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Closing Techniques

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Table of Contents

1	Introduction.....	7
1.1	What is Closing?	7
1.2	Where is Closing Applicable?	7
1.3	Are there Best Practices?	7
2	Ineffective Salespeople	7
2.1	Common Mistakes Made by Salespeople.....	8
3	Effective Salespeople	9
3.1	Continually Use Assumptive Language	9
3.2	Rarely ask Yes or No Questions.....	9
3.3	Act as a Consultant Instead of a Salesperson	10
3.3.1	Tips on Selling Benefits	10
3.3.2	Case Study.....	11
3.3.3	The Moral of the Story	12
3.4	Get your prospect involved and listen to them.	13
3.5	See Prospects Who Can Actually Afford the Product.....	14
3.6	Paint Visual Pictures Throughout the Presentation	14
3.7	Be Calm And Relaxed	14
3.8	Be Empathetic But Not Sympathetic.....	15
3.9	Be Humorous In the Presentation.....	16
3.10	Ask For the Sale.....	16
3.11	Close On The Benefits, Not The Features	17
3.12	Improve Yourself Continuously	17
3.13	The Lucky 13 All Else Fails Technique	17
3.14	Close Based on Personality Types	18
4	Five Closing Techniques You Should Memorize Right Now	19
4.1	The Four Step Sales Technique	19
4.2	The “Choice” Close	19
4.3	The “Agreement” or “Summary” Close.....	19
4.4	The “One Question” Close.....	19
4.5	The “Direct” Close	19
5	The 3 Kinds of Objections.....	21
5.1	Some Techniques Used to Overcome Objections.....	21
6	Suggested Answers to Usual Objections.....	22
6.1	Can’t Afford It	22



6.2	I'll wait until prices are lower.	22
6.3	I always pay cash or I never buy on time payments.....	22
6.4	Too Expensive.....	22
6.5	I don't need the whole package.	23
6.6	I Need to Think About It.....	23
6.7	Don't Agree With a Particular Benefit.....	23
6.8	Already Own One	24
6.9	Can't Fit It in the Budget	24
6.10	I Need To Talk It Over With My Boss/Spouse/Business Partner	24
6.11	I'm on a fixed income.....	25
6.12	You're high pressuring me!.....	25
6.13	Show me this feature right now.....	25
6.14	I got scammed last time.....	26
6.15	Wife looks at her husband	26
6.16	Husband looks at his wife	26
6.17	Husband gets up to leave.....	26
7	OPENING OBJECTIONS	26
7.1	I'm not interested.....	27
7.2	It's not a good time	27
7.3	I'm with a client / I'm with customers / I'm at a meeting.....	27
7.4	Send me an email.....	27
7.5	I don't have any money	28
7.6	I have too much business / I'm happy where I'm at.....	28
7.7	Are you trying to sell me something?	28
7.8	I don't want to buy anything.....	28
7.9	I've already done my budget for the year/ quarter/ month	28
8	Using Your Voice Effectively.....	29
9	Tell People What to Do.....	29
10	How to Ask For the Sale the Right Way	30
11	The Objection and Closing Cycle	31
12	Top 10 Reasons to Close After They Keep Saying No.....	32
13	What you should do while you close:	32
14	Things To Say: DOs and DON'Ts of Closing the Sale.....	33
15	How to Handle the Objection Gracefully.....	34
15.1	Online Example:	35
15.2	Offline example:	35



16	Closing Techniques	35
16.1	It Costs too Much	35
16.2	Grandmother says she wants to wait.....	36
16.3	Wife Closes	36
16.3.1	I must ask my husband (Technique 1).....	36
16.3.2	I must ask my husband (Technique 2).....	36
16.3.3	I must ask my husband (Technique 3).....	37
16.3.4	My Husband is the head of the household.....	37
16.3.5	My Husband makes all the money.....	37
16.3.6	What if my husband comes home and gets mad? Can I cancel?.....	37
16.4	1-2-3 close	38
16.5	Adjournment Close	39
16.6	Affordable Close	40
16.7	Alternative Close	41
16.8	Artisan Close	42
16.9	Ask-the-Manager Close	43
16.10	Assumptive Close	44
16.11	Balance Sheet Close	45
16.12	Best-time Close.....	46
16.13	Bonus Close	47
16.14	Bracket Close	48
16.15	Calculator Close.....	49
16.16	Calendar Close	50
16.17	Companion Close	51
16.18	Compliment Close.....	52
16.19	Concession Close	53
16.20	Conditional Close.....	54
16.21	Cost of Ownership Close	55
16.22	Courtship Close	56
16.23	Customer-care Close	57
16.24	Daily Cost Close	58
16.25	Demonstration Close	59
16.26	Diagram Close	60
16.27	Distraction Close.....	61
16.28	Doubt Close	62
16.29	Economic close.....	63



16.30	Embarrassment Close.....	64
16.31	Emotion Close	65
16.32	Empathy Close	66
16.33	Empty-offer Close	67
16.34	Exclusivity Close.....	68
16.35	Extra Information Close.....	69
16.36	Fire Sale Close	70
16.37	Future Close	71
16.38	Give-take close	72
16.39	Golden Bridge Close.....	73
16.40	Handover Close	74
16.41	Handshake Close.....	75
16.42	Humor Close	76
16.43	Hurry Close.....	77
16.44	IQ Close.....	78
16.45	Minor points close	79
16.46	Never-the-best-time Close	80
16.47	No-hassle Close.....	81
16.48	Now-or-never Close	82
16.49	Opportunity Cost Close	83
16.50	Ownership Close.....	84
16.51	Price-promise Close.....	85
16.52	Puppy Close	86
16.53	Quality Close	87
16.54	Rational Close	88
16.55	Repetition Close.....	89
16.56	Retrial Close	90
16.57	Reversal Close	91
16.58	Save-the-world close	92
16.59	Selective-deafness Close.....	93
16.60	Shame Close	94
16.61	Shopping List Close.....	95
16.62	Similarity Close	96
16.63	Standing-room-only Close.....	97
16.64	Summary Close	98
16.65	Testimonial Close	99



16.66	The Thermometer Close	100
16.67	Think About It Close.....	101
16.68	Treat Close	102
16.69	Trial Close.....	103
16.70	Valuable Customer Close	104
16.71	Ultimatum Close.....	105
16.72	Yes-set Close	106

List of Figures

Figure 11-1: The Objection and Closing Cycle.....	31
Figure 15-1: Padded Word - Connector - Padded Phrase.....	34

List of Tables

Table 8-1: Using Voice Effectively	29
Table 14-1: DOs and DON'Ts of Closing the Sale	33



1 Introduction

1.1 What is Closing?

Closing is the act of making a sale. When a sale is closed, the result has been achieved. In Internet Marketing and sales in general, the usual outcome is that of payment, a subscription, or some other type of desired action.

Closing is a type of persuasion. It is not the same as explaining the benefits or features of a product or service.

You close whenever you want someone to do something. (Example: "I'll see you there at seven.")

1.2 Where is Closing Applicable?

Closing can be done anywhere, anytime, and to anyone. The most basic circumstance to perform a close is when you want someone to do something.

In the sales process, closing happens at all stages. You close the prospect to the appointment. You close them on the benefits and the features of the product or service during the sale. And you close them on the purchase or subscription at the end.

Even if you are not selling a product or service, you can use closing techniques in your everyday life. You can use it to convince someone you like to go on a date with you. You can also use it to persuade friends and family to support you in any endeavors you are pursuing. The possibilities are endless.

1.3 Are there Best Practices?

Yes. It is never good to lie and deceive people. If you do, then they will eventually find out and your reputation will be tarnished. These are powerful tools and if you use them for bad, they will come back to haunt you and your business.

But if you use them for good, then your business will flourish, and you will be seen as an outstanding person.

2 Ineffective Salespeople

When most people picture a person who should be in sales, they picture someone who is a smooth talker. They are very cunning with their words. Rarely does this type of person ever actually excel at selling. People buy products from people they feel comfortable around and even friendly with. Have you ever gone to buy an electronic part and the salesperson wouldn't stop droning on about every single technical detail and specification of it?



2.1 Common Mistakes Made by Salespeople

1. The fantastic and well thought out **“So... what do you think?”**
2. They just keep talking about the product **waiting for the potential client to make the first move.**
3. **Talking too much** – Seriously would you buy something from someone who just won't shut up if you didn't previously want the product?
4. **Failure to listen** – If you won't listen to and overcome their objections, how can you close the deal?
5. **Lack of Enthusiasm** – Bore the prospect and you'll lose the sale.
6. **Wasting Time** – Relax your efforts and limiting your selling time
7. **Personal Carelessness** – The impression you create can make the difference between obtaining a favorable response and making the sale and an unfavorable response and losing the sale.
8. **Talking Price Instead Of Value** – Value remains long after price has been forgotten. Have you ever asked someone “How much did you pay for that?” and they said “I don't remember, but it works pretty well!”
9. **Failing to ask the prospect to buy** – ask for the order often. No sometimes means “I want more proof, or I don't KNOW enough.”
10. **Giving up too quickly** – Just one more time may make the difference. The average prospect must say “No” at least 7 times before saying “Yes”.
11. **Talking features instead of benefits** – Always present a feature in terms of what it means to a prospect.
12. **Not performing the complete presentation** – Don't shortchange the prospect. Demonstrate the entire presentation for every prospect.
13. **Trying to beat the law of averages** – You have to perform presentations to make sales. Remember to continue to split test online and respect the offline average sales conversions for your products. Once the presentation has been perfected, the bottom line is that ***if you want to double your success, you must double your failure.***

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If you are one of these people, then fear is the primary motivation that holds you back from elite selling. Generally, you either have money issues yourself and project that onto others, you are a poor listener, you overwhelmingly fear rejection or probably a combination of all of them.

Fear of rejection can be overcome. The key is to realize that by being scared of rejection, you get rejected all the time. Can you say irony? How do you handle this now? If you realize that this is the most rejection that you can possibly experience, can we move on?

What if you could change the world for only a day so that you knew ahead of time that 99% of the people you saw would purchase a large order or in our case, do the deal with us. The catch was you had only 24 hours to see them. How many people would you see then in 24 hours? If the answer is a heck of a lot, then clearly it is fear holding you back. Learn to master your fears. Mastering fear altogether is a whole different topic but if you're looking for help on it, having the knowledge to be prepared for any outcome will make your fears subside. You'll realize that it doesn't matter what the other person does, only what you do in response to them. If you know you can handle all the possible outcomes, then you won't be afraid ever.



3 Effective Salespeople

First off if you are looking to be effective in selling, Step 1 is to ensure that you are passionate about your product. When you legitimately believe that your client will be better off for having purchased your service/product, your persuasive power goes up immediately. It is true that sales techniques will allow you to be more effective in selling any product and in communicating in everyday life. However, it's much better to do it with integrity, right? Not to mention much more fulfilling when you see other's lives improved. The bottom line is to sell something you are passionate about.

Here are some of the characteristics of proven winners in sales and the associated techniques. Although any of the techniques may work, you only need a few of them that work for you and suit your individual personality:

The Bottom Line

Passion for your product will eliminate your fear of rejection and allow you to close naturally and confidently.

3.1 Continually Use Assumptive Language

1. **So, when I come over for the estimate, I will explain all the details to you and your partner.**
2. **How would you like to take delivery?**
3. **Should I write up this order for the red or the blue?**
4. **How do I spell your middle name on this order form?**
5. **I wouldn't be doing my job if I didn't ask, what's holding you back?**
6. **What's the easiest way to write this part up? What type of credit card are we going to use?**
7. **Are we going to get one or two of them?**
8. **Ok I'm filling up the order for 400 of them. No I'm just kidding. One or two will be fine.**
9. **Standard delivery is ok?**
10. **How many am I going to fill out the order for?**
11. **I'm going to ahead and fill out the agreement for, is that correct?**
12. **I'm still a little new at this. How many of them is the order going to be for?**
13. **Who should I invoice this to?**

Take your assumptive language further. Every time your customer agrees to a benefit of a product, write it down on your order form. The first time they will stop you and they will ask what you're doing. You just calmly respond **"Oh don't mind me Mr. Prospect, I just like to keep my thoughts organized on paper. I write stuff down as I hear it to help keep it organized"**. Or you can use some humor **"Oh I'm not supposed to tell you this"** and then pause, lean forward and whisper, **"but the IRS thinks you're cheating on your taxes again and I'm taking notes on you."** Pause again and in normal tone again **"No I'm just kidding. I just keep all my thoughts organized by writing them down on paper. Don't mind me doing it throughout because it's just what I do. I do it all the time."** By the time you get to the close, you'll have all of the information ready to go. Now that's assumptive power.

3.2 Rarely ask Yes or No Questions

There's a serious problem with yes or no questions. Most notably, the person can say "No". Aside from the obvious, when a person asks you "How are you doing?" you automatically say "good" without even giving it a real thought. This is true, right? A lot of yes or no questions will be responded to with "no" without the other



person giving it a real honest thought. People are taught to have natural sales resistance even when the product is in their best interest. A lot of times, they are especially like this when it is in their best interest. It's crazy, wouldn't you say? Your job is to get them thinking again. There are always infinite choices to choose from so your job is to lead your prospect to the right product choice just like McDonald's does. Choose questions that either have specified options as answers or make a statement that you believe in followed by **"right?"** or **"isn't it?"** as a token of their agreement.

1. **Mr. Prospect, would you prefer your order in the white or the black?**
2. **Mr. Prospect, would you prefer one or two of them on this order?**
3. **Ms. Prospect, would you prefer to take delivery on Tuesday or Thursday?**
4. **Ms. Prospect, are we going to be paying for this with Visa or MasterCard?**
5. **Mr. Prospect, you're going to go with this order in the black, right?**
6. **Ms. Prospect, I just want to get this order information accurate. The correct spelling of your last name is SMITH, isn't it?**
7. **Ms. Prospect, would you prefer if I/we ship the order to your home address or work address?**

The answer to every question is NO! So do not ask yes/no questions.

3.3 Act as a Consultant Instead of a Salesperson

This is the secret of secrets in selling. Don't sell. **Lead them down the pathway of agreement through questions, advice, and consultation.** Great salespersons know that sales will come. They are greatly attached to long term outcomes but not bound by individual sales one way or another. They are very keenly aware that their long-term success is assured. Knowing that enables them to play more of the role of a consultant.

What if whether the person bought the largest order, the smallest order or nothing at all you got paid the same money either way? What if it made absolutely no difference to you at all what the customer purchased or if they purchased at all? How would your demeanor change?

Most people have a natural barrier to sales because so many people in various markets are trying to sell them junk. Most often after making a large purchase, buyers go through what it is called buyer's remorse. Typically, they doubt their purchase and they often even regret their purchase.

An elite salesperson will ask questions, give consultation, and then tell them to complete the order.

3.3.1 Tips on Selling Benefits

Multiple uses of your product or service are features of the system. Customers don't buy features. They buy benefits. You sell time saving solutions that improve the quality of the buyer's life or business.

What's the difference? A FEATURE is something the product IS or a function it performs – something you can see or touch. A BENEFIT is what it does for the customer.



If you imagine that the customer's response is "So what?" when you present a feature to him/her, your natural response will be to explain the benefits of this feature.

An example of a feature is social media connectivity. An example of a benefit is dollar savings and time savings.

When selling offline and face to face, we have the luxury of engaging customers in a dialogue that can lead us to the benefits that have the most meaning for them as individuals. Improve your selling skills by writing down and rehearsing as many benefits as you can think of for each feature of your product or service.

Remember, customers don't buy your product ... they buy what it can do for them.

3.3.2 Case Study

Have you ever bought from a professional salesperson? You'll know it because you felt good about it. Let me explain this with a story. I was with a friend and had the benefit of watching a real pro of a car salesman work his magic. She had said that she wanted to spend no more than \$5000 on a used car. She wanted it to be good on gas and she didn't want an ugly car. Most car salesmen walk up to you and awkwardly initiate conversation. Then they try to lead towards some car while they smile and nod **"isn't this the car for you?"** They might ask a few questions first if you're lucky. Not this pro. This is how the scenario played out.

Firstly, he came up to us and asked us if he could help us with anything to which her response was a typical "oh no thanks, we're just browsing". He very calmly said **"if you guys don't mind, I'd like to tag along with you. It looks bad on us if we don't show some good hospitality to people who pay us a visit. I won't bug you guys at all."** He was so calm and nonchalant about it that her reply at this point was "yeah sure ok". He went on further **"It's such a nice day outside anyways and I've been cooped up in the office all morning."** At this point, she sort of began walking again and partly ignored the comment, giving it no response.

If your prospect won't tell you what's going through their mind, suggest something and they'll correct you with what's really going on in their mind.

We casually walked around for a while making small talk until, she finally came to a car that she liked. "Wow this one's pretty cute" she said. She leaned towards the salesman and asked him "how much is it?" It wasn't posted anywhere on the window. His reply was a very calm **"to be honest, this one's new here and I'm not really sure. I can find out for you in just a minute. Can I ask you something if you don't mind? It's the front up here that makes it look cute, isn't it?"** he said referring to a custom decal on the front of the car. He smartly suggested something so that she would offer her own evaluation of the situation.

A little aside, if your prospect won't tell you what's going through their mind, suggest something and they'll correct you with what's really going on in their mind.

It was a very cunning move for a man who had patiently waited almost 10 minutes without being part of the conversation. "Actually" she replied, "that's the only part I'm not really fond of". **"Oh, so what do you think is cute about it?"** he inquired. She replied, "definitely the color and the look of it over here. I'm not going to buy a



car today though,” she said which is another very typical response or objection which wasn’t at all true for starters. He calmly replied, **“my job is to make people happy with their time here even if they don’t purchase. If you don’t come back for ten years, I’ll still be looking to make your day worthwhile here”** he said very matter-of-factly. He then paused, **“I’ll tell you what. I know you’re not looking to purchase but these are fun cars to drive. Let’s take it for a spin for 10 minutes before you guys are on your way. You guys have 10 minutes, right?”** The enthusiasm about how fun it was hit you when he said it. He then came back with the keys and we went for a ride. She obviously loved the car but was still struggling with the usual natural sales barrier. Though this particular gentleman could not have been more dead on which how he had handled her, ultimately the decision still weighed with her. He then went on to ask her a few clever questions to uncover what particular aspects mattered most to her decision, including how it was on gas. There were other factors but I’m trying to keep the story brief.

When he got to price, he very calmly asked her **“is price a factor in your decision or can you spend whatever you want within reason?”** to which she replied “Yeah, well I can’t spend any more than \$5000 on a car before taxes.”

We got back to the lot and he commented to her on a series of points she agreed to. **“You like the car? It’s cute enough for your taste, right? It’s good on gas as you said you wanted. I haven’t checked the price yet but I’m sure it’s within your budget. Why don’t you get it?”** he asked. “Oh I don’t know” she replied. “I wasn’t looking to make a decision today and we’ve still got a few other places to go.” He replied, **“I see. You’ve been to a few other places. Where does this car rank so far?”** Well to be honest she said, “It’s at the top right now but I still want to shop around.” His response was **“I agree with you. It’s important to make a sound decision instead of an impulse emotional buy. Is that why you’re looking some more to be sure that this is your best available option?”** She replied, “Yes that’s why. I just want to be sure.”

He came back **“well I see that and for this model and shape, I’m confident this is the best you’ll find.”** He paused again, **“I don’t know the exact sticker price on this car but I’m sure I could let it go for \$4500. Although, I don’t want to rush you guys to a decision. It’s your money and it’s smart to be wise with it. I see that you guys just need time to think about it, right?”** She responded, “Yes just a little bit”.

He cleverly replied, **“I’ll tell you what, why don’t you take it for another drive without me just to sure it in your memory before you guys leave today. You just loved the way it felt behind the wheel so one more trip will help you remember it. Take your time”** She couldn’t resist, we grabbed the keys and on we went.

Upon our return she had her check book ready. She bought the car. Before we drove off, he said **“I’ll get those decals taken off for you at no charge since you said you preferred it without them.”** At this point she felt like royalty and called everyone she knew to brag about her new car. Even mentioning how awesome the guy was there in helping her. No buyer’s remorse there.

3.3.3 The Moral of the Story

When you buy from a pro you leave fulfilled and happy. They have you in mind. The lesson to be learned here: ***Top sales pros act as consultants.***

He didn’t talk about mileage because she wasn’t concerned with it. We didn’t waste time talking about payment methods because he already knew how she was going to pay for it. He only advised on her the criteria she said was most important to her choosing. He let her name the terms and price and simply fulfilled it. We never



haggled over price at any point. In fact, the car might have only been worth \$3000 but what does it matter if she loved it?

I am a little more observant than her. I happened to notice his picture on the wall as the top salesman in their rather large branch. No coincidence there I might add.

As a technique to take the consultant role a little further, if you're seated, slide your chair over to be on the same side as your customer. Consultants don't sit awkwardly across from people, they work together. When they ask why you're doing it just say, "it's just easier for us to figure stuff out if as it comes up". I usually throw in a bit of humor and say, "don't worry, I won't bite you" or "don't worry, I don't eat people".

3.4 Get your prospect involved and listen to them.

The simplest way to handle objections is to deal with them before they even come up. Did you know the average person has only a 3-sentence attention span? That means as soon as you say 4 things in a row without their involvement, they're probably not listening to you anymore. How can you stop this? Very simply by getting them included. If you have an obvious point to make, say it but add a simple **"right?"**, **"isn't it"** or **"is that right?"** at the end of your point. Use their name if you can.

"Mr. Prospect, this is the best quality product on the market today. Top quality is important, isn't it?"

Another more effective way to do this to ask a question before you make a point.

"Mr Prospect, what would you rather have, top quality or average quality?"

He'll reply to the obvious point, and you show him why your product is the top quality.

Momentarily pause your presentation after a key benefit and say **"Mr. Prospect, I just want to make sure I'm explaining this the right way to you. Does that make sense how I just explained that?"**

Assuming you do this correctly, you'll deal with numerous objections before they even come up. You can deal with it here and now.

Lastly, this one is this most powerful. Illustrate the benefit. Don't say your car has the most power, floor it and show them. Don't say your knives cut the best, take them out and have the customer slice. The more out of the ordinary it is the better.

There was once a man who was number one in selling hurricane-proof windows. People asked him how he became number one in the entire country in such a fast time beating out every top salesperson the company had in less than one year. He showed them that everyone claimed the windows were hurricane-proof. At his presentation, he paused, pulled out a hammer and hit the window as hard as he could which left no mark on it. How would that impact you if it happened right before your eyes? That's how you get customer involvement and make your point.

The reason this works is that knowledge and wisdom are two different things. Wisdom is knowledge applied through experience. You may realize how great your product is but the customer does not. Further still, they may not realize how great it is the first time through. By asking them, you get them to stop and think and pull



their mind back to thinking about your product where it tends to wander. As that happens, they'll be forced to agree with your conclusion or not but one way or another they'll have their own wisdom right then and there.

3.5 See Prospects Who Can Actually Afford the Product

A prospect is someone who has the means to afford the product or service and can benefit from its use. This may seem like an obvious point, but you may have a great product, a great presentation and a great close and still not generate the sales you need. If you're a top salesperson and you're seeing run of the mill prospects, how are you going to succeed in sales?

3.6 Paint Visual Pictures Throughout the Presentation

As stated above, one way to make your benefit clear is to have it used right then and there during the presentation. However, there's more to great selling than just that. Besides that, some products, like say investments, are too abstract to visually demonstrate. What reasons do you think people buy from you? In a poll I read, over 90% of customers said they purchased because of the salesperson's enthusiasm and only 7% said it was because of the salesperson's technical knowledge. You should be technically sound on your product, right? But understand that it is the picture you paint that makes the difference and not the technical detail. You give the technical detail life but illustrating its benefit. If you can't be passionate about your product, again, find one that you can be passionate about.

Paint visual pictures in the other persons mind. When a person agrees to a benefit get them to picture using it. I start all my sentences with **"Ms. Prospect, you're going to love..."**

1. **The way this car handles in the mountains**
2. **Being so relaxed at night in bed when you know the bank isn't beating your down door anymore**
3. **Going to the bank to find out your investments made you this much**
4. **The way this house feels to show off when the family comes to visit**
5. **The way this looks right over there in that room**

You break down their natural sales barrier by picturing them already owning it. If you were excited about driving a car in the mountains and you were a prospect, wouldn't you buy it too? As you they tell you they can use a benefit, throw in a visualization about how they can use it.

3.7 Be Calm And Relaxed

This may seem like another obvious point, but top salespeople are very calm and relaxed during the closing. If you drastically fear the rejection of closing to the point where you can't even ask, you're causing yourself a whole lot of rejection.

Success is preparation meets opportunity. The more you're prepared with handling objections, the less you'll worry. When you realize that you can handle every possible outcome, it's much easier to be relaxed. It's only how it's going to play out that is the interesting part.

Ask to follow a top salesperson in your company (or in our case a top investor at the investor club) or through someone you know so you can watch them work. The more you see them do it, the more you'll realize that, I



can do that too'. It is a quick way to turn your knowledge into wisdom. This is a must even if you are at the top. Spend a day with someone else just to learn.

Take responsibility for your results. Everything is in your control. Even the sales that got away, it was you who didn't find the right prospect, or it was you who didn't build enough excitement in the other to warrant a buying decision. You either didn't find the right buyer or didn't handle the circumstances properly. All of it is within your control so when you see that, you see the big picture instead of the individual sales. They are just a reflection of your larger goals playing out. No great salesperson ever needed one individual person to say yes.

There are only about 10 really mean people in the world. They just get around a lot. You can deal with the same 10 idiots. Really, can't you? Learn to be calm.

When people ask for the close, you're almost always faced with an inevitable pause. Rarely does a person say yes, the very first time without any hesitation.

Poor salespeople take this pause after asking for the close as a no and begin talking again. I bet you've all done this at some point. In all selling and negotiating, be patient. I've looked potential clients as long as 60 seconds in the face without any conversation to let them decide. How's that for patience anyways? Can you imagine how long that felt in my head? If anything goes that long and you feel the need to say something, ask for the close again. A huge number of people talk themselves out of sales by not just keeping quiet. Your only move should be to lean back and relax. This is good practice for a good poker face too, right? Learn to keep your big mouth shut when it's required.

Learn 5 closes you can use and how to handle every objection, when you're prepared, being calm is a natural conclusion. One thing's for sure, if you fear rejection, you'll get rejected. If you know you can handle it, you'll rarely get rejected.

3.8 Be Empathetic But Not Sympathetic

People are going to give you objections during closing and throughout the whole presentation. This is just how things are. When customers give you objections, it does not mean no but rather that they are unclear on a benefit. They have the knowledge but not the wisdom. That is they understand what you have said but their experience does not lead them to see how it will save them money, make them more energetic or whatever benefit you have said it will cause. It is simply a different point of view that is neither right nor wrong. If you are selling a \$5000 product that saves them \$10,000 then they are simply not clear on how that's going to happen if they give you an objection. They are not clear on the benefits as you stated them.

A lot of salespeople get frustrated when people don't immediately see a benefit. Life is wonderful because they are so many different points of view. Learn to be empathetic. That means learn to understand their point of view from their unique perspective. That doesn't mean to be sympathetic. If they say they can't afford it doesn't help either of you to say "oh I know times sure are tough". That is sympathy and allows both of you to stop thinking.

Empathy allows you to strive to see their point of view so that together you can arrive at a new conclusion. If you strive to see their point, it is natural to agree instead of arguing. Never ever argue in a sales presentation. "I see where you're coming from Mr. Prospect. No one ever said our product was cheap". That's very different than saying "It's not that expensive" which is disagreeing and arguing. At that point your goal is to show them



how the use of its benefits far outweighs the cost and how they can afford it. Poor salespersons will get frustrated and say, **“No it’s really not that expensive at all”**. If you aren’t empathetic, you’re already losing.

The way to be empathetic properly is to always agree with their point as they make it. In fact, you can even compliment them on it sometimes. **“Mr. Prospect that’s really clever of you to notice. Most people don’t ask that question”**. Agree with it as their truth and clarify with a question to see that you see it as they do. From there you can invite them to a new point of view on it.

3.9 Be Humorous In the Presentation

Smart salespeople know that the close begins long before the close. It begins the moment first contact is initiated, generally on the phone. Most salespersons are forgettable. It’s the unfortunate but honest truth. Adding humor breaks tension, increases trust and makes you more memorable. How funny are you? My presentations are always funny. People don’t realize though that the things I say that seem very spontaneously funny are the same jokes I make again and again given the right opportunity to use them. They work for me, they’ll work for you. When I call people on the phone, regardless of what I’m doing I have a few funny ones that I use repeatedly.

“How Long Will It Take?”

It takes about 24 hours. Don’t worry though, I bring my sleeping bag over. I make eggs in the morning. How do you take your eggs? (pause) No I’m just kidding. It takes only about...

“What are you selling?”

We sell farm animals. I only need to bring over about 5-10 live animals to show you our top notch livestock. They hardly make a mess at all. (pause) Mr. Prospect, I’m just kidding. It’s actually ...

In the presentation, you can use things like:

Ok so it does happen to cost \$10,000 dollars (or some very large figure for your product) to which they’ll object. (pause) No I’m only kidding. It really only costs...

Yeah, and you can use the money you saved to play the lottery. Just when you win, don’t forget us little people. I don’t ask for much though. You just owe me lunch.

It’s going to take a little creativity here but have 5 funny things you can say in every presentation you use but that seem as if they’re spontaneous. It must be unique to your product and your presentation.

3.10 Ask For the Sale

90% of sales end without the salesperson asking for the sale even one time. Also, the average person purchases after the fifth time of the salesperson asking (seventh time for high sales resistance clients). All you’ve got to do is ask, handle objection, ask, handle objection, etc. 5 times and you’ll be a pro. This is exactly why I told you that you need at least 5 closes to use. If you know 4 or less closes, that’s why you’re not at the top yet. Are you choosing to get there now? What are your long term and short-term goals?



3.11 Close On The Benefits, Not The Features

Customers don't buy products, they buy benefits. Pros sell the emotion behind the technical detail. This concept ties in with visualization. If a customer finds that the product makes their life easier, illustrate this with **"you know what's going to be great? Just picture the way the kids will still be whining about dinner and the husband will still need a good kick in the pants, but you'll comfortably know your investments are well taken care of. You won't need to call me to add to the stress"**. That goes a heck of a lot further than saying that **it's an easy-to-use investment plan**, doesn't it?

3.12 Improve Yourself Continuously

Top people in anything always strive to better themselves through reading books, taking courses, attending seminars, and listening to audio. Your car should be a mobile university on wheels. As little as twenty minutes per day can make all the difference in the world if you're committed and low on time. Being a pro isn't a sometimes thing, it takes lots of practice of the fundamentals whether you see or not. Being the best is not a sometimes things, you must choose it every moment of every day. What's in your personal development library? Hopefully at least you're using the material in this book.

3.13 The Lucky 13 All Else Fails Technique

Ok so you've used your 5 closes and you still haven't finished with this person. They've agreed to all the benefits, its use, its price and the whole shebang but at the end of the day haven't agreed to purchase. Your stalemate at this point should just be a result of their indecision. You've added humor, visuals and everything but they're just indecisive. It happens from time to time. They're so paralyzed with fear that they can't decide one way or another.

Repeat after me and memorize this word for word.

"You know, we have long considered Benjamin Franklin one of our wisest men. When Ben felt stuck with a problem as you do right about now, right? (pause for agreement) Do you know what old Ben did? He would grab a piece of paper and draw a line down the middle and put the reasons for the decision on this side and the reasons against the decision on this side (draw the lines). At the end he would simply tally them up and found the decision was made for him. Why don't we try it and see what happens?"

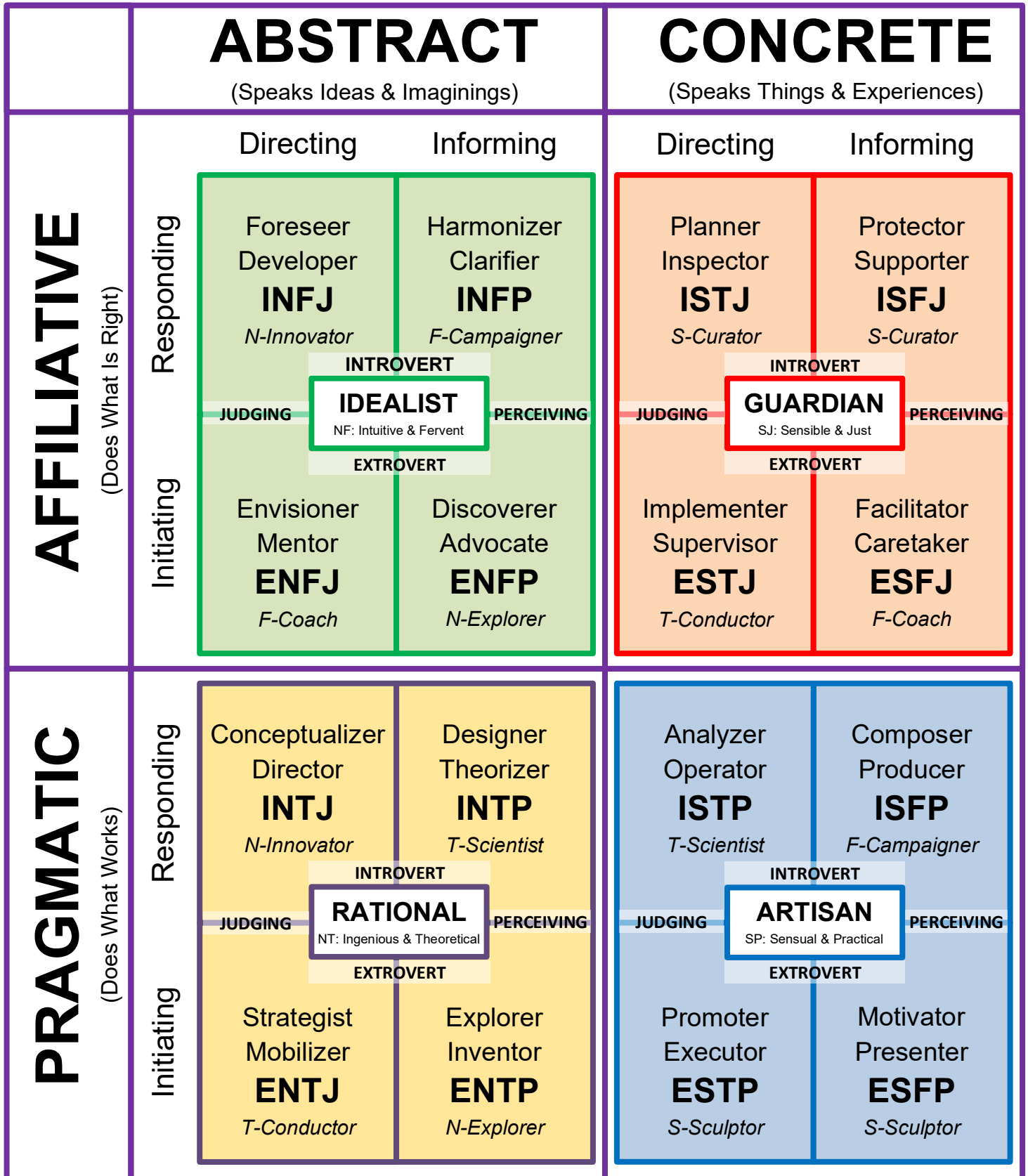
Some people in sales may even recognize the close but it's perfectly ok because it is sound logic. They can't disagree with logic, can they? You grab a sheet and draw a line down the middle. On the left you go through all the benefits they've agreed to. You said it would be relieving their stress, be easier, save money, be fun to use, pay off quicker, be higher quality, etc.

You know your product better than anyone else. You should easily be able to spout off 7 or more. Have them name the reasons against it and for God's sake don't help them. Agree with them on the points they make. Usually, they will get stuck at 3 points maximum if they even get that far which they rarely do. There are only a few reasons against like cost, already own a product of the same type, etc. Tally them up and it generally shows something like 9-2. Close again. Mr. Prospect it seems obvious from this, why don't you get it? Be quiet and let them speak next.



3.14 Close Based on Personality Types

Understanding the personality types of your prospects will allow you to choose the right closing techniques that best fit the dynamics between both of you. This is an Integrated Model (not seen anywhere else) from Myers Briggs, Carl Jung, and David Keirsey, Adapted from Dr. Jon Warner's [original image](#).





4 Five Closing Techniques You Should Memorize Right Now

4.1 The Four Step Sales Technique

Step 1 – Make an assertion. (Example: Assume the customer wants to protect their investment. **“So, you want to protect your investment.”**)

Step 2 – Get the prospect to agree with you. (Example: Point out a benefit and ask **“Can you see where this product could save you money by protecting your investment?”**)

Step 3 – Qualify (Check their wants and needs). (Example: **You do like to save money, don’t you?”**) They’ll say yes.

Step 4 – Ask for the order. (**Great, then let me show you how easy it is to have a product of your own.**) Assume the sale and start completing paperwork.

4.2 The “Choice” Close ...

Give the prospect a choice where either selection means they are buying. (Example: **Which do you prefer, cash or a monthly investment plan?”**)

4.3 The “Agreement” or “Summary” Close

Summarize the agreements the prospect has made throughout the presentation. (Example: **“You’ve agreed that this product could save you money and that your business would benefit from its qualities. Let’s complete this paperwork so you can start enjoying a product of your own today.”** Start filling out paperwork.

4.4 The “One Question” Close

Ask a question or make a gesture which indicates that you already believe the customer has bought your product. (Example: **“Which channel do you plan on marketing to first with your new software?”**)

4.5 The “Direct” Close

The more times you ask for the order, the more you improve your chances of making the sale. (Example: **“Just okay the order on this line, and you can start enjoying your product today.”**)

Note: Be prepared to use several different closing techniques, as no one or two methods will work in all cases.

The world is filled with people who have a different point of view than yours. You have wisdom of the benefits of your product or service. That is the knowledge with applied experience to see how it works. Chances are the client or customer has the knowledge you have given them through the presentation but, given their unique point of view in the world, they do not arrive at the same wisdom as you. What do you use to invite them to your truth?

Follow these 5 simple steps every time.



1. **Agree With / Validate Their Concern** “Mr. Prospect, I can see where you’re coming from on this point” You’d be surprised how many salespeople begin arguing at this point and turn a potential sale into a quick disagreement. Your truth is not always the world’s truth. Strive to see other’s points of view for what they are. To clarify, you don’t have to agree with what the other person is saying, you simply have to agree that you understand how they see it that way from their personal point of view. By doing this, you empower their point of view so that when you persuade them to a new one, they will be much more decisive.
2. **Feed it back to them as a Question to Verify** “**So what you’re saying is that you definitely like this (insert benefit) about it, but you just can’t see yourself affording it**” (or whatever other objection they had goes here) For instance, “**So what you’re saying is that you’d like your home sold but you’re not sure this is your best option right now?**” At this point they’ll either agree with you outright or elaborate on how they’re feeling about the situation. You’ll often see that there was more to their point than the figurative cards they had laid before you.
3. **Reverse the Point to Lead Towards Your Truth** “**However, to tell you the truth**” Those exact words invite them to a new point of view and are extremely effective in persuasion. You’ve understood their point of view and are still standing by yours. While it is only on the subconscious level, the idea that you are standing by your point of view even after understanding their point of view is a powerful declaration to the universe.
4. **Restate Benefits** This one is rather open to what the benefits of what your product or service is. Do not sell technical features. Sell the emotional benefits behind the technical feature. I once met a real estate investor who sold “happiness” to “real estate problems” and he would wish everyone a “super fantastic day”. You are in the same business whether you have realized it yet or not. Sell the happiness your product brings in the life of the customer and not the product itself.
5. **Close Again** “**Mr. Prospect, are you ready to rock and roll?**” You’ve shown them your truth and chances are they’ve seen it. There’s only thing left to do. Closing should be a natural outcome to the validated points you have made.

How it Works Practically:

Altogether it works like this. A customer says for instance “I can’t afford it”. You respond back with “**I hear what you’re saying Mr. Prospect. So what you’re saying is that while you can see it’s obviously worthwhile to purchase these investments, you just can’t see yourself being able to make the payments for it right now?**”

The customer may reply with something like “yeah and I have my daughter’s wedding coming up, it’s just a poor time in general to afford it”.

“**So, what you’re also saying is while you think the investments are worthwhile and something you would normally feel comfortable purchasing, it’s also poor timing to do them right now?**”

“Yes definitely.”

“**I can understand that as well Mr. Prospect. However, to tell you the truth, how are you going to feel next time something big comes up? Life doesn’t get cheaper as it goes. Money in a savings account will grow slower than inflation. At this rate, you’ll never catch up. In fact, you’re only going to get farther behind. You can’t afford not to do this so that next time something big like this comes up, you won’t be stuck. You’re going to love the way you won’t have to worry about finances like this again all from a tiny bit of money each month you’ll learn to not even miss.**”



Get back to showing payment options. Find a suitable one... then say:

“Mr. Prospect, are you ready to rock-and-roll?”

It's so simple yet so strikingly effective. Use it.

The good news is that no matter what product or service you sell, there are only a few basic objections disguised a few different ways. If you're selling multimillion dollar industrial machinery or chocolate bars door to door, the objections are the same.

5 The 3 Kinds of Objections

1. **Overlooked Objections** – These are caused by poor salesmanship. A thorough and dramatic presentation will answer this type of excuse before it comes up. Be sure to listen carefully to your customer.
2. **False Objections** – These are caused by prospects to conceal their real reasons. Nailing down the false excuses with questions and then answering them will almost always bring out the real objection.
3. **Usual Objections** – These are objections that salespeople can handle easily – because they do it so often. Many “standard” questions and excuses can be dismissed before they are brought up.

Objections are:

1. Another way of asking for additional information.
2. Just one more step on the road to a sale.
3. The natural resistance of the prospect to being “sold”.

The best defense against any objection is **preparation**. The salesperson that is prepared and is confident has no fear or hesitation when confronted with a prospect's objection. And when you show confidence, the customer will lose their fear as well and be just as confident about the sale as you are.

Two Cardinal Rules In Handling Objections are:

1. **Never Argue!** Be prepared to respond to any objection in a professional manner.
2. **After asking for the order, KEEP QUIET!** Allow the prospect to respond. Don't assume they will say “no” if they are slow to reply.

5.1 Some Techniques Used to Overcome Objections

1. **Anticipate** them and cover them in your presentation before the prospect has expressed them.
2. **Answer...** **“I'm glad you brought that up,”** ... and give an answer.
3. **Yes, but...** **“Yes, I can see how you might feel that way, but have you considered...”** and present your side.
4. **Postpone** ... **“I'm glad you brought that up, and I'll come back to that point in a moment.”** Be sure you do answer them later.
5. **Offset...** **“I'm glad you mentioned that, let me show you the way we do it.”**
6. **Question** them. **“I'm not sure I understand you – would you mind restating that?”** or **“What made you think of that?”** or **“Why do you believe that to be the case?”**
7. **Refocus** them... only if you're sure the customer is stalling.



9. **Clarify.** “I understand your concern, Mrs. Prospect, but that isn’t so. Someone must have been trying to mislead you. These are the facts.”
10. **Isolate** the excuse. Focus on the single excuse and base your closing technique on it.
11. **Acknowledge** the customer’s concerns. Acknowledge their concerns before you begin your statement. (Example: “I understand, Mrs. Prospect.” This does not mean you agree with them, but that you’ve heard and understand their concern.
12. **Ask** the prospect to buy. At the end of your statement, use a “Tie-Down” to ask for the sale. (Example: “What’s your email address?” or “Are you ready to rock and roll?”

6 Suggested Answers to Usual Objections

6.1 Can’t Afford It

First, if your prospect agreed to the presentation or clicked into your offer, they can most likely afford it. Consider this: Suppose your favorite car was a Ferrari and I had it parked outside. I told you that you can have it for only \$497. Would you get it? Many of your prospects would say that they would jump at the opportunity! That means they can afford it, but you just didn’t build enough value to make them want it bad enough. Here are some good ways to build enough value so they will feel good about affording your product or service.

1. You can’t afford not to further illustrate its benefit
2. Show payment plans and how yes, they can afford it
3. Work with them to find a suitable payment
4. Illustrate a need for the product so that the price becomes irrelevant
5. Show how its use far outweighs its cost
6. Show what it will cost to not make a decision (bankruptcy, foreclosure, bad credit, etc.)

6.2 I’ll wait until prices are lower.

“That’s perfectly okay, Mrs. Prospect, but costs aren’t likely to decline – they may even increase. So, why wait and miss the use of this product and wonderful advantages now? Make that check out to XYZ company.”

6.3 I always pay cash or I never buy on time payments

“I understand, Mr. Prospect, but do you or your spouse have life insurance? Did you pay for it all at one time? Everyone pays for many things, such as electricity, water and gas, by the month, as they use it. Do the same with this product and you can start generating better results today. Are you ready to rock and roll?”

6.4 Too Expensive

Too expensive is different than can’t afford it. It means they can afford to pay that much but just feel it’s overpriced. Often when people say it’s too expensive, they really mean I can’t afford it. That’s why it’s important to ask the question in step 2 to confirm this is the actual objection you’re dealing with. This one is just a question of benefits versus price it is worth.



1. Paint a visual picture of one of its benefits
2. Illustrate its benefit through using the product
3. Go back to the key benefits they agreed to earlier and pound home that value
4. Show benefits that show a few dollars more is easily worth it for their life
5. Ask them why they feel it's overpriced. All too often people are afraid to ask. You won't know otherwise. If you're afraid to ask, suggest something and they'll come out and tell you why.

6.5 I don't need the whole package.

“You might not think so, but remember, Mrs. Prospect, the product is a complete solution. It can make this entire portion of your business or life better. If you spell your last name for me, I will start writing the agreement now.”

“Mrs. Prospect, take a look at some of our a-la-carte options.” You can also handle this one in advance: “Mr. Prospect, based on your business model, I don't think you need the biggest package. Let me show you our mid-grade pack.”

6.6 I Need to Think About It

You can lose more sales to “I need to think about it” than anything else in human history. You can be excited about all the people that had told you they need to think about it. A few weeks go by, and you diligently called everyone back to find that you got only one sale from the hundreds of potential customers you had seen. The lesson to be learned here is that “I need to think about it” is a way to delay having to make any decision at all. **The truth is nobody thinks about it after you leave.** Five minutes after you have left, they are done “thinking about it”.

1. **I understand it takes some time to make these decisions. Can I ask you though, what about it do you still need to think about? At this point, they'll give you their true objection.**
2. **It's very smart to think over your decisions, is it because you are unsure of this model or that one?** Suggesting a reason why will cause them to say “No actually it's just because...” And you can get to the true objection.
3. This is my personal favorite. When clients would state they needed to think about it, we'd gladly agree. **I completely understand Mr. Prospect. Decisions like this take time and you're a smart man for not jumping to a quick emotional decision. I'll tell you what. We're just about to run up for a coffee anyways. Do you want anything while we're out?** When you come back in 10 minutes, he won't be able to use “I need to think about it” again.
4. Agree with them and leave to your car to “get something” or go to the bathroom for 10 minutes. Come back. **Ok Mr. Prospect, you've had some time to think about it, can I ask you then? Are you ready to rock and roll?** At this point the real objection will come out again or they'll have realized in that time that there really was nothing to “think about”.

6.7 Don't Agree With a Particular Benefit

This is a very simple one that even the average salesperson can deal with. If you don't argue with the customer about the benefit and use the **objection cycle**, you should be in good shape.

1. Show some emotion behind how the benefit is going to help them.
2. Illustrate through a picture.
3. Give a demonstration.



4. Call a past satisfied customer that you're close with to prove what you say (when you get a top customer like this be sure to ask them if it's ok ahead of time if you were to ever call them regarding this). This is great if you've had past clients that you've closed deals with. Call them and see what they have to say.
5. Show a testimonial. Don't be afraid to ask for them either.

6.8 Already Own One

There is a good chance that the product or service you're selling is priced higher than what they already have. People may say they already own a car when you're offering a Ferrari. You need to prove to them that it isn't the same thing.

Here's how to handle this objection in advance: **"Mr. Prospect, don't you find it sad that people spend hundreds of dollars per month and thousands of dollars per year on things they don't even need like chips, soda, junk food, coffee, cigarettes and alcohol, and things that break down, yet they don't seem to think they can spend a lousy \$3 a day to take care of their family or build their business for the long term?"**

1. Show how your product replaces the other product and adds more convenience to their life.
2. Show some emotion behind how the benefit is going to help them.
3. Illustrate through a picture.
4. Give a demonstration.
5. Call a past satisfied customer that you're close with to prove what you say (when you get a top customer like this be sure to ask them if it's ok ahead of time if you were to ever call them regarding this)
6. Show a testimonial

6.9 Can't Fit It in the Budget

A lot of people use the budget constrictions as the reason for not making their purchase. This is very similar to I can't afford it in how you can deal with. All the things stated previously work for this one in addition to some other ones.

1. Be flexible and show you can adjust the billing time to have it reflected in the new budget
2. Work with them to look at the budget to see where concessions can be made
3. Find out who makes the decisions with the budget so that flexibility can be attained
4. Your job is to work with them and problem solve to see that it can be made possible.

6.10 I Need To Talk It Over With My Boss/Spouse/Business Partner

A lot of people use this just like a modified version of "I need to think about it". It's important to realize that when you leave, no in depth discussion with the partner, spouse or boss is going to take place. There are several ways you can deal with this.

1. Get them to make a solid decision for themselves. **"Mr. Prospect, I understand you cannot make this decision without (Objection person), let's just suppose for a moment that the decision was solely up to you."** Get them to sign the deal with a little comment "pending [Objection person's]"



signature". Meet with the other person separately or with your current prospect again as soon as possible.

2. Ask them to call their boss, spouse, or business partner into the meeting
3. Get them to sign the deal now on their own merit and give them a few hours to discuss it over with the objection person
4. Most importantly and effectively, qualify them up front on the phone. **Mr. Prospect, are you the person who makes the decisions for purchasing?** You'll find that most objections are easiest when dealt with before they ever come up.

6.11 I'm on a fixed income.

This one is used a lot by senior citizens. This one is best handled in advance: **"Mr. or Mrs. Prospect, you're on a fixed income, so you definitely cannot afford to spend money on things that are going to be useless to you and are not going to last! You can certainly see that this product/service will benefit you for the long term, right?"**

Or you can use this: **"Mr. or Mrs. Prospect, being on a fixed income, they're probably giving you a measly \$1600 in Social Security!"** Aim high on this figure. They'll say "Yeah, right! I only get \$1100!". Then you say: **"And, the job you're retiring from is probably giving you a lousy \$1200 in benefits!"** Again, aim high and they'll say something like "I wish! They only pay me \$900 a month." Then you say, **"Absolutely, so you folks definitely can't afford to spend money on anything that's not going to last. You can certainly see that this product/service will save you time, effort and thousands of dollars, right?"** Then continue with your presentation. You now know that at least 1 spouse makes over \$2,000 in monthly income!

6.12 You're high pressuring me!

This is a classic objection. The WORST thing you can say to this is: **"Oh, no! I'm not high pressuring you! I wouldn't do that!"** **Never** say that because they will literally beat you up the rest of the presentation. Instead, nod your head and walk toward them saying, **"Yes, absolutely! Now, I don't call it high pressure, I call it caring. Do you want me to treat you like a second-class citizen and not give you a hundred percent?"** **Once they say no, reach out, shake their hand and say, "You're terrific."** Then continue with the presentation as if it never happened. ***They just gave you permission to keep high pressuring them!***

6.13 Show me this feature right now

This is a tricky one. Bottom line here is: Stay in control! So, why do they ask you this? Sometimes your prospect tries to trick you into saying something that will cause them not to buy. Once you say, **"Okay"** and show them immediately, you just became their slave. Now they have permission to slap you around the presentation. What you do is you maintain control but answer their question a little later. If they are genuinely interested, say, **"Absolutely, now before I get into that, take a look at this..."**. You have answered their question and still maintained control.

But if they're just trying to get you to say something that will cause them not to buy, say, **"Absolutely, now before I get into that, take a look at this..."** and then ask prequalification questions about the benefits of the feature like **"So, you said you're interested in getting more clients for your business through local search, right?"** If they say yes, and the feature they asked about fulfills that purpose, then talk about the feature and its benefits.



6.14 I got scammed last time

“Well, Mrs. Prospect, did you report him? No? Shame on you! If you would’ve reported it, the company would’ve fired him and now because you didn’t report it that means more people he could be fooling. So, you promise me that you’ll report it next time?” As they say yes, walk in with your hand outstretched, shake their hand, and say **“You’re terrific.”** Then immediately continue with your presentation.

6.15 Wife looks at her husband

When a wife looks at her husband, it means she wants his approval. Here is what you do. Look at them, grin and say: **“Aha! Mr. Prospect, did you see the way she looked at you? Mrs. Prospect, you love what the product can do for you, right? Mr. Prospect, if your wife wants it, do you love her enough to get it for her?”** Smile and nod your head as you say it. You just forced his hand! He either has to say yes, or he has to give you his real objection. But he cannot say no because that means he doesn’t love his wife. That’s pretty good control, isn’t it? If he says yes, then continue with the presentation as if it never happened. If he gives the objection, handle it and continue forward.

6.16 Husband looks at his wife

When a husband looks at his wife, it means “You CANNOT have it!” This is a very delicate situation, so do this method exactly or it will not work! Here is what you do. Look at them, grin and say: **“Aha! Mr. Prospect, is that the ‘I love you’ look?”** Then before he can answer, quickly turn to his wife and say, **“Mrs. Prospect, you love what the product can do for you, right?”** As she nods, say **“Mr. Prospect, if your wife wants it, do you love her enough to get it for her?”** Smile and nod your head as you say it. Again, you are forcing him to either say yes, or to give you his true objection. Either way, you have the upper hand.

6.17 Husband gets up to leave.

If the husband gets up to leave, stop where you are. **Freeze!** Sometimes he has to use the bathroom, or he might be going outside to do some yard work. But ask the wife **“Mrs. Prospect, is he coming back?”** She will either say one of three things:

1. **“Yes, he’s coming back.”** – Then you sit and wait till he comes back. Then continue.
2. **“He’s got some things to do outside.”** – Say enthusiastically: **“Go get him! I need you both here.”**
3. **“He’s going to work.”** – Say: **“Mr. Prospect, I’ll tell you right now, she’s going to fall in love with the product and she’s going to want to buy it. So is it okay with you if she gets it?”** The husband will say one of three things:
 - a. **“She can buy anything she wants.”** – This sarcasm is okay. He is probably fooling around, but you can still get her to buy by using the wife closes that are found in this guide.
 - b. **“She better not buy anything.”** – If he says this, then say, **“Then I’m coming with you.”** Pack up, reschedule the presentation and leave immediately.
 - c. **“Yeah, it’s up to her.”** – Continue with the presentation and use the wife closes if necessary.

7 OPENING OBJECTIONS

Objections faced in the opening are just as important to overcome as in the presentation. Master these objections and you will land yourself more client presentations.



7.1 I'm not interested

I'm not interested really means *"You're not interesting!"* The WORST think you can say is, *"Oh, I know you're not interested"* or *"You're not interested?"* Instead, there are two ways to handle this.

1. **Smile and be exciting** – Handle this objection in advance by being interesting. Anyone who is smiling and being excited is ALWAYS interesting. Therefore, it is ***virtually impossible*** for someone to hang up on you, click off of your page or slam the door in your face when you are smiling and being exciting. This is also why video sales pages are high converting when they feature excited people talking at the outset.
2. **Acknowledge** – Acknowledge the objection but don't repeat it.
 - a. **"I understand, but let me ask you this – you're looking to increase your daily client base, right?"** He will either say yes, or he will give you another objection. Handle the objection then start asking him questions like **"So how many clients are you working with right now?"** Immediately ask qualifying questions and get him engaged in the conversation. "Well, I've got a few lined up next week." **"That's awesome. I'm going to show you how we can increase that. The clients who spend the first 5 minutes with me will know if this is a good fit for their business model."** Now, go for the appointment. **"What time are you going to be at your office later today in about 2 to 3 hours? Great. Have a pen and paper ready because what I'm going to show you will make a huge impact on your business. So don't miss it. I'll see you there!"**
 - b. **Of course, but you're currently targeting expecting moms, right? If I can show you how you can increase that demographic, it'll certainly be worth it, right? How many clients are you working with right now?"** Then follow the format above.
 - c. **I know, I haven't shown you anything yet! Look, if I can show you a resource that can increase your ROI, that's worth a glance, right? How many clients are you working with right now?** Get them engaged in a conversation.

7.2 It's not a good time

Hey, I understand, but let me ask you this. It's always the right time to get more clients, right? Let me at least show you in a few minutes what some of the top businesses are doing in your area to increase their exposure. I think you might find that interesting. What time are you going to be at your office in the next 2 to 3 hours? Great. When we meet (or when I call you), have a pen and paper ready because what I'm going to show you will make a huge impact on your business. So don't miss it. Talk to you then!

7.3 I'm with a client / I'm with customers / I'm at a meeting

Of course, that's most important. When can we touch base in the next 2 to 3 hours? Great. When we meet (or when I call you), have a pen and paper ready because what I'm going to show you will make a huge impact on your business. So don't miss it. Talk to you then!

7.4 Send me an email

I can definitely send you an email but it would just have my contact info. This is a dynamic presentation where we customize this around your business model. It depends on your target



demographic, the size of your client base, etc. Let's do this. What time are you going to be at your office in the next 1 to 2 hours? Great. When we meet (or when I call you), have a pen and paper ready because what I'm going to show you will make a huge impact on your business. So don't miss it. Talk to you then!

7.5 I don't have any money

I understand, all I'm looking to do is inform you what we do. So when you're ready to invest more into your business, at least you know what we have to offer. The reason I'm doing this is to build relationships. Let's do this. What time are you going to be at your office in the next 1 to 2 hours? Great. When we meet (or when I call you), have a pen and paper ready because what I'm going to show you will make a huge impact on your business. So don't miss it. Talk to you then!

7.6 I have too much business / I'm happy where I'm at

These prospects often need something, and they don't even know it. The best way to get them in the opening is to immediately highlight their need within the first 5 seconds. **"If I had a buyer on the phone right now, would you talk to that buyer?"** or **"If I was a buyer, you would talk to me, right?"** (If they say yes) **"Of course, so you wouldn't turn business down. I'm looking to show you how we can give you more exposure, get more buyers, and most importantly increase your bottom line. What time are you going to be at your office in the next 1 to 2 hours? Great. When we meet (or when I call you), have a pen and paper ready because what I'm going to show you will make a huge impact on your business. So don't miss it. Talk to you then!"**

7.7 Are you trying to sell me something?

No, I'm here to inform you on what many of the top producers in your area are doing to increase their clientele. If in fact you're interested at that point, then we can bring you on board. What's your target demographic currently? Start conversation immediately.

7.8 I don't want to buy anything.

Don't worry, you don't have to buy anything. I'm here to inform you on what many of the top producers in your area are doing to increase their clientele. What's your target demographic currently?

7.9 I've already done my budget for the year/ quarter/ month

I'm sure with that budget you have a goal for how much you'd like to expand your client base, right? What kind of marketing are you currently doing? Start conversation immediately.



8 Using Your Voice Effectively

Table 8-1: Using Voice Effectively

	What To Do	How To Do It	Expected Result
1	Articulate every word	Enunciate all of your words and speak clearly	Eliminates any confusion as to what you said and ensures that your words do not come across muffled to the listener
2	Use inflection	Allow the natural highs and lows in your voice to emphasize certain words	Allows you to avoid sounding monotone and keeps the listener's interest
3	Be cautious of rate of speech	Mirror how fast you talk to match the person with whom you are speaking	Enables you to avoid losing your listener's attention which often occurs from speaking much faster or much slower than your listener does.
4	Control your volume	Mirror how loud you speak to match the person with whom you are speaking	Ensures you won't overpower your listener by speaking too loud or appear weak by speaking too soft
5	Take time to pause	Be quiet after asking a question; take a moment of silence as you transition from one thought to the next	Gives your listener the opportunity to digest the information you are giving and respond accordingly
6	Initiate dramatic variation	If inflection is a wave, dramatic variation is a tidal wave! An extreme high or low in your voice to emphasize a very specific point	Demands the attention of the listener to the point you are trying to make
7	Minimize negative speech habits	Limit the number of "uh's" and "uhm's" you use in conversation	Keeps the listener from being distracted by your speech pattern so all they hear is your message.

9 Tell People What to Do

People are used to being told what to do. Ever since we were kids, we were told to... "Get up!"

- "Go brush your teeth!"
- "Eat your vegetables!"
- "Do your homework!"
- "Go to your room!"
- "Leave your sister alone!"
- "Get back in here!"

And when we get old enough to go to school, we're told to...

- "Keep your hands to yourself!"
- "Go to the principal's office!"
- "Do your work!"



- “Keep quiet!”
- “Stay after school!”

Then when we leave school and get a job, it’s...

- “Go clock in!”
- “Take that stuff downtown and be back in half an hour!”
- “Get it done!”
- “Have that report on my desk tomorrow!”
- “Give me more results!”

And when we get married... well, I won’t get into that one!

The point is that humans are hardwired to follow instructions – short, quick, specific instructions. If you tell people what to do, and give them a good reason to do it, they will follow directions. Closing the deal is the same way. When you have handled all the objections, you won’t have to ask for the sale at all. ***You will tell them what to do, and they will do it!***

10 How to Ask For the Sale the Right Way

	Wrong	Right
1	So, why don’t you get it?	Great! What’s the best email address to send this order to?
2	Do you want to buy it?	Go ahead and put your OK right here.
3	So, what do you think?	Go ahead and make that check out to XYZ company.
4	Are you interested in making a purchase?	Ready to rock and roll?!



11 The Objection and Closing Cycle

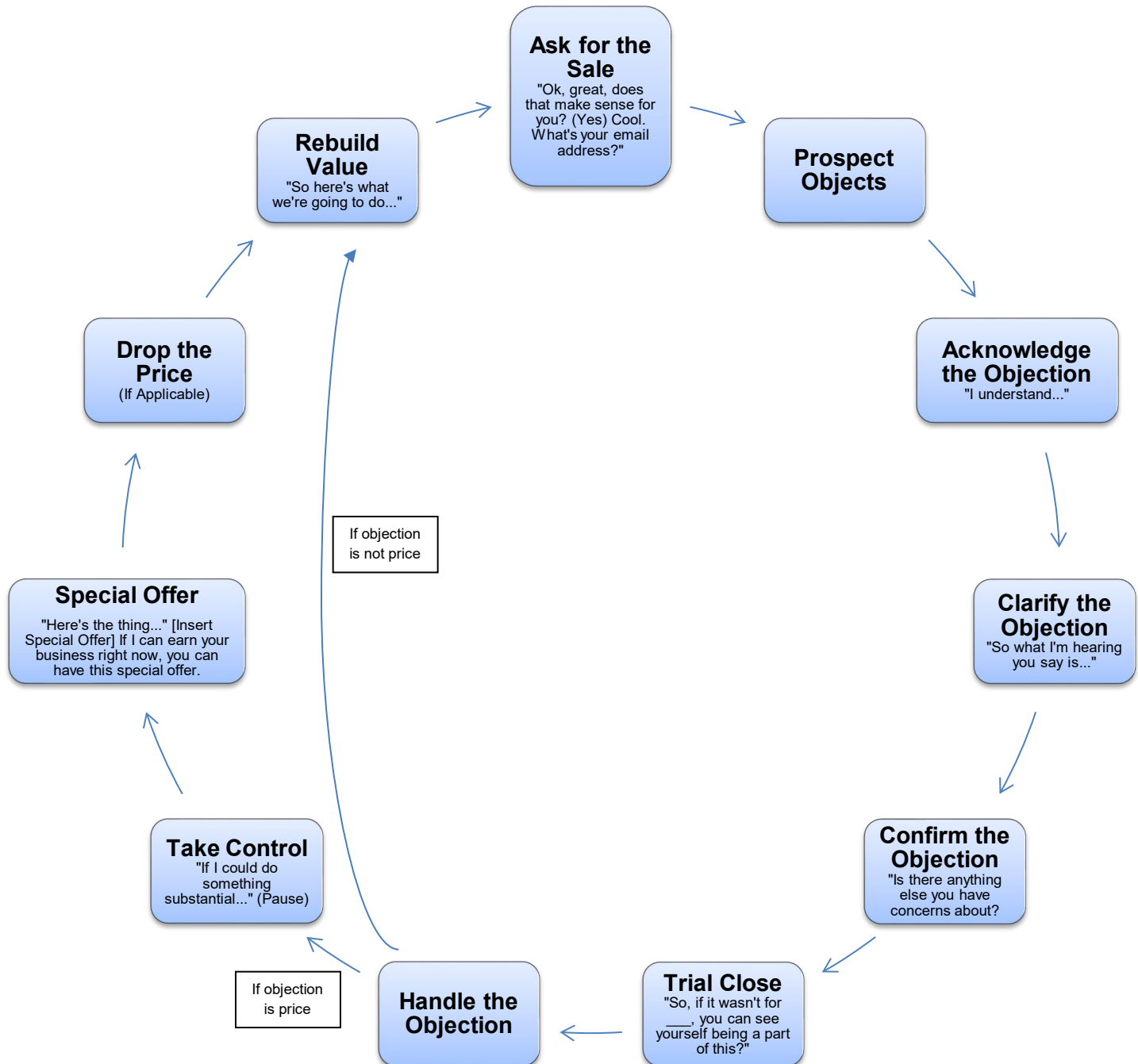


Figure 11-1: The Objection and Closing Cycle



12 Top 10 Reasons to Close After They Keep Saying No

1. TO SEE HOW FAR WE CAN PUSH
2. TO FIND THE TRUE OBJECTION
3. TO ISOLATE THE OBJECTION AS THE ONLY REASON
4. TO LEARN FROM THE EXPERIENCE
5. TO RECOGNIZE THE PATTERN NEXT TIME
6. TO SEE IF THEY ARE REALLY SINCERE
7. TO SEE IF WE EXHAUSTED EVERY MEANS
8. TO DEVELOP MENTAL TOUGHNESS
9. TO KNOW WHAT IT TAKES
10. TO UNDERSTAND WHY WE EITHER SOLD IT OR MISSED IT

*The average person
needs to say "NO" at
least **SEVEN TIMES**
before they say yes.*

13 What you should do while you close:

1. Handle the objection
2. Talk in pictures
3. Action, action, action
4. Provide proof and evidence
5. Know the solution
6. Always be closing
7. Talk about money
8. Tell them everybody is doing it
9. Build value
10. Maintain control
11. Be enthusiastic
12. Have a great attitude



14 Things To Say: DOs and DON'Ts of Closing the Sale

Table 14-1: DOs and DON'Ts of Closing the Sale

	DON'T SAY	DO SAY
1	Cheaper	Less Expensive
2	Worthless	Less Value
3	Let me tell you	Based on My Experiences
4	Beginner's Guide	Basic Steps
5	Less Dangerous	Safer
6	Great Condition	Well Cared For
7	The Latest Thing	Breakthrough Idea
8	Contract	Agreement
9	Mixed Colors	Blended Colors
10	I Can't Tell You	Those Are Guarded Secrets
11	Small Piece	Bite Sized
12	Loud Fashion	It's a Bold Look
13	Have Lots Of	Have Dozens of or Hundreds Of
14	Fix	Fine Tune
15	I Think	I'm a Firm Believer In
16	Knows All About It	Had Firsthand Experience
17	Best	First Class
18	Painless	Pain Free
19	Original	First of its Kind
20	Your Offer is Too Low	This is a Bold Offer
21	Make Some Time	Free Up My Schedule
22	Broke	Frugal
23	To the Floor	It's Full Length
24	Rug Mats	Carpet Mats
25	Not Difficult	It's Easy
26	Won't Work Right	Function Less
27	Fully Covered	Fully Insured
28	Listen to Me	Take My Advice
29	I'm Sorry	I Apologize
30	What We Sell	What We Offer
31	Can I Get Your Signature	Can I Get Your OK
32	Down Payment	Initial Investment



15 How to Handle the Objection Gracefully

As you probably know, an objection typically comes after you have asked for some type of commitment. The prospect can object at any and every point in the opening, the presentation and the close. This is true for online sales and offline sales as well. In online sales, your opening objections can come as the prospect is reading the title of the email, forum post or advertisement. In offline sales, the opening objections can come at the front door or the opening phone call. Your presentation objections will come while the prospect reads the sales page online, or during your offline presentation. And your closing objections will come when it is time to ask for the sale, or at the order page online. Before you handle any objection, it is always good to “pad” it gently before handling it. Here is how you should handle it:

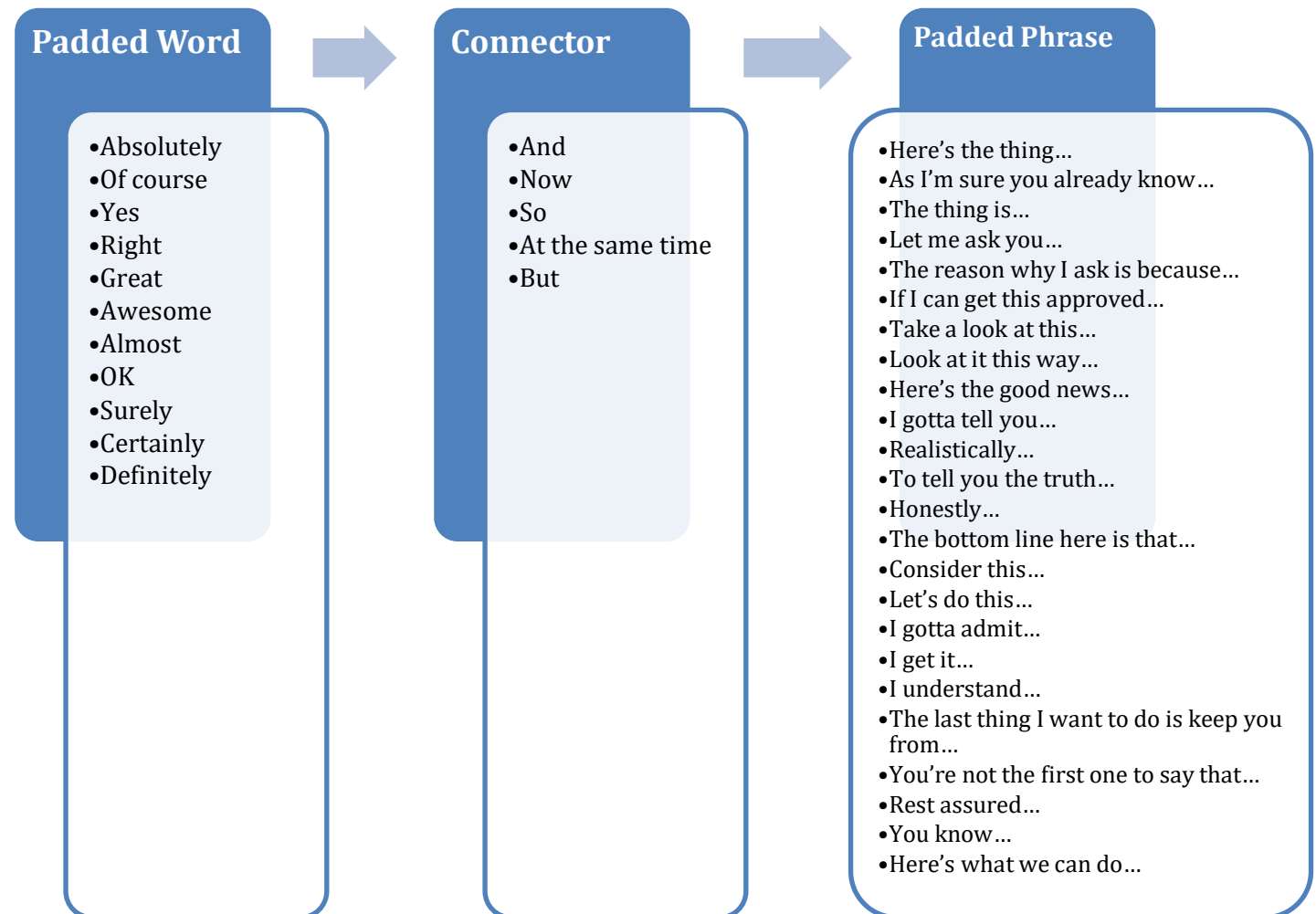


Figure 15-1: Padded Word - Connector - Padded Phrase

Let's look at an online and an offline example and see if you recognize any of the properties above.



15.1 Online Example:

Sales page: Buy Now!

Prospect: I don't think I want to do it right now because it's a little too expensive.

Sales page: **Now, realistically, I'm only keeping the product at this insanely low price for the next 24 hours but check this out. The next 5 orders will pay only \$47!**

15.2 Offline example:

Salesperson: Go ahead and put your OK right here!

Prospect: I don't think I want to do it right now because it's a little too expensive.

Salesperson: **Of course, I understand. Here's the thing. Realistically, we're only keeping the product at this insanely low price for the next 24 hours. Let's do this. I only have 3 coupon codes to use that I usually save till the end of the month. I'd like to give you one of them. If I can get this code approved for you, can I earn your business today?**

OK, so what happened here in the offline example? Let's break it down to how the customer thinks about it:

1. **"Of course,"** – shows the prospect that the salesman acknowledges their decision. Prospect calms down.
2. **"I understand"** – shows that the salesman is empathizing with the prospect. Prospect feels more comfortable. "Here's the thing" – prospect now thinks there might be an alternative. Prospect has hope for a better deal. "Realistically" – salesman shows honesty to the prospect. Prospect trusts the salesman more.
3. **"Let's do this"** – salesman states the better deal. Prospect is ready to see what the better deal is.
4. **"Only"** – salesman says there is short supply. Prospect begins to feel special.
5. **"If I can get this approved"** – Salesman has fought for the prospect. Prospect now feels like royalty. Now prospect feels obligated to return the favor and buy the product.

Can you see how many feelings rush through the prospect within a few seconds of sentences? Amazing, isn't it? If you leave out any one of those, then you can lose the sale right there, and you will never know why.

16 Closing Techniques

16.1 It Costs too Much

We build our product up to a standard, not down to a price. You already have something that is built down to a price. That's sad, right? If the price is too much and it will do what it should, then what will you lose? But if you continue to use what you already have, then you'll lose time, wages, effort, embarrassment, and thousands of dollars. It is by far wiser to spend a little more and get a lot more than to spend a little less and get a lot less. So, let's do the right thing once by filling out this form.

It is by far wiser to spend a little more and get a lot more than to spend a little less and get a lot less. So, let's do the right thing once by filling out this form.



16.2 Grandmother says she wants to wait.

You know, this reminds me of my grandmother when she was young. My grandfather offered to get her an electric scrubber, but she said she wanted to save their money for later. Grandmother used to wash their clothes by hand. Grandfather offered to get her a washing machine, but she said “No, let’s save our money.” Grandmother used to carry in heavy blocks of ice. Grandfather offered to buy her a refrigerator, but she said “No, let’s save our money for later.” When grandmother passed away, grandfather gave her a great funeral, but a few years later, he remarried a younger woman who now enjoys all the nice things that grandmother sacrificed. Grandmother’s life was meant to be lived. Waiting for later is not the best way to go. Let’s make your family’s life better now with (insert product/service). Go ahead and put your OK right here.

16.3 Wife Closes

16.3.1 I must ask my husband (Technique 1)

Rule of thumb: If the wife lets you in the house, ***then she can buy without her husband.***

Mrs. Prospect, is your husband going to kill you? Hit you? Divorce you?

(She should say no. But if wife says yes to any of those, then say “**Has he done that before?**”)

I bet he probably will be mad, put his fist through the wall, slam the door, and go to the nearest pity-party bar or something similar, right?

(The wife will say yes, nod her head, or not say anything at all.)

Mrs. Prospect, I bet in the number of years you’ve been married, he’s gotten mad like that lots of times, right? I’ll bet he’s gotten mad at you for things that were silly, ridiculous, and not even your fault, right? Let me ask you this. How many more years do you plan on being married to him? Forever, right? So, do you think he is going to get mad lots of times in the future for ridiculous things? So, what’s one more time for a good cause? And I’m not going to tell him if you don’t, so fill out this form!

16.3.2 I must ask my husband (Technique 2)

If you have to ask your husband, forget it, you will never own (product/service), because all men believe 4 basic things about women:

- 1. That women can’t make good decisions.**
- 2. That women don’t use what they already have.**
- 3. That women don’t do anything anyway.**
- 4. That some fast-talking salesman tricked their wife.**

Now, Mrs. Prospect, if your husband believes just one of these, (and I guarantee you he believes all four!) what are your chances of getting (product/service)? None. And remember what you were taught – Don’t believe anything you hear and only half of what you see. And remember a genius can only remember 17% of what they heard, so you are going to have a hard time telling him how bad you need (product/service). So, fill out this form and make that check out to XYZ company.



16.3.3 I must ask my husband (Technique 3)

Who buys the groceries in your home? You do? Well, you probably spend \$100 - \$125 a week on groceries, right? As I'm sure you know that over 60% of what we buy is not necessary food, like soap, cleaning stuff, coke, cake, junk food, right? Now that works out to $\$52 \times \$125 = \$6,500$ a year you spend with your husband's blessings, right? That's over (Years X \$6,500) since you've been married. Surely if your husband trusts you to spend \$52,000 to take care of your family, he will not mind another \$3,100 for the same reason. So go ahead and get your checkbook out for the \$300 down.

16.3.4 My Husband is the head of the household

Mrs. Prospect, your husband may be the head, but you're the neck, and it's the neck that turns the head. He knows you would not do anything to hurt him, so fill out this form.

16.3.5 My Husband makes all the money

It is the law that 50% of his earnings are yours, so if he objects, just pay for (product/service) with your share, so go ahead and fill out this form.

16.3.6 What if my husband comes home and gets mad? Can I cancel?

You could cancel if I lied to you, misrepresented, or forced you to do something against your will. Did I do any of those things? So go ahead and fill out this form.



16.4 1-2-3 close

Technique

Summarize in sets of three items. We will give you this, that and the other.

This may be features of the product, benefits or add-on sweetener items.

There are two ways to do this: they may either be closely related (to reinforce a single point) or may be quite separate (to gain greater coverage).

Most customers want products that are free, perfect and available now. This is the classic business measurement trilogy of cost, quality and time.

Examples

This product is cheaper, faster, and more reliable than the competition.

The houses here are better-looking, better-built, and better-equipped than those on the other development.

If you buy today, we will give you insurance, tax, and a full tank of fuel.

How it works

The 1-2-3 Close works through the principle of triples, a curious pattern where three things given together act as a coherent set of three hammer-blows that give a compelling message.



16.5 Adjournment Close

Technique

Do not go for the sale now. Give them time to think. Tell them that they probably need time to consider the offer you have made.

Use this when:

- You can see that they are not going to decide now.
- You have set up enough tension that you are reasonably convinced that they will indeed seriously consider the deal and are likely to come back.
- Given some more time, it is likely that they will buy more (for example if they are at the edge of a budgetary period and their current funds are low).
- The relationship is important to you, and them making a wrong decision now would affect the chances of making sales in the future.
- You do not need to make the sale today (for example you have made your quota and this sale would be just fine for next month).

Combine this with setting up the next meeting, when perhaps you will be able to solidly close the deal.

Examples

This is an important decision for you, and I think you need time to consider how important it is. Shall we discuss the details further next time I see you?

I can see you're thinking very carefully about this. Shall I come back next week to see how you are progressing then?

How it works

In many sales situations the relationship is very important as the salesperson will be going back to the customer with more sales to make. It is thus a bad idea to push them into a decision when they are not ready and may later be unhappy about this.

Offering an adjournment can be a nice surprise for the customer, who may be expecting a harder style of selling. This sets up an exchange tension, encouraging them to pay back your offer of time with later agreeing to the deal.

The Adjournment Close is particularly easy to manage when the salesperson visits the customer, as opposed to having to hope that they will call back.



16.6 Affordable Close

Technique

Close out any objections they have about price by making sure they can afford it.

Find how much they can afford. Then show that you have a finance plan that fits their capability to pay. Bring in other factors to reframe the real price, such as lifetime costs.

Show the price of not buying - for example the cost of continued ownership of the current car.

Strip down what is being sold to the bare minimum. Remove all the options (and maybe sell them as separate items).

Sell them something else they can afford.

Last option: bring your price down to what they are prepared to pay.

And always remember the caveat: do not close people into debt they will not be able to repay.

Examples

How much per month can you afford...yes, we can make a deal for that...

The initial cost seems high, but by the end of the year you will have recouped the costs. The basic model will fit into your price range.

The maintenance costs on this are very low.

The cost per page of this printer is the lowest in class.

If we can bring the price down to what you say, will you buy today?

How it works

The Affordable Close works by structuring the finance of the deal to fit into the other person's ability to pay.

'I can't afford it' is often more of an excuse than a real objection. If they really do not want to buy, you will find that they will immediately jump onto another objection.



16.7 Alternative Close

Technique

The alternative close works by offering more than one clearly defined alternative to the customer.

The number of alternatives should be very few - two or three is often quite adequate. If you offer too many alternatives, the customer will then be faced with a more complex problem of how they choose between the many alternatives offered.

Note that this technique works well in many different situations where you are seeking agreement, and not just selling products.

An extra technique that can be effective is to add a slight nod when offering the preferred choice. This can be accompanied by subtle verbal emphasis on the words.

Examples

Would you prefer the red one or the yellow one? Would you like one packet or two?

Which of these three instruments seems best for you? Shall we meet next week or the week after?

How it works

The Alternative Close is a variant on the broader-based Assumptive Close and works primarily through the assumption principle, where you act as if the customer has already decided to buy, and the only question left is which of a limited number of options they should choose.



16.8 Artisan Close

Technique

In the 'Artisan Close', the salesperson emphasizes the art, skill and ability that has gone into the creation of the product or service that is being sold.

Examples

This Kitchen Mixer has been designed by skilled engineers and designers who have literally thousands of hours of study behind them.

It may seem like a simple adjustment, but it took three years of training to know how to make the right adjustment.

How it works

When we are going to buy something, we evaluate it in terms of the work that went into it. If we think it was easy to make, then we value it less. Often, we do not realize the effort and skill required to produce something and hence think it is worth very little.

Selling with the Artisan Close adds perceived value simply by describing the skill of those who made the item and the time spent in producing it.

There is a similar and slightly different effect in service, where the perceived value can be enhanced by explaining the training and skill of those who will be delivering the service.



16.9 Ask-the-Manager Close

Technique

Tell the customer that you only have limited authority to give discounts and that you will have to ask your manager to give more. You can at this point ask if the customer wants you to do this.

Then go to speak with the manager. Come back and say you have managed to persuade the manager to give an extra discount.

Example

I'm sorry that's all the discount I'm allowed to give. But we're a bit below target and I'm sure if I ask my manager, she might shave a little more off for you. Is that ok?

(Goes to rear of store where animated conversation with much hand-waving can be seen. Then returns). Well, she took some persuading but I said we are nearly there, so she agreed to an additional discount of one point seven five percent...

How it works

The basic principle here is that in approaching their manager, the salesperson is setting up an exchange: they have put themselves out for you, so you are now obliged to do something for them -- like buy the product. This is amplified as the manager can be a fear-inspiring figure of authority, thus making the salesperson a courageous warrior, fighting on behalf of the customer.

Having to ask the manager also puts a break in discounting and some people will pay the given price rather than add the hassle of the manager's intervention.

There are several variants of what happens when you go to speak with the manager, including whether the manager is visible and whether the manager comes to speak with the customer. A simple but effective method is that the customer can see you arguing with the manager and clearly taking some heat on their behalf. You then return with the final offer.



16.10 Assumptive Close

Technique

Act as if the other person has made the decision already.

Turn the focus of the conversation towards the next level of questions, such as how many they want, when they want it delivered, what size they need, and so on.

Examples

When shall we deliver it to you?

What will your friends say when they see it? Will 20 cases be enough?

Where will you put it?

How it works

The Assumptive Close works by the Assumption principle, where acting confidently as if something is true, makes it difficult for the other person to deny this. For them to say you are wrong would be to cast themselves as an antisocial naysayer.

Note: This is one of the most common closes used. Many other closes, such as the Alternative Close are variants of the Assumptive Close.



16.11 Balance Sheet Close

Technique

List both the benefits of the purchase (the pros) and also the costs (the cons). Of course, the pros (the reasons to buy) will win.

You can even write it down like a balance sheet. Make sure the 'pros' column is longer and more impressive, of course.

Cons include things they wanted but are not getting.

Start with the cons and keep them short. But do make it sound credible, as if you are giving them fair consideration.

Then cover the pros. Perhaps sound pleasantly surprised as you describe them. Sound reasonable, as if you are on their side.

Sound almost as if you are talking to yourself.

Examples

Well, although it costs this much and is a bit big, it will sound good and fit well into your house decor. Let's weigh things up. You're not getting ..., but you are well within your budget and will have ..., ... and
Hmm. That's good!

How it works

The Balance-sheet Close works by building Trust through appearing to take a balanced and fair approach. It guides the other person's thinking and hopefully saves them the trouble of weighing up the pros and the cons.

This is also known as the Abraham Lincoln Close (Lincoln was a lawyer and often used this technique in his cases) or the Ben Franklin Close.



16.12 Best-time Close

Technique

When people are procrastinating or will 'be back', emphasize how now is the best time to buy. All sales people know that 'there are no be-backs'.

Invoke seasonal effects, such as Summer, Christmas, and other holidays. Remind them of other short-term reasons, including sales, weather, and so on.

Find out other personal reasons why it is good to buy now, such as their partner's birthday, etc.

You can even do a reversal on 'never the best time to buy' by showing how this makes now as good a time as any.

Examples

We only bring these into stock for the Christmas season.

Summer is coming. Do you have all the garden furniture you need?

The forecast for next week is for sun. We have limited stocks of sun lotion. The best time to buy is now, whilst...

There is no 'best time to buy' which makes now the best time.

If you were going to start saving money, when would you start?

How it works

The Best-time Close works by emphasizing how now is the best time to buy and how delaying is not the best thing to do.



16.13 Bonus Close

Technique

When they are dithering close to a decision, offer them something unexpected and un-asked for that delights them.

All it needs to do is make them say 'Ooh, that's nice'. Or something like that. A simple equation: $\text{delight} = \text{expectation} + 1$

Try and figure them out before using this close: for some people it will open them up again as they seek to gain more concessions.

Examples

You know, I've had a good day and am going to give you batteries for free. Hold onto your money: I'm going to add an extra towel to the pile.

Well, you're a good customer so I won't charge for delivery.

How it works

The Bonus Close may work in several ways. First, the bonus is a temptation that

When they emotionally close on the bonus, the sensation of closure may also leak across to the main subject.

When they feel they have got something for nothing, they may agree to the deal for fear that you may take it away from them again.

You may also create a sense of exchange, where because you have given them something. The Bonus Close is also known as the Delighter Close or the Extra Close.



16.14 Bracket Close

Technique

Make the other person three offers.

First offer them something sumptuous and expensive that is beyond their budget. Not so far beyond them that they would not consider it. Ideally, it is something they would look at wistfully but just couldn't justify (if they do, it is your lucky day!).

Secondly, offer them a solid good deal that is within their price bracket. It may not have all that they wanted, but it is clearly good value for them.

Finally, offer a severely cut-down deal in which very little of what they want is included. They should, of course, go for the middle option.

Examples

Well, I can do you a full kitchen system with Neff units, brass tops, and hand-cut ebony edging. It's a bit pricey but is amazing quality.

A good option is with Bosch units, hardwood tops and matching edging. This is remarkably good value. If you are on a very tight budget, we do have some basic units, a nice laminate finish and matching surrounds.

How it works

The Bracket Close works by contrasting the preferred option both upwards and downwards.

Rejecting the higher option lets the other person feel good about not spending too much. By comparison, the option they choose seems quite prudent and they may even feel they have saved some money.

Rejecting the lower option lets them feel they are not a cheapskate and can afford something of value.



16.15 Calculator Close

Technique

Rather than just quoting a price, get out a fairly large calculator and bash away on the keys for a while. Mutter things like 'less discount' and 'I'll take another 2% off, just for you'.

Then either read out the price or turn the calculator around to show the customer.

Examples

Right, the label price is 1200. Hold on a minute ... right, with the sale reduction and the extra discount for today ... does that look right to you?

How it works

Working on the calculator implies that you are not just quoting any price but working out something special for this customer. You are also performing what seems to be a difficult task and exude an air of authority. Both invoke the exchange principle, where the customer feels more obliged to agree to the sale.

Showing the price also gives a finality to the action. To ask for a further reduction would mean you would have to recalculate and so oblige the person further.

This close is popular in particular professions and places, particularly in high-value sales such as jewelers and car sales. It is also useful to people who do not speak well the language of their customers.



16.16 Calendar Close

Technique

If they are not ready to close now, agree a future date when you can meet to discuss further. This at least keeps the deal alive, and you return to fight another day. It may also be just what you are seeking to take you to the next step in the deal strategy.

Putting dates in the diary may also be an assumptive method if closure has taken place and that it is just a matter of when.

Examples

When shall we make the next coaching meeting? Are you free next Wednesday at 3pm?
What new things shall we discuss next week?

How it works

Putting a date in the diary is easy for the other person and may be agreed as an exchange for you not pressing further for a close now.

Dates in the diary also get them thinking about the future, which may be a good thing as this attention will then keep them engaged in your subject-matter.



16.17 Companion Close

Technique

Rather than sell directly to the person you are targeting, sell to a person they are with. This can be a husband, wife, child, friend, grandparent, etc.

Start by being friendly with them (the target person won't mind this) then gradually increase the selling to them. Cast them as an authority (particularly as they buy into your idea).

When they are making approving noises or say they would like one, start selling to the real target of the sale.

Rope in the companion as a sales assistant.

If you are lucky, you might make two sales!

Examples

Hello young man, that's a nice hat! Do you like shoes too? Do you like these? Good day sir, madam...You seem to like this too, madam...Which shade is best?...

How it works

The Companion Close works because the companion to whom you are selling the idea does not have to make a financial or other commitment and so will be more ready to agree with you.

When the real target of the sale sees that the other person has agreed, they are more likely to also agree, in order to maintain consistency with their thoughts of their companion being intelligent and to maintain harmony in their relationship with them.



16.18 Compliment Close

Technique

Be nice to them. Tell them how wonderful they are. Be amazed and impressed by them. Cast them as the expert so they sell to themselves.

Tell them how good they look or sound.

Tell them how others will be impressed by them.

Tell them how impressed you are with them as a person. Admire their integrity. Then ask for the sale. Also compliment them on previous decisions. If you are selling cars, admire the car they already have, although you can also appreciate their need for a new one.

Examples

Wow. You really know your stuff. Would you like to buy this now? Well, as you are the expert, you will understand how good this is. That dress looks really good on you, madam.
Your friends will be impressed when you show it to them.

How it works

The Compliment Close works by flattering the other person, massaging their ego so they are more concerned with feeling good than parting with their money.

It can help to associate the person with the product, so they feel their sense of identity becoming attached to the product.

It also works by being nice to the other person, so they feel obliged to be nice to you and buy your product.

Putting the other person on a pedestal and admiring them encourages them to live up to the high expectations you have of them.

Complimenting them on a previous purchase is telling them that they make good decisions (and hence can make a good decision this time too).

The Compliment Close is also known as the Vanity Close, the Ego Close or the Flattery Close.



16.19 Concession Close

Technique

Offer a concession of something they want in return for them buying the product.

You can be explicit about wanting an order in return for the concession or you can give the concession without asking - the other person will very likely still feel they owe you something for it.

Examples

If I reduce the price by 10%, will you take the product today? Well, I think you deserve a free case with this. Listen, I'm going to throw in a free tank of fuel.

If you are ready now, I'll make sure it is delivered by the end of the day.

How it works

The Concession Close works by offering the other person something and either requesting or implicitly expecting something in return - usually the sale.

The Concession Close is also called the Trade-off Close.



16.20 Conditional Close

Technique

When the other person offers an objection, make it a condition of resolving their objection that they make the purchase.

You can also use this approach to make any trade - for example if you want them to watch a promotional video, offer a cup of coffee.

Always, by the way, phrase it in the form 'If I... will you...' rather than 'Will you...if I...'. This is because our brains work very quickly and starting with 'will you' causes them to begin thinking immediately about objections and they may miss the exchange. On the other hand, starting with 'If I...' will cause psychological closure on what you are offering thus drawing them in to the close.

Examples

You say you want a red one. If I can phone up and get you one, will you take it today? If we can figure out the finance for you, will you choose this one?

If I get you a cup of coffee, would you like to sit down and look through the brochure?

How it works

The Conditional Close uses the Exchange principle to build a social agreement that if I solve your problem, you will buy the product in return.



16.21 Cost of Ownership Close

Technique

Do not talk about price. Instead, talk about the total cost of ownership, including service, replacement and so on.

Then compare this cost against that of competing products.

It is often good to scale this price to annual, monthly, or weekly cost, where the overall cost may appear scarily high.

Examples

Competing systems may seem cheaper, but when you consider installation, maintenance and the lifetime of the product, this system is about half the price!

Because we are so confident about the reliability of our systems, we charge only half the price of our competitors. That means the monthly cost is far less.

If you buy a competing product, you'll be replacing it in two years. This product will last you twice that.

How it works

People often focus on the immediate price and miss the longer-term cost that may be incurred. The Cost of Ownership Close works by comparing costs over time rather than up-front payments. If possible, this can be put into effect with staged payments.

Of course, you do need a more reliable product if you are going to offer lower service costs. It also helps to have evidence of superior quality.



16.22 Courtship Close

Technique

Woo the other person like you were wooing a mate. Pay attention to them. Give them sincere compliments. Buy them dinner, if that is appropriate. Put them on a pedestal.

Generally, treat the other person as if you like them, as a person, and that selling is a secondary issue.

If the sale is taking place over a period of time, work hard to develop the relationship. Call them often enough to show your interest. Make them welcome when they visit. Be someone who makes them feel special.

The final request for the sale is like proposing marriage to them. If they truly love you (or at least how you have been treating them), they will, of course, say yes.

Beware of harassment, stalking and other unwanted attention, of course. You want to attract them, not frighten them away.

Examples

You know, it's just so wonderful how you look in that coat.

It's so lovely talking to a person like you...No, it's no bother at all...Let me take that for you...Ho ho, you're witty, too...

I have a couple of tickets for the game on Saturday. Would you care to come as my guest?

How it works

Selling is very close in many ways to courtship. Or maybe it is the other way around. Whatever, the Courtship Close works by using many of the methods that young men use to woo young women, etc. Courtship varies around the world and even around one country. So, know the triggers and press the right buttons and the other person will be flattered enough to buy you, hook, line and sinker.



16.23 Customer-care Close

Technique

After a meeting that does not result in a close, call up the customer as the Customer Service Manager. Explain that it is a normal follow-up call to check the quality and customer-orientation of the sales staff.

Ask about the appearance, courtesy and knowledge levels of the salesperson. This, in itself, is highly valuable information.

Then ask for reasons why they did not buy. This gives you objection information you can then address. For example, you can say that because they have been so helpful, you (as the manager) can offer an extra discount.

Examples

Hello, Mr. X. I'm the Customer Service Manager at XYZ. I believe you spoke with one of our sales representatives on Monday? We have a strong customer service policy in the company and regularly check to ensure we are helping you at every step of the way. Could you take a couple of minutes to help answer a few questions?

Mr. X, I can understand why it seemed expensive. Well, as you have been so helpful, I can offer you an extra discount today.

How it works

The Customer-care Close shows that you care about the person, building trust and creating a bond between the customer and the Service Manager. It also gives you information that you can use to both improve your sales technique and also handle objections in this sale.



16.24 Daily Cost Close

Technique

Reduce the total cost to how much it costs per day (or week, or month). This is particularly useful for a product or service that has a limited lifetime.

Examples

The phone contract adds up to only 2.00 per day. Pretty inexpensive, eh?

Would you pay 10.50 a week for complete peace of mind? Our insurance package covers a lot for not very much.

How it works

When people estimate cost, they often do so as a single 'chunk'. By reducing the apparent cost to the smallest possible unit, the person has to do a complex calculation to work out the total cost, which many people will not bother to do.



16.25 Demonstration Close

Technique

If you are able to, do a spectacular demonstration of your product that really makes them 'wow'.

If you can't do it with them there (which is by far and away the best), then use a video or otherwise add impact. Give them a go. Let them try and find out for themselves.

Examples

I sell bullet-proof vests. Let me demonstrate...

You won't believe this. I didn't either when I first saw it. Just watch...

How it works

The Demonstration Close works by giving them evidence that they cannot deny. The visceral experience of sensing a product being used cannot be beaten by talk or even explicit pictures.

It is particularly effective if they have already predicted that your demonstration will not work as, being forced to revise a prediction they will also have to revise the beliefs on which it was based.



16.26 Diagram Close

Technique

Draw a diagram, a doodle, a picture or something visual that explains what you are selling or some critical aspect of it that will lead the customer to closure. If you can, sit next to the person while you are steadily drawing the picture on a clean sheet of paper. Use different colors of pen if feasible, to help clarify and make the diagram more attractive. Talk steadily through the drawing process, narrating the story as you are drawing it.

Things you can draw include:

- Diagrams of how the product works, with parts, movements etc.
- Pictures of how to use the product, with drawings of people, process flows, etc.
- Conceptual diagrams with circles, arrows and so on, showing how emotions, perceptions, ideas and more can work together.
- Graphs of how customer costs will go down, revenue will go up and so on.

Think out beforehand a range of possible pictures at your disposal. Practice drawing and talking through these. Pictures can include explanations of small points as well as major descriptions that lead the customer inexorably towards the close.

Examples

A person selling photocopiers, draws a simple diagram showing how the new patented paper path system leads to less jams.

An electric car salesperson shows in a graph how the initial higher outlay is recouped over time.

A person selling an IT system draws a diagram showing integration with the existing customer systems and how much it can replace. They also show a flow of the service process and how this is now simplified.

How it works

When you draw a picture, it grabs attention, pulling the person in and preventing them from getting distracted by other things and thoughts. Narrating a story as you draw also keeps them interested as the picture and description unfolds.

Many of us think visually and a picture, as they say, is 'worth a thousand words'. Drawing rather than just showing a picture is an engaging process and helps the learning process. If you just show a picture, the person will likely glimpse quickly at it and not get the fuller meaning. If you try to narrate an existing full picture, the person may be racing ahead trying to understand other parts of the picture and so not listening to you.

Drawing also seems like more effort on your part which creates an exchange dynamic, obliging the other person to respond positively. When you show you care, they must do likewise.

If you are doing a presentation from the front of the room, drawing can be done on a flipchart or even on a computer system with a tablet and projector. Drawing creates a richer and stimulating variant from slides.



16.27 Distraction Close

Technique

Deliberately distract them or wait for a moment when they are distracted by something else, such as the kids playing up, a phone going or something like that.

In other words, catch them in a weak moment when their minds are elsewhere. Then press for the close. Ask directly for the sale. Give them the contract to sign.

Examples

(their phone goes off). So, you do want it now, right?

(there is a lot of disturbance nearby). Can you just quickly sign here?

Here's a cup of coffee. Would you like some cake? Just sign there...that's fine.

How it works

The Distraction Close works by waiting until they are approaching emotional overload or have only a part of their rational mind on you. At these times, they will not be thinking quite as carefully about objecting and agreeing to the sale will take some of the load off their minds.



16.28 Doubt Close

Technique

Express doubt either about the product or the readiness of the person for the product but make this a relatively weak and easily challenged statement.

Pause to let the person disagree, which a contradicting person will almost certainly do. If they do not challenge your doubt, then smoothly continue with a summary of everything so far.

Examples

I don't know if this product is the right thing for you.

I'm not sure if you're ready for this. Although it does ... (review benefits). Although most people do not know how to use these, perhaps you can...

How it works

The Doubt Close works by pre-empting their doubting thoughts. If you echo these thoughts, it saves them from having to think the same thoughts. When they accept these, they will begin to trust you and hence will be ready to accept suggestions of other things to think.



16.29 Economic close

Technique

Focus on the overall economic situation, showing how the cost is less by considering certain factors. Show how buying a larger quantity gives volume discounts, reducing the unit cost.

Show how buying alternatives has hidden costs. Structure deals for them that will cost less overall. Talk about the longer-term costs.

Examples

You get more for your money in the family-sized box.

Yes, it is cheaper in the next town, but it will cost you more in travel to get there. And you've already spent money to travel here.

You can buy on credit card, but our financing system has lower interest rates. This model, sir, is much better value.

How it works

Many people focus solely on price, and this plays directly to their concern by showing you are trying to save them money. By doing this, you also gain trust and may be able to sell them more. Even those who are not so concerned about price will have it as an issue at some level, and again you will impress them by taking up this cause for them.



16.30 Embarrassment Close

Technique

Maneuver them into a position where not buying would embarrass them.

Dissuade them from buying cheap (rather than 'less expensive') options by pointing out that they are cheap, low quality, etc. and that more expensive options are much better value.

Tell stories of cheapskates who make 'false savings' with the cheap options.

Sell to the people they are with, so the other person would have to disappoint their friends, family, etc. by not buying.

Appeal to their sense of important and affluence.

Examples

This is the cheapest option. This one, however, is much better value.

Hello young man, do you like this? ... Well, madam, I think he's made a choice! Not many people can afford this one.

How it works

The Embarrassment Close appeals to emotions such as pride. It uses the Alignment principle to get people to align their buying actions with their self-image of kind, affluent, etc.

It works particularly well if the other person is in a social situation where the embarrassment would be particularly strong, from a group of peers to a person of the opposite sex.

Young men, perhaps unsurprisingly, are particularly susceptible to the Embarrassment Close.



16.31 Emotion Close

Technique

Play to their emotions, deliberately evoking specific emotions.

Find if they respond more to positive or negative emotions and act accordingly. If in doubt, go for positive emotions - these are usually better.

Examples

If you took this home now, how would you feel? Does holding that make you feel good?
People who do not buy this invariably feel bad later.

How it works

The Emotion Close works because all decisions are based on emotions. Even if you go through a logical thought process, the final step is always emotional.



16.32 Empathy Close

Technique

Empathize with them. Feel what they feel. Walk a mile in their shoes. Understand their situation completely. Then, when they are empathizing back, you decide like they would decide. You can even talk about yourself, using 'I' instead of 'you'.

Also empathize with the product you are selling and bring this into the equation. Be a matchmaker in bringing this great product to a worthy customer.

Examples

I completely understand...and it makes so much sense to me to do this now. You know, this solution works so well for me.

How it works

The Empathy Close works by first harmonizing yourself with them and then, when you feel what it is like for them to close, they naturally come along with you.

Done well, you will close at the exactly the right moment and for exactly the right reasons for them, and they will come back again and again.

The Empathy close is also called the Love Close.

If you love the product, you are selling and love your customers, you will be a truly great salesperson.



16.33 Empty-offer Close

Technique

Make them a very kind offer that they cannot take up.

Offer to do something using a thing you have for sale, and which they might feasibly have but probably do not have.

Then sell them that thing. If they do have one, of course you must complete your offer with good grace - it will still help build social capital for you.

Examples

Shall I fit your spare wipers? ... Oh, you have none. Well fortunately, we have some in stock... Would you like to come to the race day ... Oh of course, you're busy.

Will you need help setting up the computer? ... Oh yes, of course, your IT people will do that.

How it works

Although the Empty-offer Close does not require that you to giving them something, the rules of exchange means that they still feel that they owe you something in return for your generous offer.



16.34 Exclusivity Close

Technique

Explain how not everybody is allowed to buy this item and that some form of 'qualification' is needed. If they do not meet the criteria, you can quietly 'let them' buy as a special favor.

Examples

This discount is for local residents only. Do you live in the town? ... Yes, of course I can see you have shopping bags from Rio's Store.

This is a membership special, sir. You get 20% off if you're member of our club -- it's very cheap to join.

To start this high-powered course, you have to have completed the introduction training. Shall I sign you up for that first?

There is normally a 5% discount for regular customers. Don't tell the boss but I'll give it to you if you can pay cash (he won't find out then).

How it works

When we are told we cannot have something, our sense of control is offended, and so we are motivated to take control.

When we find we qualify for something, then our sense of identity is boosted as we gain a sense of belonging to a 'special group' (and which makes our satisfaction with the purchase higher).



16.35 Extra Information Close

Technique

When they are prevaricating, give them some additional information that will help them decide now.

If they look uncertain, and you do not have extra convincers to hand, you can ask them if they need more information.

Examples

I forgot to tell you that this model has additional flange brackets that offer double the safety of previous models. This is the last one we have, by the way. There's been quite a run on them this week. You look like you need more information -- What else do you need to know before you decide?

How it works

How much information a customer needs before they decide is very variable. It is easy to overload them and scare them off, so generally it is better in the first instance to err on the side of caution. This can leave them with not enough information, and this is what you may see in their hesitation to close.

It may also be that in their rationalizing of your arguments and their needs, they may have reached a position where they need more information again to get to the finish line. In any case, your job is to find what they need and to give it to them, so they have no reason not to buy.



16.36 Fire Sale Close

Technique

Explain how this is a one-off opportunity and that prices are low because of a particular circumstance beyond your control. Also point out how timescales are limited.

Emphasize your misfortune with your manner, being down at heart rather than up-beat.

Examples

We had a break-in at the weekend and a lot of stock was damaged. Insurance covers us so we're just getting rid of this at base price.

Our supplier went out of business, so we grabbed their stocks in lieu of payment. So, this is the last lot and we're just selling them off.

We had a leak in the basement and the boxes are a bit out of shape. The product is fine but we're having to sell these last at reduced prices.

How it works

In a real fire sale, goods are variously damaged and sold off at knock-down prices to make what little you can from the damage (the alternative is to scrap them). Other things can damage goods, such as storms and floods. You can also use the same principle for such as a bankruptcy sale.

In a fire sale the buyer also feels they have the upper hand as the seller is going out of business or otherwise disadvantaged.



16.37 Future Close

Technique

If they are not ready to close today, then close on a future date.

Perhaps they want to think it over. Ask how much time they need. Ask if they may be ready to buy then. After thinking about this, they may be ready to close now. If not, do a Calendar Close so you can meet up next time.

Examples

How much time do you need to think about it? ... As you consider having thought about it now, what do you think?

When you have thought about it, do you think you may be ready to buy? When we meet next week, will you have thought it through then?

How it works

The Future Close works by getting them to think in the present about the future, hence bringing the future to now so they can 'compress time' and possibly close now.



16.38 Give-take close

Technique

Offer them something attractive, then retract the offer, taking it away.

Then make them work to get it back. You might find they're desperate enough to pay full price.

Examples

Here's what you were looking for. Oh, hang on, it's already been reserved for someone else. Well if you want to pay cash now, maybe I could order a replacement in time for the other customer.

Ladies and gentlemen, would you pay 20 for this potato peeler? Of course, you would, and many have, but I'm not going to let you have it. Not yet. Now I'm going to add this utility knife and this apple corer, both worth 15 each and only ask 25 for the whole lot. Now I've only a few left, who's going to take them? Thank you, madam! Yes sir, one's for you...

How it works

When a person sees something desirable, they start to psychologically close on it. Even paying attention creates a weak sense of ownership. When you take the product away, you affect the person's need for a sense of control with the result that they will likely fight back, figuratively trying to take back what is 'theirs'.

The scarcity principle says that people want what is scarce, and the scarcer it is, the more they want it.



16.39 Golden Bridge Close

Technique

If you want a person to take a particular option, do not mention it directly, but show how all other options are not feasible or undesirable.

Then let them choose the option themselves.

Examples

Sorry, we're out of that one...Oh that one is really expensive...And that one has got really bad reviews and I wouldn't recommend it...

How it works

Sun Tzu, the famous Chinese General who wrote the classic text about winning wars without fighting, said 'Build your enemies a golden bridge'. By this he means you corner them, and then rather than fighting (whence they, having nothing to lose, would fight to the death), you back off a little and let them leave with dignity - just in the direction that you want them to go.

The Golden Bridge Close thus works by closing off all options except the one you want.



16.40 Handover Close

Technique

When you are getting near to closure or if you are having problems, hand over the actual closure to another person.

You can frame this as a different process, for example where your job was to help the customer choose and the next person is to agree final details, agree price or just take down details.

Examples

Right. Now that we've got the fit right, Mr. Jones here is going to help sort out the paperwork.

You have said that price is important to you and Mrs. Williams is our senior manager and is going to take over now.

How it works

When the new person takes over, they may act as if everything else has been agreed. The new person is not encumbered with any baggage and the customer may be reluctant to go over any previous detail and effectively give in when faced with a person who may not understand objections raised.

There is a danger, of course, that the buyer will go backwards to re-negotiate detail already agreed. Other problems can also occur, such as the customer backing out because they have bonded with the initial salesperson. This method must therefore be used with care.

This process can be used when junior people are used to explain the details of a product whilst a senior person takes over the price negotiations.



16.41 Handshake Close

Technique

As you make a closing offer, extend your hand for a handshake. Smile and nod as if the deal is done. Look expectantly. If necessary, raise your eyebrows slightly.

Examples

(Extending hand) So, are you ready now to do the deal today? (Extending hand) We have a deal?
(Grasp their hand) Well done. You've got a good deal today.

How it works

When you offer your hand to somebody in greeting, they will automatically feel obliged to shake your hand in return, often doing this without really thinking.

When they do shake your hand, they may realize that they are also agreeing to the close. Most people will not then feel able to retract their agreement.



16.42 Humor Close

Technique

Get them amused by telling a joke or otherwise making witty remarks. Then either go for a relaxed close with another closing technique or weave closure into the joke.

This is particularly useful when they are tense for some reason.

Beware of politically incorrect humor unless you are sure it will be effective.

Self-deprecating humor is often a safe bet and shows you to be confident and likable.

Examples

This carpet was personally woven by the Queen of Sheba. Oh, go on. It'll make both our wives very happy. If you don't buy this now, I'll be told to go and stand in the corner! I'd better not sit down in case the boss sees me.

How it works

Relaxed and happy people are less likely to object.

When you make someone laugh, they will like you more. And we are more likely to buy from people we like.



16.43 Hurry Close

Technique

Hurry them up. Speed up the proceedings.

Talk fast, move fast. Encourage them to do the same.

Hint (ever so gently) that slower thinking is not very clever.

Say that if they cannot decide quickly then others might get the deal.

Examples

Yes sir, this is the best. The very best you can get.

Absolutely dootley. If you can keep up with the Joneses you can keep up with the best deal. If you want to succeed you must speed, or others will get there first.

How it works

Speeding people up stops them from pausing to think about reasons why they should not buy.



16.44 IQ Close

Technique

Imply that intelligent people make this purchase.

This is particularly useful in selling technology where people may shy away from the complexity. The intelligence can also be associated just with doing a good deal.

You can also imply that it is stupid not to buy.

Examples

I sold one of these to a doctor yesterday. This is a clever solution.

It's a bit complex, but you look like you can handle that sort of thing. It would be stupid not to buy it at this price.

How it works

The IQ Close works by associating intelligence with closure. Thus, if people think they are intelligent (and we all do) they will be attracted towards purchasing the product and hence feeling that they are intelligent.

If the person has an avoidance preference, then implying they would be stupid not to buy makes them aim to avoid the stupidity.



16.45 Minor points close

Technique

Ask them about minor points, getting decisions on things they might consider if they were really going to buy the product.

Ask about size, shape, shade, delivery times, fitting options and so on. Then go for the final close on purchase.

Examples

If you chose this one, which model would you prefer?

There are five shades available. Which do you like the best?

Do you have a click-fit system already? ... Good, that will make it easy to install.

How it works

The customer knows they need to decide on many factors, and this complexity of decision may be holding them back. By getting the easier decisions out of the way, this greatly simplifies the final decision.

After several closures on minor points, the customer gets accustomed to the pleasure of feeling of closure. They can continue this by making the purchase.



16.46 Never-the-best-time Close

Technique

When people are procrastinating or dithering over whether they should buy now or buy later, show them that delaying will either get them no advantage or may even be to their disadvantage.

Talk about what they will miss by not having it over the coming period.

Give examples of people who waited for the best moment, which never came.

Examples

If you leave it until next year, you'll have one year less to enjoy it.

The best time to buy is when you need it -- which I'd say is now, wouldn't you? My friend spent his whole life looking for the perfect partner.

How it works

The Never-the-best-time Close works by reframing delaying tactics as value-destroying procrastination.



16.47 No-hassle Close

Technique

Make completing the deal so completely easy for them that any thought that might put them off is not there. Fill in all forms for them. Do all the paperwork. Include delivery, installation and setup.

Examples

I've filled in all the paperwork and all you need is to sign here.

It will be delivered Tuesday, when you are in, and fully installed by qualified fitters.

How it works

The No-hassle Close works by being so simple and easy for the other person that any anticipated difficulty or hassle that may be holding them back is blown away.

It also encourages them to return the favor as an exchange for your help with the completion.



16.48 Now-or-never Close

Technique

Make them an offer but make it short-term to the point that they must choose to buy now. Thus they cannot come back tomorrow, when the price will be higher.

Show how this is the last day of the sale.

Say that you need to make your numbers by tomorrow so you are decreasing the price more than you would otherwise.

Examples

I should get approval to do this for a customer, but hey, my manager is out. This is the last one on the sale. They have been selling so well.

If you sign today, I'll give an extra 2% discount. We are only in the area until the end of today. Take it or leave it. This is your only chance.

How it works

The Now-or-never Close works by hurrying them up with a one-off deal. With less time to reflect or seek alternatives, they have to choose, and the thought of losing out will push them towards deciding now.



16.49 Opportunity Cost Close

Technique

Highlight the cost of not buying and hence show that the actual cost is not as high as appears from the price. Use 'cost' in its broadest sense, including hassle, dissatisfaction, and problems. Time, in particular, always costs.

Examples

If you keep your existing fire system and it fails, what would that cost you? What would it do to your reputation? The cost of not upgrading looks much higher than getting the latest system installed now.

This suit really does make you look smart. Think of the other fellow, losing sales in a shabby suit. You don't want to be like him, do you?

I know it looks expensive now, but I would hate for you to look back in a year's time and realize how much you have spent in maintenance of your current system and how much you could have saved by upgrading at the right time.

How it works

There is always cost, whether you do or do not do something. In business and finance, the 'opportunity cost' is the name given to the cost of not doing something.

Price is not the same as cost. Price is what the customer pays in cash. Cost is a whole range of problems that may or may not be translatable into money. Cost is the salesperson's friend.



16.50 Ownership Close

Technique

Act as if they already own what is being sold.

Talk about 'your' product and what they are going to do with it. Discuss how it already fits into their lives. Admire it.

Do not talk about whether they are ready to buy or have already bought it. Just act as if it has always been theirs.

Examples

Now where will you put your new wardrobe? What will people say about your car here?
What do you like most about your camera? You've got a really lovely picture here.

How it works

The Ownership Close uses the assumption principle, acting as if they already owned the product. This seeks to create mental closure on the principle of already owning it.



16.51 Price-promise Close

Technique

Promise a refund if they find the product elsewhere at a lower cost. The refund can be the whole price (and you take back the product).

It is often the difference between the two prices, so they effectively get it at the lowest price.

Sometimes, for emphasis, it is 'double the difference' (although you must be particularly careful with this, of course).

Put boundaries on the offer, for example 'only valid for other shops in town', 'within the next two weeks', 'internet offers not valid'.

Examples

Never knowingly undersold.

If you can find the same product cheaper locally, we'll refund double the difference! Our price promise to you is...

How it works

Many people when they are buying fear finding somewhere else afterwards where the product is cheaper, and hence do not buy. The Price-promise Close eliminates this fear.

In practice, extremely few people take up on this type of offer, because the difference is small, they are embarrassed to ask for money back or the confidence it gives them actually stops them from looking at other prices!



16.52 Puppy Close

Technique

There are several variants of Puppy Close.

Give them the product to try out. If possible, let them take it home. Like a puppy, it should sell itself. Be charming and cute, just like a puppy dog.

Flatter them. Be very nice. Act something like a good child who deserves a reward. Another variant is to frame what you are selling in the same cute and fluffy light.

Examples

Can I leave it with you for the week?

It would be so nice if you bought one from me today.

You know, I just love meeting people like you who know what they want now. Oh, go on, spoil yourself. Just look at it. Isn't it so loveable?

Would you like to hold it? Doesn't it feel sooo good?

How it works

The Puppy Close, when you give them the item to try out, works by the investment principle, whereas they spend time with it they grow closer to it as they associate their identity with it.

The Puppy Close, when you are acting in a cute way, works by appeal principle, where you appeal to their kind and gentle nature. By framing the other person as good and kind (with which, of course, they agree), you also invoke the consistency principle, where they then feel obliged to act in alignment with the way you have described them (and they have accepted as an accurate and true description).

Acting in a child role is playing the Parent-Child game from Transactional Analysis. Where you act as a needy and deserving child, you invoke the Nurturing Parent in them.



16.53 Quality Close

Technique

Emphasize quality over other factors, particularly price.

Talk about how other people will be impressed by the quality of the product.

Talk about how quality products last longer, wear less, require less maintenance, etc. 'Sell on Quality, not on Price'

Examples

For a one-off payment you get non-stop quality. The quality of this shows really who you are. This will last forever.

Once you try this, you will never want another brand. This product is far more reliable.

How it works

The Quality Close works by appealing either to the other person's vanity or to their sense of longer-term value. For vanity, you are associating their identity with 'quality'. For value, you are reframing price across time.



16.54 Rational Close

Technique

Use logic and reason to persuade. Show them evidence that the product works well and that other customers were satisfied. Leverage science and irrefutable proof. Explain reasonably why buying is the right choice.

With care, you can construct a powerful argument that uses a traditional and proven structure for persuasion.

Examples

Well now, we've gone through all your needs, and the product meets these well, right? ... And the price is good, true? ... Now is there anything else that would stop you buying today? ... No? So, let's do the paperwork.

Do you want a carpet that will wear well with your children and your dogs? That will repel the dirt and stay fresh, even in doorways? This product uses a scientifically proven formula that lets us offer you a ten year anti-wear guarantee.

How it works

This approach works simply by using rational reasoning that calls upon logic and science. As we are brought up in a social and educational system that defines science and reason to be correct, such an approach is powerfully persuasive.

Some people decide by thinking and other more by feeling. This approach works well with many people, though it is most effective with the thinking decision-makers.



16.55 Repetition Close

Technique

Achieve the close by repeating a closing action several times.

Show them the product, then other products, then come back to the product, ... and repeat these three or four times.

Tell them several reasons why they should buy.

Ask several questions that remind them about the product.

Tell them about several different other people who bought the product. When they refuse, go back to the product several times.

Examples

Look at this...you could try that...but this is good too...and another...but this... I know you're not going to buy, but I just want to show you one more thing... How it works

The Repetition Close works because many people need to repeat things a few times before they 'get it'. In a shoe

shop, for example, they may have to pick up and put down a pair of shoes three times before they decide to buy.

How it Works

Many people have a certain number of times they need to repeat things before they achieve personal closure. If you can find this number (often around three or four), then you know how many times to repeat your close.

Repetition is a very fundamental pattern that affects us in primal ways.



16.56 Retrial Close

Technique

When things are not going your way, and perhaps when your customer has already said 'no' (and perhaps a number of times), then seek to reset the clock by obviating any past decisions through new data or proving that decisions were shaky or incorrect.

Examples

I have looked deeper into this and found that we were using the wrong information. I'm sorry but I lost my notes from last time. Can we go over a few things again?

After talking with Jan, it seems the requirements have changed...

How it works

The Retrial Close works in the same way that a retrial is forced in a court of law, where evidence that was accepted in the original trial is proved to be unsafe.

Perhaps it seems it is not so much a closing technique as an unclosing technique? The actual closure is in the decision to open the negotiations again.



16.57 Reversal Close

Technique

Act as if you do not want them to buy the product.

When they are objecting, just take the product back and put it on the shelf (or worse, give it to another salesperson).

Suddenly remember that this is the last one and it was reserved by someone else.

When they object to you 'deciding for them', do not give in easily. Let yourself be persuaded by them, and only take the product out again when you have a much firmer interest or commitment.

This is particularly useful if they seem to have a contrary nature.

How strongly you do this reversal depends on how much they pull back. It's a bit like fishing - too much tugging and the fish will swim away, whilst a delicate touch will bring the fish inevitably to the shore.

You can also use the idea of reversal in other ways, for example to elicit objections by asking them why they would not buy from you.

Examples

This is clearly not for you. Thank you for coming in today, anyway.

Oh no! This one was reserved for another customer, and we have no more. I really don't think this is your style. I'm not going to get it out again unless you are sure this is the one for you.

How it works

The Reversal Close works by causing reactance, where your autonomous actions cause them to take an opposite stance.

It can also be useful when they are suspicious of you trying to sell them something. By refusing to sell, you appear to be on their side or, at the very least, you will have broken their stereotype of a typical salesperson.



16.58 Save-the-world close

Technique

Suggest that if they do what you ask, this will somehow lead to a significantly bigger gain being made. Use phrasing such as 'If you...then...' to show causal connection.

Examples

If you contribute now, you will be helping to save the lives of whales around the world. A small savings each day will give you a life of luxury in retirement.

How it works

People generally are persuaded when a causal connection between two things is stated, even though it may be tenuous.

We all like to dream and the thought of somehow achieving these dreams with relatively little effort is very attractive.



16.59 Selective-deafness Close

Technique

Also known as the Selective-deafness close, you ignore anything that the other person says or does that does not lead you towards a close. Well, not so much ignore it as act as if it has not been said (you actually think hard about why they are saying what they do and seek ways to lead them away from it).

Examples

(they say it is too expensive) - Won't it look great in your house? (they start to walk away) - Just look at this feature!

(they ask about things you do not have) - Would you like a cup of coffee?

How it works

The Selective-deafness Close works by the principle that you get what you talk about. If their attention is on why they cannot buy, then they are likely to not buy.

It also is related to the locus of control. If you are talking about what they want, you are on their agenda, and they are in control. What you want is for them to think that they are in control, but they are actually walking down the path you control.



16.60 Shame Close

Technique

Make them ashamed of the current product they have or their inaction over not buying. Show how unfashionable they are and how others may laugh at them.

Frame not buying as 'stingy' and miserly. Highlight other social rules that they are breaking. Examples
Can your mobile cell phone access the net at mega-speeds?

Are you wearing last year's fashions?

I think your son really deserves a new one, don't you?

How it works

The Shame Close works by highlighting social rules that the person is breaking. It also may work by appealing to their vanity.

The Shame Close is also called the Guilt Close.



16.61 Shopping List Close

Technique

First elicit the buyer's needs, including product features and other elements such as service levels, usability and so on.

Write these down and verify with the buyer that this is what they want. Of course, ensure that what you write down is something that you can supply.

Then show the customer the items on the list. The 'shopping list' close is done as you check off each item as you show it.

If you can't cover everything, make sure the things you can't cover are (a) few and (b) relatively unimportant.

Examples

OK. So what you want is a yellow shirt that can be hand-washed and which is going to last for a long time. Here's the ideal thing from our 'everlasting' range: Yellow (check), Hand washable -- see the label? (check), and everlasting means at least five years -- guaranteed.

Here's your list. Let's see if we've covered it. 200db (check), noise reduction (check), onsite service (check), ... That's it. We've got it all. So, what do you say?

How it works

The Shopping List close works first by convincing the buyer that the list itself is all that they need, which is done by careful questioning and writing in a form where the seller can demonstrate compliance.

The convincing part of the close is in the way that you check off each item. The effect is that each time you do this, it causes the buyer to experience a psychological close. The repetition is like a series of hammer-blows that create a strong final close.

The completed list also means that the buyer cannot have any objections.



16.62 Similarity Close

Technique

Tell a story about a person who is 'just like' the target customer, with similar problems and concerns and who bought what you are selling and is now very happy.

Make sure the customer will empathize with person in the story. Also be subtle - do not make the person in the story too similar. Where possible, use a real person and a real story.

Examples

You know I had a woman in here yesterday who asked the same question and who was also concerned about the effect on the environment. She looked us up on the website and came back this morning to place an order.

There was a guy here a few weeks ago who also lived near the airport and needed something to keep out the noise. We sent around our specialists, and we haven't heard from him since. I guess he may still be catching up on sleep. Those jets are pretty noise, but our triple glazing is more than up to the task.

How it works

When we read stories or watch movies, we associate with the protagonists and others in the story, taking on a part of their character into our selves. We thus bond with fictional characters and easily do so with people in real life (how often have you empathized with people on the news?).

Once attached to the person in the story, the customer will then more likely agree with that the character thinks and does and may well follow suit with similar decisions.



16.63 Standing-room-only Close

Technique

Show how other people are all queuing up to buy the product.

Indicate that the other people are known to or are like the other person.

Hint at how they may be left behind by others or even seen as slow and backward by not buying the product sooner.

Combine it with hints of scarcity, showing how the product is so popular you may run out soon.

Examples

I had six people in here yesterday and every one of them bought several of these. Other departments are applying. I'd get my application in quick.

They are jumping off the shelves like hot cakes, sir.

I don't know how many more people will be here tomorrow.

How it works

The Standing-room-only Close works by the Evidence principle, where the evidence of other people's interest in the product socializes it.

It shows that the person is not an early adopter but runs the danger of being in the late majority or even seen as a laggard.



16.64 Summary Close

Technique

Summarize the list of benefits that the other person will receive, telling them the full extent of what they are getting for their money.

Make it sound impressive, using full phrases and attractive words.

Go into detail, separating out as many sub-items and features as you can.

But also fit the description into a reasonable space of time. Your goal is to impress them with what they are getting, not to bore them with excessive detail.

Examples

So, as well as the basic product, you are getting free delivery, a five-day exchange assurance plus our comprehensive guarantee.

This comes in an easy-carry box and includes a remote control, with batteries included, of course!

How it works

The Summary Close works by repeating what has already been agreed. Putting it all together makes it seem like an even bigger package.



16.65 Testimonial Close

Technique

Use a happy customer to convince the other person.

Show them letters from happy customers. Have the letters on the wall.

If you are using the name of the happy customer, make sure they agree to you doing this. Otherwise, you will have to use an anonymous reference, such as 'satisfied customer from Birmingham' or 'major airline'.

Persuade happy customers act as references, that the other person can either call up or they can visit. Reward the happy customer with appropriate thanks, which may range from a simple letter to a small present to a discount. Be very careful here to ensure the customer feels valued and does not feel they are being bribed.

Examples

I regularly receive letters from happy customers. Here are a few. XYZ Corporation are regular customers. We have several customers who are happy to act as reference sites for us. Would you like me to arrange a visit for you?

How it works

The Testimonial Close works by providing evidence from a credible source. If they do not trust you, they are much more likely to trust someone who is similar to them.



16.66 The Thermometer Close

I'm not a big fan of so-called tricks of the sales trade but here's one that is worth mentioning called the thermometer close. This is what I would call an upfront closing technique, by using the technique the salesperson is not trying to close the sale out but merely attempting to move the conversation and the opportunity forward.

It goes like so:

Salesperson: Hi (Prospect), this is (Salesperson). How are you today? Next the stall:

Prospect: Oh Hi (Salesperson) I'm good, unfortunately I didn't make a decision yet so perhaps if you could leave it till next week that would be great.

Here comes the upfront closing technique, which allows the salesperson to test where the sale is relative to a successful close.

Salesperson: No problem, I will put you down for a call on Tuesday. Obviously (Prospect) I would like it be a yes on Tuesday but if was to ask you say on a scale of one to ten, ten being we definitely will be doing business and one being we definitely won't be doing business, where would you say you are right now?

Depending on the number, the salesperson knows how much convincing is left to do. An Answer of five or less means lots and an answer of six or more means not so much.

Prospect: Oh, I say a seven or eight.

This is good, but there are still some issues/objections remaining, next the salesperson needs to find out what these concerns are.

Salesperson: Great, can you tell me what are the concerns that remain or how might I help to get you to ten.

Prospect: Well (Salesperson), really the concern relates to delivery times, and while you may have a more cost-effective solution, our current supplier never misses a deadline, so we feel there is an element of risk involved.

Now the salesperson has found out the remaining concern(s) and has an opportunity to do something about that.

Salesperson: Thanks (Prospect) for your honesty and I appreciate and understand your position, How's about to help you resolve this concern, I set up a call between you and one or two of our major and longstanding customers, you can ask them how we have performed in relation to meeting their deadlines.

Prospect: Yeah, for sure that would help.

Salesperson: OK so, Ill speak to them immediately and set up the calls before the weekend. That should leave you with enough time to consider what's been said before our call on Tuesday. Does that sound reasonable to you (Prospect)

Prospect: Yeah, that sounds good, Ill look forward to speaking to them.

Try the thermometer close for yourself. Remember its most effective in situations where the opportunity is stalled or when the prospect is not forthcoming with concerns or issues that they still may have.



16.67 Think About It Close

Technique

After you've said what you can, give the person a little time to think about what you have told and shown them.

Don't leave them for too long (a couple of minutes is often enough) and preferably go where you can keep an eye on them. A way of handling this is to ask them how long they need.

When you return, watch their body language to see if they are showing signs of being ready to buy. If necessary, use an assumptive method to nudge them over the edge.

Examples

I can see you're carefully thinking about. I'm going to step outside for a couple of minutes so you can decide in your own time.

How long would you like to think about it? Can I get you a cup of coffee whilst you decide?

Perhaps you'd like to talk about it together. Why don't you sit in the car and see how it feels. Take as long as you like -- I'll be here.

How it works

Not everyone decides quickly and many, and if pressed many will back away or react against the sales methods being used.

Decision-making is often a complex thought process pros and cons are weighed up and the person may not decide until they have gone through this process. This is particularly common in sales which involve significant money or other commitment.

Sometimes it just takes a little time to sink in. You have given them a lot of information which they need to process it and fit it in with their current models of the world.

Of course there is a danger when the person thinks about it that they will say no. Depending on the sales context this could be a bad or good thing. People who buy only because they are pressured are unlikely to return or recommend you. On the other hand this final 'soft sell' stage may well convince them that it is they who are in control and so will make the decision to buy.

The Think About It close is in some ways a form of Assumptive Close, as you are assuming that all they need is time to decide.



16.68 Treat Close

Technique

If you are selling something that you know they would like but cannot justify to themselves that they should buy it, then persuade them that they deserve a treat.

Point out how hard they have worked and that this would be a good reward.

Find out if they have given things to others. Point out that they need to be good to themselves as well.

Give them the excuse they need. Give them a reason they can tell themselves why it is a good thing to buy now.

Examples

I can see that you like it. You know, I really think you deserve it. Go on, treat yourself! You have worked hard all your life. Don't you think you could do with some reward?

Look at all the things you have done for other people. Don't you think it's time to do something for yourself?

How it works

The Treat Close evokes the need for fair play, showing the other person as needing something to make up for other things they have done. It leverages the exchange principle with the other person as the deserving recipient.



16.69 Trial Close

A Trial Close is not a normal 'closing technique' but a test to determine whether the person is ready to close.

Use it after a presentation or after you have made a strong selling point. Use it when you have answered objections.

The Trial Close may use other closing techniques or may be a more tentative question. Ask 'If...' questions. Ask questions that assume they have already bought the product.

When you have asked the Trial Close question, as with most other closes, be quiet, watching and listening carefully for their response.

'ABC' is a common abbreviation: Always Be Closing. It means that you should always be heading towards a close, although you must also be careful about over-doing this. If people are nowhere near ready to buy, this will just annoy them.

Examples

It looks like you really like this. Is that true?

If you took it home, would you be proud to own this? Do you prefer the larger or smaller version?
How would it look on the shelf back at home?

How it works

The Trial Close works by putting the idea of closure into the person's mind. Their response will tell you whether they are ready or not.



16.70 Valuable Customer Close

Technique

Find a reason to show that the customer is of particular value to you, and then offer them a special, one-off discount. You may, of course, start with a particularly high price (that reflects the quality of your product, of course).

Say their installation will be a model example that you want to photograph as a reference site for use in brochures and offer a discount in return.

Say that you need one more sale to complete your quota for the month/quarter and that you will offer an extra discount to get the sale.

Call back later as Sales Manager and say the customer is so valuable, you can offer an extra discount.

Examples

You are clearly well-connected in the area. Tell you what, I'm going to offer you an extra discount because I believe that you will be so impressed you will tell all your friends.

Hello, I'm The area Sales Manager for XYZ. Your house is in a prime position, and I'm prepared to cut out the salesperson (don't tell him!) so we can reduce the price and get you on board.

How it works

The Valuable Customer Close works by flattering the customer into believing that the discount that you are offering is more than they would normally get, and hence offers unusually good value.



16.71 Ultimatum Close

Technique

Show that if they do not agree to the deal now, then there will be significant negative consequences. The most common structure for this is 'If...then...'

You may be the person who implements those consequences. You may also be the friend who warns them of the consequences that they may not have realized.

Examples

If you don't sign now, I'll have to talk to your manager. Don't forget this is the last day of the sale.

If you sign today, you will sustain your no-claims bonus. If you leave it until tomorrow, you'll have to start all over again.

How it works

This can be a very negative method, in that it is based on threats and fear, although the threat may be cloaked in a veil of friendship.

The ultimatum, when it comes from somewhere else, may indeed be real, in that you and they have no control over whether it happens or not.

It would seem that this kind of close is not a good idea, yet it is surprisingly common, especially in one-off selling.



16.72 Yes-set Close

Technique

Ask them several questions where the answer is easy to answer and is 'yes'. Then tag on the question at the end for which you really want the answer 'yes'.

The minimum set is usually three questions. You also do not want to over-do this, so either space out the questions or limit the number (although one research showed that eight yeses were needed overall before closure).

Encourage them to say yes by nodding your head gently as you talk with them. If you need to hide the question, you can bury it amongst other questions.

Examples

Do you like coming to shop here? Is it easy to find us?
Did this product catch your eye? Are you ready to buy it now?
Will you want to take delivery next week?

How it works

The Yes-set Close works by setting up a repetitive pattern of 'yes' answers that gets the other person into a habitual response. When the pattern is established and they are automatically answering 'yes', then the question that you really want 'yes' to is slipped in.

Many people also do not particularly like to answer 'no' as they believe that it is impolite.