Sales Closing Techniques

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Agenda

- Review of The Sales Process
- Stages of closing
- Personality styles
- Introduction to ERHQ
- Q&A
The Sales Process

- Research
- Prospect identification
- Mental/physical state
- Practice
The Sales Process

- Preparation
  - Research
  - Prospect identification
  - Mental/physical state
  - Practice

- Approach
  - Script
  - Key statement
  - Question

- Discovery

- Solutions

- Close
The Sales Process

- Preparation
  - Research
  - Prospect identification
  - Mental/physical state
  - Practice

- Approach
  - Script
  - Key statement
  - Question

- Discovery
  - Ask questions
  - Active listening
  - Buying signals/pains

- Solutions
  - Body language
  - Pre-close

- Close
The Sales Process

- Preparation
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- Discovery
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- Solutions
  - Credibility statements
  - Features, Advantages, Benefits
  - Personality styles
  - Confirmation closing

- Close
The Sales Process

**Preparation**
- Research
- Prospect identification
- Mental/physical state
- Practice

**Approach**
- Script
- Key statement
- Question

**Discovery**
- Ask questions
- Active listening
- Buying signals/pains
- Body language
- Pre-close

**Solutions**
- Credibility statements
- Features, Advantages, Benefits
- Personality styles
- Confirmation closing

**Close**
- Soft vs. Hard
- Based on Discovery
- Personality styles
- Ask for the sale
The Sales Process

- Preparation
- Approach
- Discovery
- Solutions
- Close

Closing throughout
Pre-Close (Discovery)

- Ask questions along the appropriate “path”
- Listen!!! Don’t interrupt
- Take notes! Ask for clarification
- Identify key buying factors
  - ...And repeat back
Pre-Close (Discovery)

- Ask questions along the appropriate “path”
- Listen!!! Don’t interrupt
- Take notes! Ask for clarification
- Identify key buying factors
  - ...And repeat back

Then stop.
Preparing the Presentation

- Use Discovery as a “cheat sheet”
- Different types of presentations
  - Know your audience
    - Different personalities
  - Options
  - Still asking ?s!
  - Have data ready
- Anticipate objections
  - Prepare potential responses
# Personality Types

<table>
<thead>
<tr>
<th>Deliberator</th>
<th>Director</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data-driven</td>
<td>Results!</td>
</tr>
<tr>
<td>Slow &amp; thorough</td>
<td>Options</td>
</tr>
<tr>
<td>Many ?s</td>
<td>Quick &amp; efficient</td>
</tr>
<tr>
<td>Punctual</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Collaborator</th>
<th>Expressor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wants to get along</td>
<td>More free-form</td>
</tr>
<tr>
<td>Will help you</td>
<td>Not as many #s</td>
</tr>
<tr>
<td>Show how this affects the whole company</td>
<td>Pictures/demos</td>
</tr>
<tr>
<td></td>
<td>Energy!</td>
</tr>
</tbody>
</table>

- Introverted vs. Outgoing
- Task-Oriented vs. People Oriented
Use a transitional “credibility statement”

- Many of our clients...
- During the seven years we’ve spent working in your industry, we’ve found that...
- Based on our discussion last Tuesday, it sounds like the issues you are up against are very similar to other clients we’ve helped...
Solutions

- Use a transitional “credibility statement”
  - Many of our clients...
  - During the seven years we’ve spent working in your industry, we’ve found that...
  - Based on our discussion last Tuesday, it sounds like the issues you are up against are very similar to other clients we’ve helped...

- Share specific FABs (Features, Advantages, Benefits)
  - Not JUST the Features!
Solutions

- Use a transitional “credibility statement”
  - Many of our clients...
  - During the seven years we’ve spent working in your industry, we’ve found that...
  - Based on our discussion last Tuesday, it sounds like the issues you are up against are very similar to other clients we’ve helped...

- Share specific FABs (Features, Advantages, Benefits)
  - Not JUST the Features!

- Clarify and use a payoff question to trial close
  - It sounded like that feature was really important to you – does our solution make sense as a possible fix?
During the Appointment

- Appointment etiquette
- Gain approval throughout – soft closes
  - Continue with questions
- Confidence without arrogance is key
- Dealing with competition
  - Point out your advantages without bashing
- Body language
Close

- Persistently ask for the sale
- Soft closes throughout; but eventually a hard close
- ERHQ (Empathy, Real, Handle, Question)
- **Empathy**
  - I understand; the delivery timeframe is pretty far out...

- **Real**
  - Let me ask you... if you were able to take delivery sooner, is there anything else that would hold you back from moving forward?

- **Handle**
  - Our team may be able to expedite...

- **Question**
  - What would be the ideal date for delivery?
Personality Closing Strategies

**Deliberator**
- Evidence
- Problem-solving

**Collaborator**
- Personal support/assurance
- Customer service

**Expressor**
- Incentives!
- Support their ideas/ego
- Testimonials

**Director**
- Let them decide (choices)
- In negotiation, they really need to feel like they “won”

**Slower** | **Reserved**
---|---
**Open** | **Fast**
You Don’t Get the Sale

- Still closing!
- Rules for follow-up
- Differentiation
- The pyramid
- If not them – who do they know?
- Know when to move on
The Sales Process
- Pre-closing
- Trial closing
- Personality styles
- ERHQ
- The “No”