

Personal Selling and Customer Service

Closing the deal

Emmi Maijanen

emmi.maijanen@saimia.fi

Closing the deal

- Ask for the deal!

"Should I put this in package for you?"

"Do we have a deal?"

"Let's go to cashier then to wrap up this deal, should we?"

Why this feels so difficult?

Closing the deal

- Agreement commitment
- Simply: After crystallizing the need and presenting the benefits ask for the deal!
 - But closing the deal is not the end
 - Opening of the new cycle
 - Cross selling
 - Based on the identified needs
 - Agree about the next contact/meeting
 - To discuss the deal related topic Opening new cycle
 - Continue the one you were working on
 - Agree about the follow up operations: Who, what when?

What if customer says no?

- Rejection is not the end
 - Just means that the job is not done yet
 - Sales/service persons responsibility to identify and visibly notice the case and find out the reasons

There are many reasons for saying no...

- All of the real needs were not identified
- The offered solution doesn't meet the needs
- Customer didn't get answer to all of the questions
 - Stated
 - In mind (latent) how to read?
- Lack of trust: person, solution, company
- Resistance to change: personal/organizational
- Customer hesitates with the decision making
- Customer is not authorized to make the decision
- Customer has an attitude that hasn't been handled

Move back to the need assessment or attitude handling

When to back off?

- Don't try to close when

- Customer asks for further information
- There is not any positive reaction
- Some interruption has a negative effect on customer's mood

- When it really is over?

- When you don't have any solution for customers current needs
 - Guide the customer to the suitable solution if possible
 - Try to agree about the next contact (if there are any potential cases where you could do business with this customer)
- Rule of thumb: 3 times no means at least a new topic
- If customer doesn't want to discuss at all about anything

When you know customer is ready to commit?

- Verbal

- Asks about the usage, price, delivery, installation...

"I/my kids/my personnel... would like that..."

"If I buy, when it will be delivered?"

"That seems/sounds good/easy!"

"Wow!"

- Non-verbal signals

- Wants to touch or test
- Nodding the head
- Opening/taking up the order form
- Showing the product to someone else
- The nature of presence changes from worried/defending to relaxed/happy

Closing styles

Supposing style:

- Where you want the product to be delivered?
- Especially suitable for repeat customers

Continuous yes:

- So if I understood right the power of this product helps you to do your quicker? And the speed is important to make your company's process run smoothly? Meaning that you will be more effective and cost efficient?
- Especially suitable style when customer gives positive comments. Use "continuous yes" to enhance the positive perceived value.

Closing styles

Alternative choice:

- Would you like to have the premium or standard version?
- Especially suitable when some parts of the deal haven't been discussed yet

Small questions:

- Start with small questions leading to bigger decisions
- The needed qualities, product/service features, needed amount/capacity...
- Especially suitable when the customer hesitates with the decision making or when the first closing attempt wasn't successful