

## Closing and Negotiating Skills

Here are a variety of proven Skills and Techniques which can dramatically increase your Closing ratio.

### Confirm Criteria for the Sale

You will increase the odds of Closing a Sale when you let your Prospect or Client know, and possibly even more important, remind yourself, that you are going to Ask for a Decision and that you Expect a Decision at the end of the Presentation. You might say:

**“PART OF MY RESPONSIBILITY IS TO MAKE SURE I ANSWER ALL OF YOUR QUESTIONS SO YOU CAN MAKE AN INFORMED DECISION. AT THE END OF OUR CALL – IF EVERYTHING MAKES SENSE I’LL EXPECT YOU TO GET STARTED – AND IF IT DOESN’T – YOU CERTAINLY HAVE MY PERMISSION TO SAY “NO” – IS THAT FAIR ENOUGH?”**

or

**“AT THE END OF OUR CALL – THERE ARE 3 THINGS YOU COULD TELL ME. 1 – YOU LOVE IT – IT FITS IN THE BUDGET – AND YOU’RE READY TO SIGN UP AND I’LL BE PLEASED TO ACCEPT THAT RESPONSE.**

**OR #2 – YOU DON’T FEEL THAT IT FITS THE BILL – AND YOU’LL TELL ME “NO” – WHICH I CAN ALSO ACCEPT.**

**I WON’T BE REAL HAPPY SIMPLY BECAUSE IT WILL MEAN THAT I’VE DONE A POOR JOB OF SHARING ALL OF THE EXCITING BENEFITS – HOWEVER I HAVE TO BE WILLING TO ACCEPT A FEW “NO’S” ONCE IN A GREAT WHILE.**

**OR #3 – IS THE ONE RESPONSE THAT NEITHER ONE OF US CAN LIVE WITH – WHICH IS THAT YOU WANT TO THINK IT OVER.**

**THROUGH THE YEARS I FOUND THAT MORE MONEY HAS BEEN LOST THROUGH INDECISION THAN BY WRONG DECISION.**

**BASED ON THAT – IF IT MAKES SENSE – I’LL EXPECT A “YES” AND IF IT DOESN’T – I’LL EXPECT A “NO” – IS THAT FAIR ENOUGH?”**

or

**“DURING THIS CALL I’M GOING TO SHARE ALL OF THE FACTS AND FIGURES YOU NEED TO MAKE AN INFORMED – AND AT THE END I EXPECT YOU TO TELL ME HOW I DID BY EITHER TAKING ADVANTAGE OF OUR OFFER – OR PASSING ON IT – DOES THAT MAKE SENSE?”**

### Get them Physically Involved

Always get them Physically Involved by having them take Notes. Tell them to get something to write with since you’ll be sharing a few items that they need to jot down.

Then, each time you cover a Key Point or Benefit during the Presentation, have them jot it down. It’s amazing the power you create by having them seeing these benefits in their own handwriting.

If you’re selling an Investment make sure and go through what we call “Money In and Money Out” so they can see the potential Profit in their own hand writing.

### Using Benefits with Features

Always tie in every Feature with the Benefit to them. Examples could be:

State the Feature **“WHICH MEANS TO YOU”** and then stress the Benefit.

or

State the Feature **“WHICH CAN PROVIDE YOU WITH”** and then stress the Benefit.

or  
State the Feature **“WHICH COULD REWARD YOU WITH”** and then stress the Benefit.

### **Rate their Interest**

Always “rate their interest” after each Feature and Benefit. You would stress a Feature and Benefit and then ask;

**“IS THAT IMPORTANT TO YOU?”**

or

**“WOULD THAT SAVE YOU MONEY?”**

or

**“CAN YOU SEE THAT VALUE OF THAT?”**

Pay close attention on which Benefits score the highest and best responses. Then when it comes time to start handling Objections and Closing, you’ll know which Benefits to go back to so you can expand on them to build more value.

### **Using 3<sup>RD</sup> Party Stories**

Always use Third Party Stories to make a Point because if we say it, they can doubt it, however if someone else said it, it must be the truth. Examples could be:

**“BOB JONES OVER AT ABC COMPANY DISCOVERED THAT THIS SYSTEM ACTUALLY SAVED HIM 22% ON HIS PRODUCTION COSTS.”**

or

**“DR. SMITH WAS INITIALLY RELUCTANT JUST AS YOU ARE HOWEVER HE NOW STATES THAT THIS NEW EQUIPMENT HAS HELPED INCREASE HIS BOTTOM LINE PROFIT BY JUST OVER 40%,”**

or

**“ART BARTON – THE PERSON WHO REFERRED YOU TO ME – TOLD ME THAT YOU MIGHT APPEAR TO BE A LITTLE HARD HEADED AT FIRST – BUT HE MADE ME PROMISE NOT TO ACCEPT ANYTHING LESS THAN A ‘YES’ FROM YOU.”**

### **Using Take-A-Ways**

Don’t be afraid to use several “Take-a-ways” throughout your Presentation if they fit. Don’t forget to always add a Benefit after the Take-a-way. This works great with a very defensive Prospect and helps to put them more at ease. You might say:

**“OF COURSE – THIS ISN’T FOR EVERYONE – HOWEVER IF IT SAVES YOU 20% – YOU PROBABLY NEED IT – RIGHT?”**

or

**“THIS MIGHT NOT BE THE ONLY SOLUTION – ON THE OTHER HAND – IT SURE HAS WORKED FOR EVERYONE ELSE WHO HAS IMPLEMENTED IT.”**

or

**“ALTHOUGH THIS MAY NOT SEEM LIKE THE SOLUTION AT THE MOMENT – I FEEL CONFIDENT THAT YOU WILL THANK ME LATER.”**

### **Using the 5 Senses**

We mentioned earlier that Selling is pure emotion and not common sense, logic, and rational. Granted they need the facts and figures to back up their decision, however the decision making process is pure emotion. Needless to say, the worst Close in the World is “Well, what do you think?” which throws them right back in the common sense and logic.

A great time to use several of the 5 Senses is with Trial Closes. By the way, Trial Closes are great because they only ask for an opinion rather than a decision, however if their answer is strong enough, you've just made your Sale. You might ask:

**“HOW'S EVERYTHING LOOK SO FAR?”**

or

**“IS THIS STARTING TO FEEL BETTER TO YOU?”**

or

**”COMPARED TO YOUR PRESENT SUPPLIER, HOW DOES THIS SOUND?”**

The other two, taste and smell take a little creativity, however they can also be used, such as:  
**“THIS SURE HAS THE SWEET SMELL OF SUCCESS, DOESN'T IT?”**

or

**“THIS IS A PROGRAM YOU CAN REALLY GET YOUR TEETH INTO, ISN'T IT?”**

Instead of asking: “How do you like it so far?”, try;

**“HOW DOES THIS LOOK SO FAR?”**

or

**“THOSE TESTIMONIALS SURE SOUNDED IMPRESSIVE – DIDN'T THEY?”**

## **Sell Yourself**

Every one of us has been taught in Selling 101 that the Prospect or Client Buys Us and whatever we are selling goes with the transaction. I've never met anyone in Sales that doesn't agree with that, however I rarely see anyone actually Selling Themselves.

At the end of your Presentation (especially to a new Prospect) it's critical that you include 15 to 30 seconds about yourself. Always add the one thing that they can't get anywhere else, and that's YOU, particularly when you're selling something where the pricing and value that the competition has is similar or even lower priced than what you are offering. You might say:

**Of course the biggest Benefit I can offer that you can't get from any other Company in the World is ME.**

**I believe in a 100% commitment to my Customers which means I'll be available if you have any Questions, plus from time to time I'll be sharing some great money making and money savings ideas with you that I've picked up from working with my other Customers.**

**If I'm reading you right, and I believe I am, that's the type of professional service that you not only demand, but you also deserve, am I right?**

## **Use a Benefit Summary**

One of the most ignored but yet most critical areas of the Presentation is the ending. Depending on your Product or Service, you may have just invested 10, 20, 30 minutes or even longer covering all of the Features and Benefits and answers Question and/or handling Objections. Now when you expect your Prospect or Client to make a decision, they are faced with an abundance of information to sort through. The Top Pros always use a Benefit Summary to wrap up their Presentations, to make it as easy as possible for the Prospect or Client to make a positive decision.

You want to make it simple for the Prospect or Client to decide by refreshing their mind on the main Benefits. If you are not doing a Benefit Summary you are leaving at least 20% of your Business on the table.

**Stan Billue is known as “*THE Sales Training Legend*” and he is credited with creating more 6 and 7 figure a year Income earning Sales Pros than any other living Trainer. You may subscribe to his free monthly Newsletter and weekly Marketing Tip by visiting [www.StanBillue.com](http://www.StanBillue.com)**