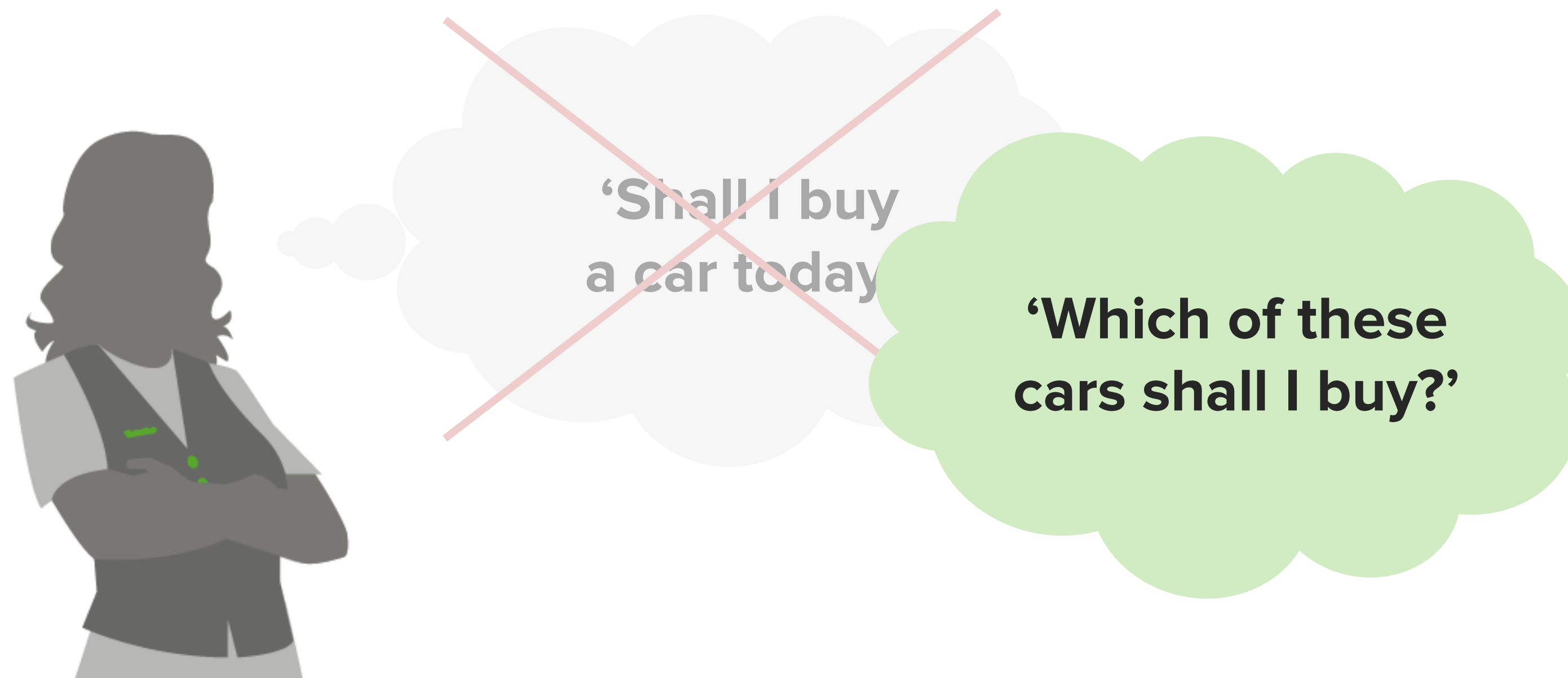
You have **matched their needs**



You have **made the most** of the opportunity

Alternative closing

If a customer is shown **two or more alternatives** during the sales pitch, the **psychology** of the sale **seems to change**.



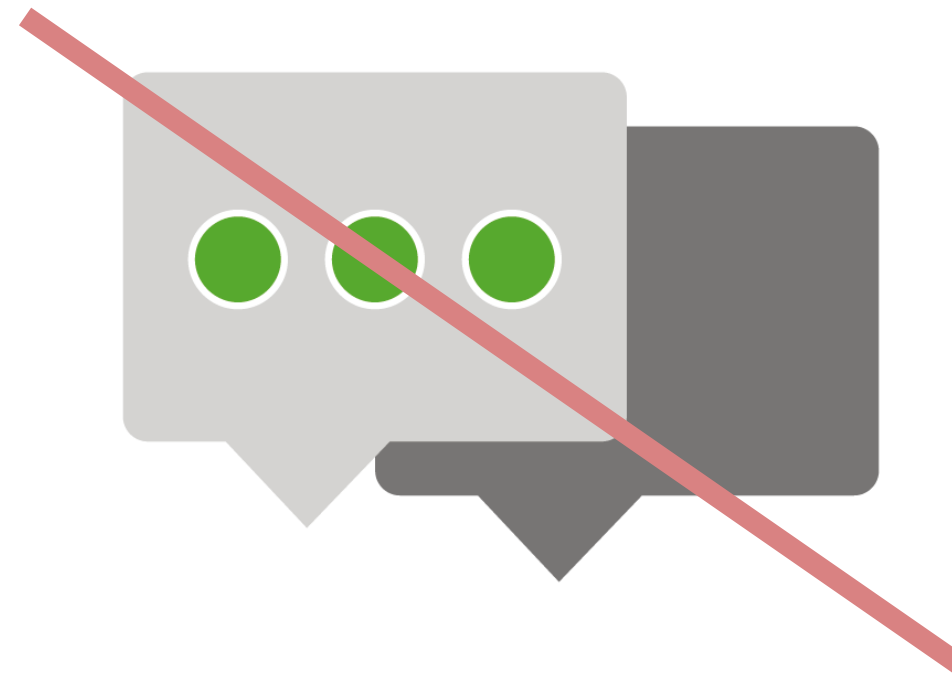
It is much easier to close a sale when the customer says, '**Which of these will I buy?**'

Sales silence

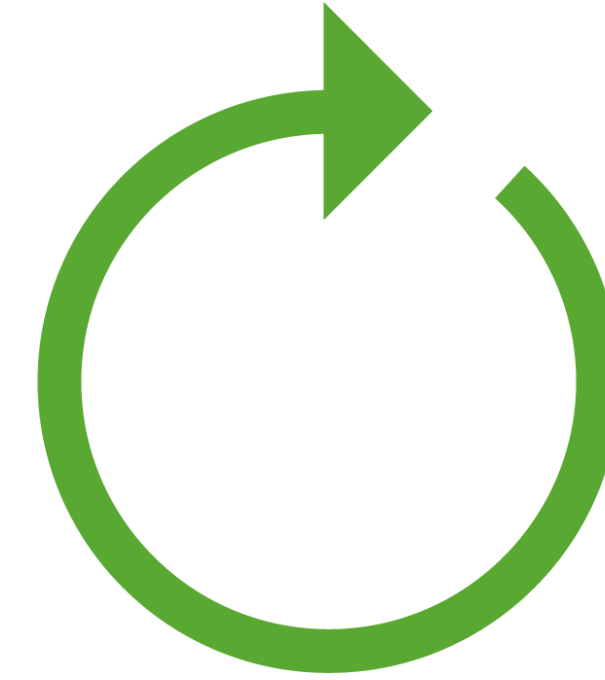
This is where it can all go wrong



Usually lasting between
2 to 5 seconds



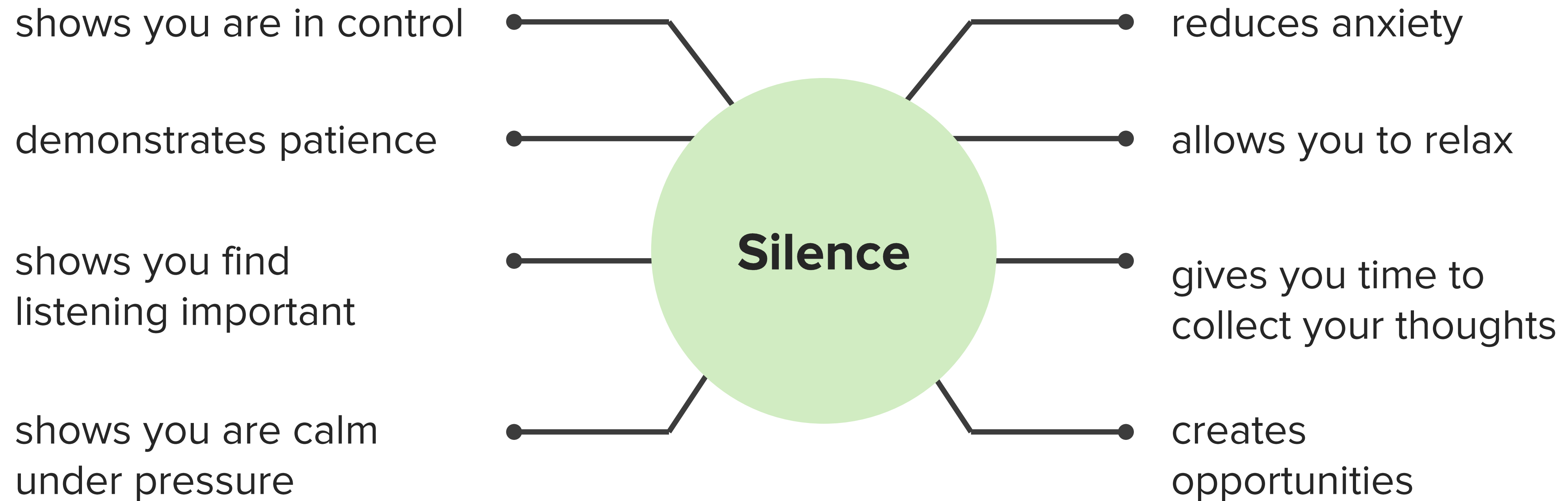
Neither sales person or
sales prospect speaks



Takes place just
after the 'ask'

How **comfortable are you** with the idea of sales silence?

Silence is golden





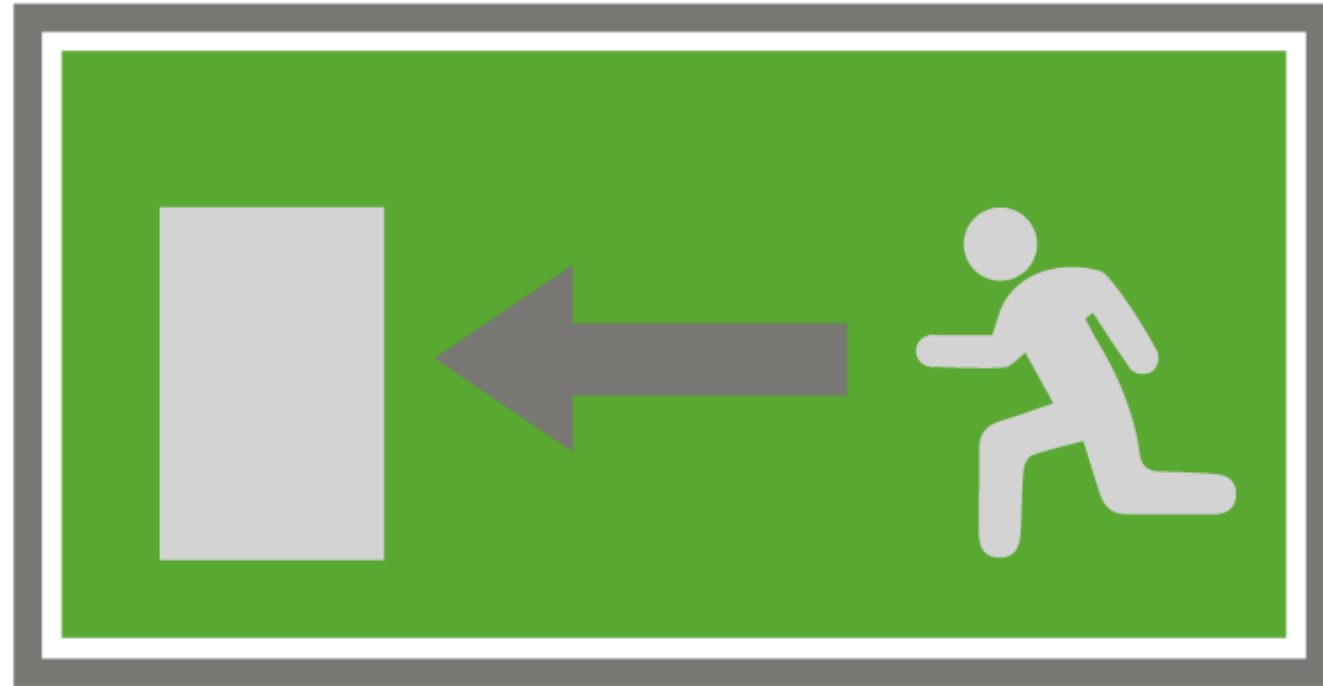
Help your customer to make the decision to ‘do it now’

Create urgency – momentum, excitement

Create the silence – **then close the sale!**



Asking the right questions



Ask 'closed' questions
to narrow things down

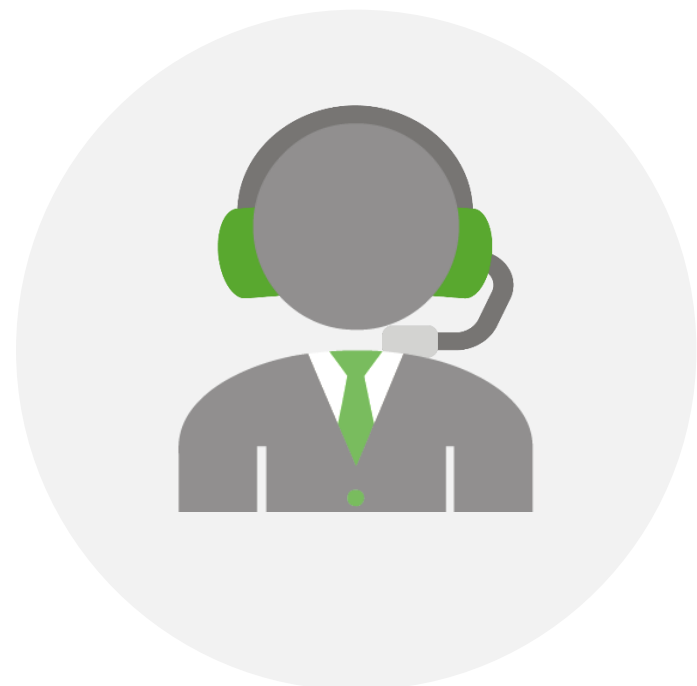
There will be objections

Overcoming objections – a vital skill



Is it the price?

- What can you offer?



Is it the service?

- Is the customer aware of your CRM process?

Is it the product ?

- Can you modify?



Is it uncertainty about the future?

- Remind them of your future relationship



It is too expensive! – price objections



- **Emphasise the benefits** and make sure the customer **understands the context** of the sale
- The **quality** you offer and your expertise
- Are there cheaper **alternatives**?
If so, **why are they cheaper**?
- Can the **payment method** ease the pain of the purchase?



John Ruskin 1819 - 1900

”

“It's unwise to pay too much, but it's worse to pay too little. When you pay too much, you lose a little money - that's all.

When you pay too little, you sometimes lose everything, because the thing you bought was incapable of doing the thing it was bought to do.



John Ruskin 1819 - 1900

“

The common law of business balance prohibits paying a little and getting a lot - it can't be done.

If you deal with the lowest bidder, it is well to add something for the risk you run, and if you do that you will have enough to pay for something better.”

[John Ruskin]

I don't like the product or service



- Is there a **different package** or can you offer **additional options**?
- Do you have an **alternative solution**?
- Explain **trial or refund options** that will assist the Close

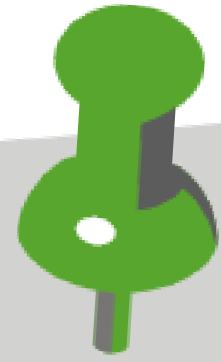
Be prepared



What might be the **common objections** that you can anticipate?

Try to cover all the bases!

Is the sale stalling?



Get the customer to agree on the timeframe for something

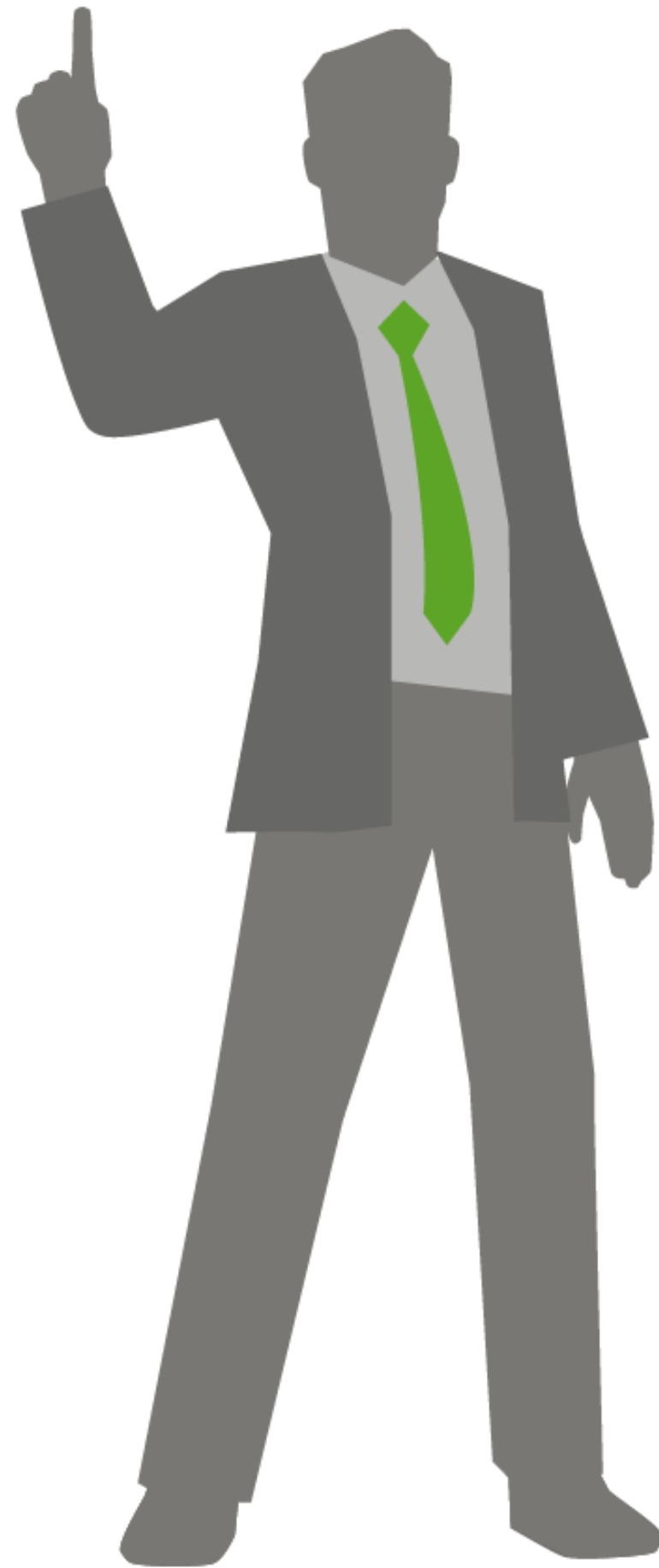
Close the customer on a couple of key features and benefits they do like

Ask the customer what is keeping them from making a decision now, and ask them to further clarify their decision.

Attempt to close the sale using a future expectation.

Upselling

Product and service awareness is vital here



- **Don't oversell** – this can lose everything
- Learn how to '**actively recommend**' additional, further, augmented options
- Keep those recommendations **limited to the main context**
- Think of the **rationale** behind any recommendations you make
- Put two or more **products into a 'bundle'**, 'a group'. 'People often find
- Allow more time – 'sales silence' is very important here

Should you follow up?

Yes, always. It shows you care!



Follow-up **helps the relationship** and mitigates the risk for the purchaser

People ‘buy the person’ and if your relationship is right, **you will be their first choice** for subsequent purchases

End with the right message



Re-assure them!

Their 'risk' needs to be **reduced** by you.
They need to know that they have
made the right choice.