

Sales Close Scripts

I thought you might find it useful to have the closing scripts from Chapter 3 in text format too. Here they are as a text file, which you can manipulate on your own word processing software. That way, if you want to draft some possible closes as part of your preparation for a sales call, you can work with the samples. Treat them as templates, editing them to suit your needs. Or rewrite them more radically if you get inspired.

Good hunting!

Direct close scripts

"Shall I write up an order for . . . now?"

"Would an order for X amount be appropriate right now?"

"It sounds like it might make sense for us to try working together. Would you be willing to sign a contract for, let's say, (X units) if I get one prepared for you and fax it over later today?"

"It sounds like you really could use the XYZ product right now based on what you've told me. I can start processing your order tomorrow if you want to give me a purchase order number for it before I go."

Trial close scripts

"If you start carrying our brand, will you drop another to make room for it?"

"If you do decide to use our delivery service, what sort of volume would we need to be able to handle for you on a weekly basis?"

"If you decide to switch to us, when do you think would be a good time to make the transition?"

"Do you have a date in mind?"

"Do you have a specific project in mind so we could develop a proposal for you?"

"How much have you budgeted for this purchase, and what kind of payment schedule are you thinking of?"

Wrap-up close scripts

"Well, if I might just take a minute to summarize the main concerns I think

you've raised . . . "

"To wrap up my presentation, I'd like to reiterate our commitment to meeting or exceeding all of your specifications. Specifically, we can . . . and . . . and . . . "

"I appreciate all the time you've made for me today, but I'm sure you have other appointments too. Would this be a good time to wrap up our discussion and see where we are?"

"Well, I think I'm beginning to get a clear picture of what you're looking for. As I understand it, you need . . . Does that sound about right?"

Process close scripts

"Okay, let's get started on this order form. Do you use the same billing and shipping addresses?"

"To qualify for credit terms, we'll need to make sure your company is in our customer database. Can I go through what we've got in the computer right now and make sure it's complete?"

"Assuming you do end up making this purchase, we'll need to have a completed order form. I can get that process started now. What kind of quantities were you thinking about?"

"The next step is usually for us to prepare a detailed proposal. To do that, I need to clarify a few points. Can we go over those now so I can send you a proposal in the next day or two?"

Analytical close scripts

"It sounds like you're having a little bit of trouble thinking this decision through in all its complexity. Why don't we analyze your options and see what really makes the most sense?"

"We've explored quite a few different issues as we discussed the idea of a possible purchase. In fact, I'm feeling a little confused by all the details. Would you mind if I did a simple pro/con analysis of the decision you're facing right now, so I can see the issues more clearly?"

"I gather you are seriously considering several alternatives right now. I'd like to help you analyze each of these alternatives, because it will help me see whether my offering really does make sense. And it should help you make a better decision too. Do you mind if we spend a few minutes thinking each of these options through to see how they'd affect you in the long run?"