

Closing techniques

Remember – “Attitude is Everything”

Golden Rules of Closing with success:

WHEN to ASK

Always ask for the order!

Any opportunity with any existing or prospect customer...ASK

Ask over the phone or by email

Customers expect you to ask for their business. It's just an expected behaviour and naturally takes place between you and your customer

If you don't ask, you don't get

AVOID

When stating your prices to the customer – NEVER ask...“What do you think?”

NEVER use the terms expensive or cheap. Customers receive “Value For Money” and our goods and services are “Cost Effective”

When you have stated your price, be comfortable to say nothing! Let the customer be the next person to speak

HOW to ASK

“When are you placing your next order?”

“How difficult would it be to place your next order with me?”

“Are you ready to place an order with me?”

Remember – negotiate little and negotiate late – above all customers buy quality, reassurance and reliability: this gives them value for money and peace of mind.