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Closing tends to be the most stressful action in the sales process for so many people – salespeople and prospects.

Your responsibility as a sales professional is to work the earlier stages of the sales cycle so that closing becomes a natural conclusion if both parties benefit – this includes, closing continually throughout the process. Keep in mind, closing is really the beginning of your business relationship – both parties should be excited about working together.

The closing tool is designed to give you and your team a quick and comprehensive checklist of your “need to know” points before attempting a standard close (trial closes don’t require the knowledge of all “need to know” points – trial closes serve as more of a qualifying function and help the process move to the standard close). While it may be valuable to have a basic understanding of the “traditional” closes articulated in many older sales manuals (e.g., the assumptive, the puppy dog, the physical

action, the choice, the last chance, etc.), it’s these “need to know” points that create the opportunity for any effective close – these are non-manipulative and universal.

The correct answers to these questions assist in developing the close into the natural conclusion we all seek in the process. Work through them for each prospect in your pipeline right now and be sure you’re on the right track to closure.

Additionally, we’ve included some sample closing statements. These are simple statements and questions that help everyone involved in the sales process move smoothly to closure. Use what you like, toss what you don’t and build on those appropriate for your sales world.

No silver bullets. No slick lines. Closing comfort comes from basic preparation... done well.

**THE CLOSING CHECKLIST**

- My product or service provides value for my prospect.
  
- I know the hard dollar value of my product or service to my prospect.  
**THINGS TO CONSIDER:** Return on investment, money savings, etc.
  
- I’ve discussed benefits beyond hard dollar value with my prospect.  
**THINGS TO CONSIDER:** Prestige, safety, non-monetary improvements, etc.
  
- The prospect understands and values the benefits of my product or service.

## THE CLOSING CHECKLIST, continued

I've educated the prospect why the decision to buy my offering is better than a decision to create my offering in-house (on their own).

I've minimized or alleviated risks for my prospect, in regard to this buying decision.

**THINGS TO CONSIDER:** Financial risk, time of implementation, opportunity cost, prestige, approval/ disapproval from boss or peers

I've created a sense of urgency to encourage the prospect to move forward now.

**THINGS TO CONSIDER:** Time to market, discounts, delivery incentives, guarantees, etc.

I've educated the prospect why the decision to buy my offering is a better decision than moving forward with my competitor (or taking no action at all).

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\***smover** ('smoov-er) **noun:** 1. a person who smiles and moves 2. someone who matters to the world, all with a smile

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## SAMPLE CLOSING STATEMENTS

Closing statement should be delivered or asked with confidence and an expectant attitude.

“Would you like to move forward?”

“Are you ready to get started?”

“Can we go ahead?”

“We can start the process today with a credit card if you’d like.”

“We can deliver it to you by the close of business tomorrow if you’d like.”

“We can have it delivered by the end of the month if we can get a signed contract into the implementation department by Thursday.”

“Should I forward a contract so you can get started?”

“Would you like to try it for a quarter?”

“It’ll take a few weeks to process and ship the order so if you’re interested in moving forward, we should start the paperwork now.”

“Let’s get this off your plate and start the paperwork. What do you think?”

“Let’s start the process so you can get onto your other priorities. Sound good?”