# Closing Checklist

The best time to close is when your prospect is ready to say “yes”. No sooner and no later. Closing includes asking your prospect to take some action. To close effectively you must develop the ability to help people make difficult decisions.

If you can see that your customer is not going to be able to make the decisions without other people or processes, your new close is to get them to setup a meeting with those other people or to do that other process. And remember, once you’ve closed the deal, don’t ruin it by running your mouth, thank them and tell them how you will be following up.

## Trial Close via Anchoring

Trial closing is to gauge whether you client is ready to say “yes”. Trial closing should be combined with anchoring which means that the client should be able to see themselves in or using the product.

Examples:

* Can you see this improving your churn?
* Can you see this improving your ability to market to your base?
* Do you think this will increase your conversions?
* Do you see how this will decrease the amount of time spent doing this task?

## The Just Ask For It Close

If your confident you have the deal closed or you have a good or playful relationship with the prospect.

Examples:

“Do I have your approval to proceed?”

“Can we shake hands on it.”

“Are we okay signing you up now.”

## The Alternate Choice Close

A great way for the prospect to feel they are in control. Remember, a confused mind says “no” so don’t overwhelm them with more than 2-3 choices.

Example:

“Would you like to go with Option A or B?”

## The Contract Close

If you’re not quite ready to deliver what the client wants or they have an objection you know you can overcome.

Examples:

“If we can deliver this to you by August 15, will you buy now?”

“If we can provide a feature that automates your entire process, will you purchase now?”

“If we can guarantee you won’t have any issues with the training, would you subscribe?”

## The Impending Event Close

Using urgency to help close the deal.

Examples

“We are closing our beta round; can we get you signed up before we are full?”

“To avoid missing your deadline, can we signup?”

“The cost will increase soon, can we sign you up”

Note: Don’t use lies to create an impending event close.

## Assumptive Close

Assume your customer has said yes.

Examples:

“Should we schedule training tomorrow.”

“Can we upload all your team members today?”

“It sounds like we’re in agreement so let’s go ahead…all you have to do is enter your…”

“Let me get your basic info so we can sign you up.”

“I can sense this is a priority…I will get you signed up.”

## Step Down Close

This close is used after an order is all but lost and you want to go for part of the sale instead of losing all of it.

Example:

“I accept your decision and totally understand. Would you be okay with us (doing some smaller scope of work)?”

## Summary Close

When you have everything from them and they don’t have any objections.

Example:

“I have you your scope, cost, and basic information, are you okay with me authorizing this.”

## Old Faithful Close

Tried at true closing statements.

Examples:

“Have you got yourself sold, or go you still have questions.”

“Is there anything else we should do before starting.”

“If you have no additional question, I can get you signed up.”

## Hat-in-Hand Close

Last resort close. Only works to close 20% of time, usually when customer hasn’t been vulnerable enough with you.

Example:

“I accept your decision. It’s been my experience that when a customer doesn’t sign up my offer wasn’t good or I did something wrong. You said the offer wasn’t bad, can you help me improve for next time by knowing what I did wrong?”