

# Closing

## Coaching Questions

### “Are you nervous about closing? Why?”

#### Topic Introduction

People are often hesitant to close a customer. Mostly there is a feeling inside that they are being too direct or that they could be rejected.

#### Discussion Questions

- Are you nervous that your prospect will say ‘no’?
- Are you nervous that your prospect will say ‘yes’?
- Do you simply think you’re not good at closing?
- Have you tried to close?
- Realistically, what’s the worst thing that could happen if you tried to close a customer?

#### Key Learning

The worst thing that could happen is that you don’t get the sale. That is where you are today. So there is no downside to trying to close a prospect. There is nothing to be nervous about.

### “Are you looking for the signs that they are ready?”

#### Topic Introduction

Customers only buy from you when they are qualified, interested, and ready. You need to look for the signs of being ready in order to close them.

#### Discussion Questions

- Are they asking implementation questions? Such as;
  - How will it work for them?
  - How do they get started?
  - How does payment work? What are the payment methods?
  - An extremely detailed question
- Have all the other stages happened?
- Have all the common questions or objections been discussed?

#### Key Learning

Closing too early will simply tell you that your customer isn’t ready yet, while closing too late means that they may have chosen another solution already.

### “What’s your line?”

#### Topic Introduction

Everyone has one or more tactic that works better for them than others.

#### Discussion Questions

- Are you comfortable using this line? Why?
- Has this line worked in the past?
- Can you see how this line could be a smooth transition from responding to questions and objections?
- Is there another line you’d like to try as well?

#### Key Learning

You should be comfortable with your closing line. The more relaxed and comfortable you are with your line, the better you will be at closing.

## Examples

### Real Life Example: Are you nervous about closing? Why?

An inventor had created a new ladder with three legs, with the third leg being adjustable. The advantage of the ladder was that you could put it upright on uneven ground. This could be used on a slope, within rocks, another obstruction or in the traditional way.

The inventor showed the ladder to his family. They thought it was a great idea! But he never asked if they would buy it.

The inventor showed the ladder to other inventors. They loved it! But he never asked if they would buy it.

The inventor showed the ladder at a tradeshow. People thought it was a great idea! But he never took orders.

Lacking confidence in your product or the need for your product is one of the biggest hurdles that you need to overcome to start closing. If the inventor had considered that the price for the ladder was the same as a traditional ladder, but was much safer and could be used in more circumstances, he would realize that he is helping people. With the mindset that you are helping people, you can realize that your product is worth something.

### Real Life Example: Are you looking for the signs that they are ready?

During a recession, there was a networking event between graduating MBA students and potential employers. Employers were making their rounds of the event and engaging in conversations.

Many of the graduating students spoke about their experience, their interests, and asked engaging questions with the employers. After a couple of minutes they would express interest in the employer's company and request an informational interview. This request was always granted. If you think about the sales cycle, a similar process was followed:

1. Awareness: The initial conversation and introduction began between the student and employer.
2. Qualified: The employer had found out about the student's experience and background.
3. Interest: The student would express interest in the company. The employer could determine if there was a role that would be a good fit for them.
4. Ready: The employer was there with some potential roles to hire for.
5. Close: After following this process, it was an easy close to land an interview.

However, many students didn't wait for the signs that the employer was ready. There interactions were quick and forced. By not going through the stages, the client wasn't ready to be closed and often they would be turned aside. Here was their process:

1. Awareness: The initial conversation began with a quick introduction, potentially the student only getting the company's name.
2. Close: The student would ask if they had positions they were hiring for.

This approach was too direct and the employer needed to know if the student was qualified and if there was a good fit with an existing role to agree to this next step. Luckily for these students, the employers would ask these questions. But their first impression was not as strong as it could have been.

### Real Life Example: What's your line?

An IT sales manager had 2 amazing sales people. But they had different ways that they could close, and had a hard time executing each other's tactics.

One sales person was very direct. His approach was to joke around, 'Do you want to sign now or later?' or 'Are you sure you don't want 2 of those?'

The other sales person was more indirect and process oriented. Her approach was to answer all of their questions and create an implementation process on the spot. Her line would be 'If there aren't any other questions, let's move forward.'