

## June-July Newsletter

Last month, we discussed how your attitude when closing was absolutely critical to your success. A bad attitude equals no sale, and a good attitude equals a high probability of making a sale. We continued the dialogue by analyzing the key elements of your Sales Presentation. We also pointed out that asking questions and listening is a critical part of your sales presentation.

When you don't actively observe your prospect and watch for any negative body language or signs of disagreement, you are at risk! How often have you made the mistake of continuing with the sale, only to discover that you lost the prospect 20 minutes ago!

In today's article, we'll discuss how to present your Offer, and some simple closing techniques. Read on...

### **The Offer**

Every sales presentation includes "The Offer." This is where you explain for the prospect exactly what is included in the deal, and why it is important for them to say YES at this precise moment, and not delay. Without an offer, there can be no sale.

It might be hard to believe, but the biggest reason for sales failure is the inability to ask for the order! This catastrophic error occurs over 60% of the time, so don't make this mistake. Deliver your offer, then move to a powerful close and ask for their business.

Here are the usual elements included in the Offer:

- What is the Offer?
- What's included?
- Price
- Any Terms/Financing options
- What's in it for them (WIFM?)
- Any special considerations (Bonuses/Discounts)
- Any Incentives for Signing Today (Urgency)
- Your Guarantee

In Mark Joyner's book The Irresistible Offer (highly recommended) he expands on this topic, adding a few extra elements:

1. The Offer must be High ROI
2. The Offer must include a Compelling Touchstone

### 3. It must be Believable

How you sequence these elements is up to you, but they should all be included to have maximum impact. In addition, the offer should be clear, simple, and brief. Remember, a confused customer never buys, so practice delivering your offer until an 8-year old child would understand it!

## The Close

After your Offer has been delivered, and you are certain it has been clearly understood, your next move is to simply ask for the order. This requires a good closing question or technique. Here are three of my favorites:

**1. The “Recap Close”:** To perform this close, you simply recap each of the key selling points, WITH THE BENEFIT TO THE PROSPECT, and make certain that they nod their heads or agree with each.

Beware of “reinventing the wheel” during your recap. This is a brief summary of the Benefits and Value they will receive, this is NOT a detailed review. Don’t go backwards, move forward!

Then you move into the close, with this CLASSIC and highly successful closing question:

*“How do you feel about moving forward”*

Or

*“Can you think of ANYTHING that would prevent you from moving forward today?”*

## 2. Assumptive Close

This closing technique works when you’re very confident that all of the buying signs have been expressed. In this technique, you are simply assuming that the prospect is ready to move forward, so you say something like this:

*“It sounds like you’re ready to move forward, so let’s get the paperwork completed....”*

Or

*“From what you’ve indicated in our discussion, we should be ready to move forward. Let’s complete the paperwork now...”*

## 3. Alternative Choice Close (either choice selected means they have bought)

*“Would you like to take delivery in Los Angeles or Denver?”*

*“Would you like to schedule your training in June or July?”*



*“Do you prefer to pay with Credit Card or Check?”*

(For a more detailed list of over 21 winning closing techniques, visit my website at [www.connexiagroup.com](http://www.connexiagroup.com) and click on “Free Downloads.”)

After the closing question is asked, one of three things will happen:

1. Yes (fill out the order form and get it signed)
2. No (find out the objection and handle)
3. Maybe (clarify and handle the objection)

In next month’s article, we will discuss how to handle objections and I’ll reveal my 5-Step Objection Handling System.

Until then!