

# Marketing Essentials



## Chapter 15

### closing the sale

#### Section 15.1 How to Close a Sale

#### Section 15.2 Customer Satisfaction

# How to Close a Sale



## Before You Read

**REFLECT** What questions do you ask of a salesperson when you are shopping?

# How to Close a Sale

## OBJECTIVES

- **Identify** customer buying signals.
- **List** a few tips for closing a sale.
- **Decide** on appropriate specialized methods for closing a sale.

# How to Close a Sale

## **THE MAIN IDEA**

At a certain point in the sales process, your customer will be ready to make a purchase. In this section, you will learn how to close a sale.

# How to Close a Sale

## VOCABULARY

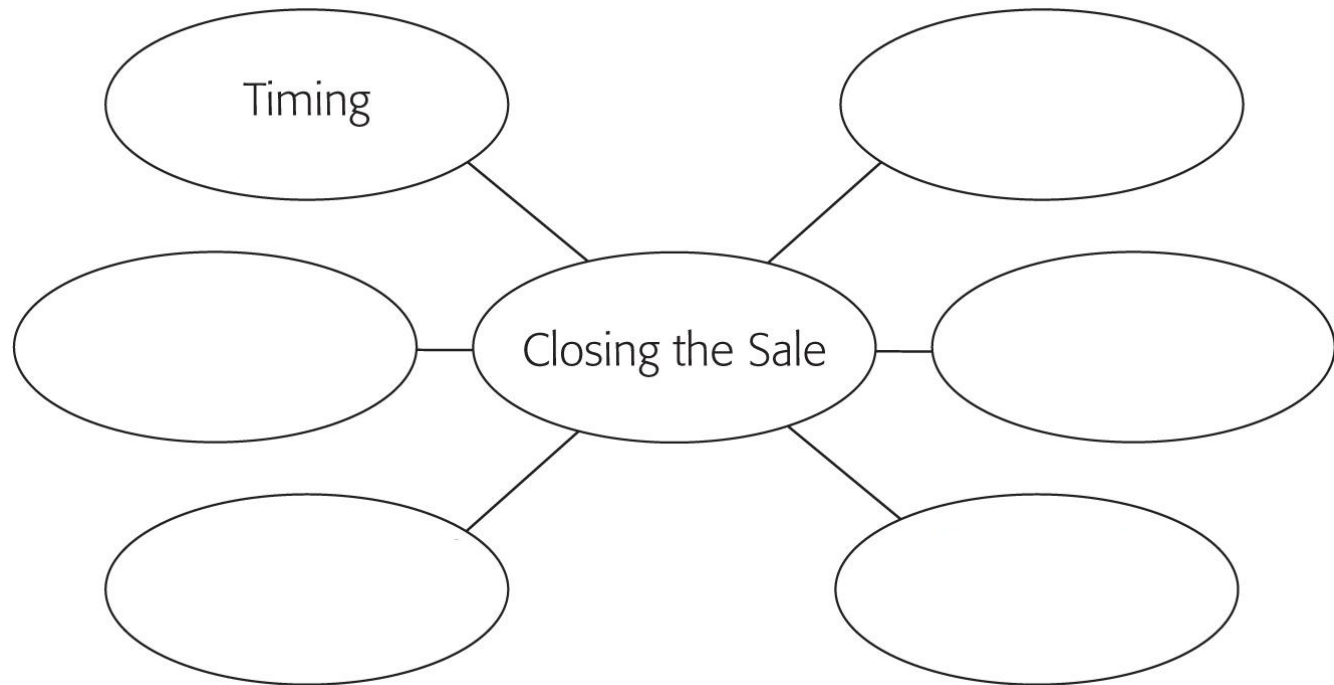
- closing the sale
- buying signals
- trial close
- which close
- standing-room-only close
- direct close
- service close



# How to Close a Sale

## Graphic Organizer

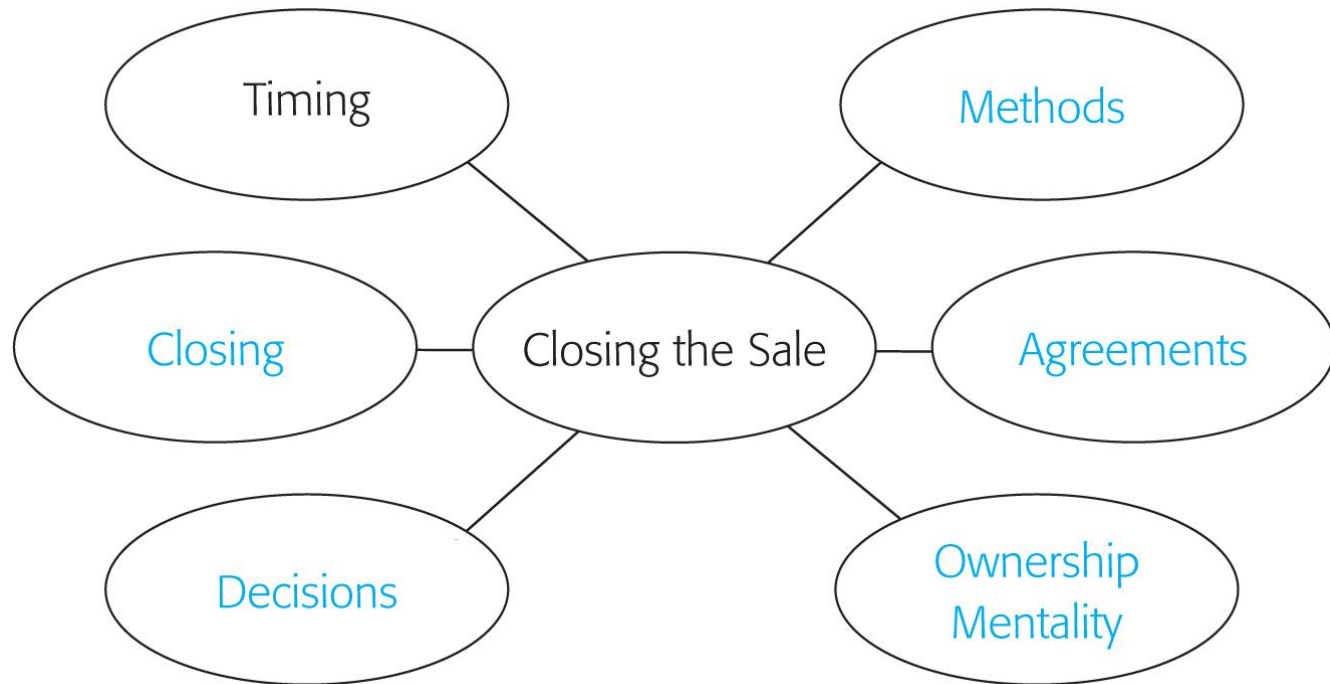
### Identify Information You Need to Close a Sale



# How to Close a Sale

## Graphic Organizer

### Identify Information You Need to Close a Sale



# How to Close a Sale

## Closing Concepts and Techniques

**Closing the sale is helped by the salesperson's ability to recognize when a customer is ready to buy.**



### **closing the sale**

Obtaining positive agreement from a customer to buy.



# How to Close a Sale

## Closing Concepts and Techniques

### Timing the Close

**Know  
Buying Signals**



#### **buying signals**

Things customers say or do to indicate a readiness to buy.

**Attempt a  
Trial Close**



#### **trial close**

An initial effort to close a sale.

# How to Close a Sale

## Closing Concepts and Techniques



## Closing Concepts and Techniques

### Specialized Closing Methods

Which Close

Standing-Room-Only Close

Direct Close

Service Close



#### **which close**

A closing method in sales that encourages a customer to make a decision between two items.



#### **standing-room-only close**

A closing method in sales used when a product is in short supply or when the price will be going up.



#### **direct close**

A method in which the salesperson asks for the sale, when the buying signal is very strong.



#### **service close**

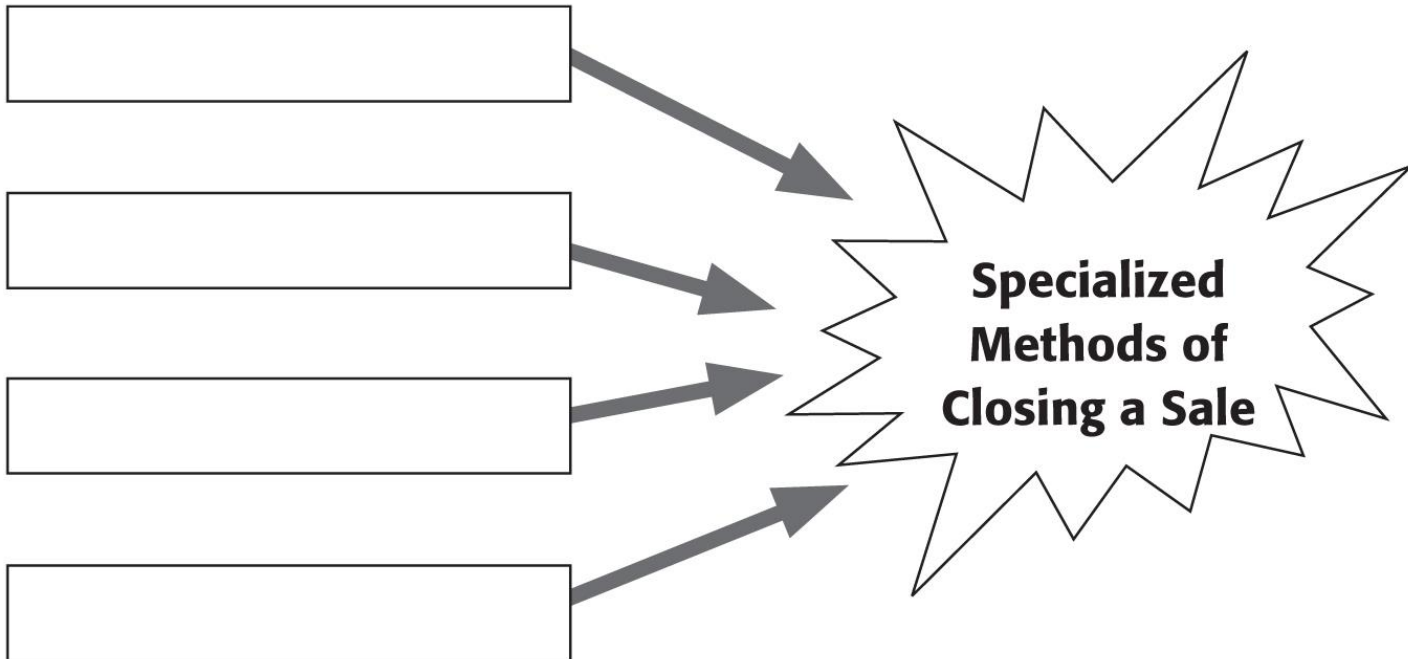
A closing method in sales in which services that overcome obstacles or problems are explained.

# How to Close a Sale

## Closing Concepts and Techniques

Graphic  
Organizer

Name the Specialized Closing Methods

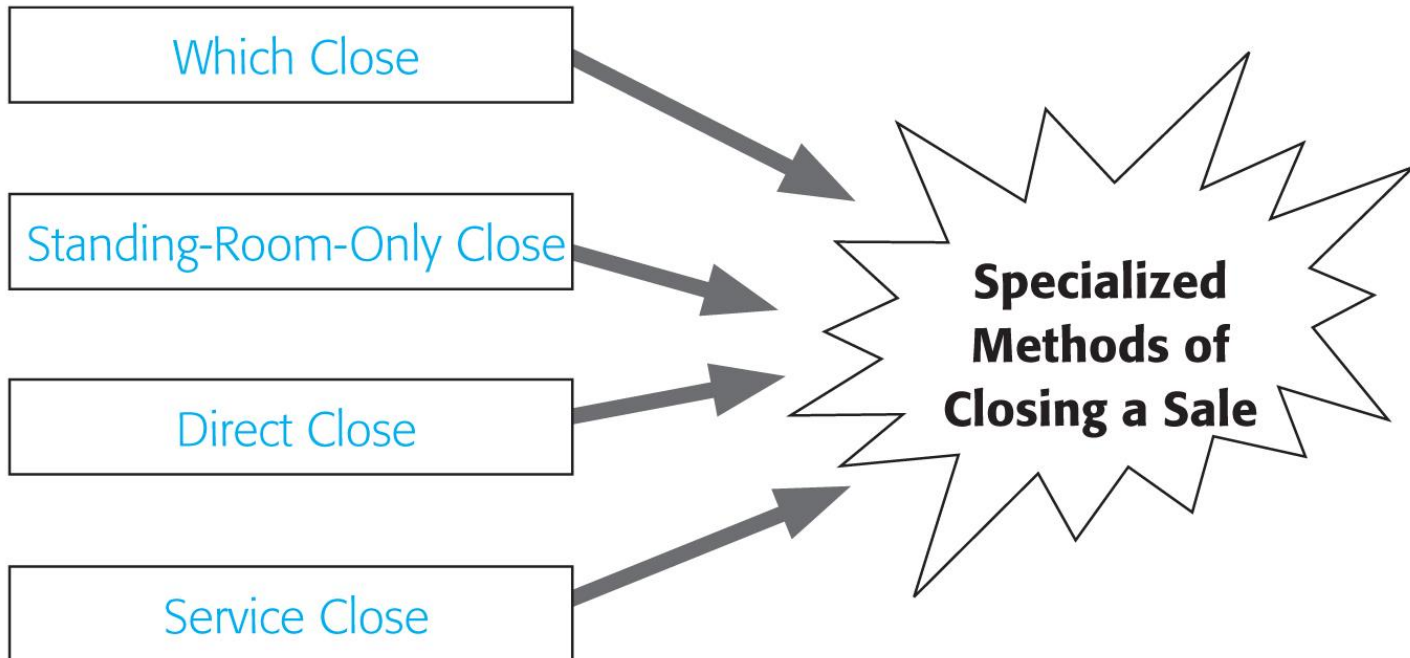


# How to Close a Sale

## Closing Concepts and Techniques

Graphic  
Organizer

Name the Specialized Closing Methods



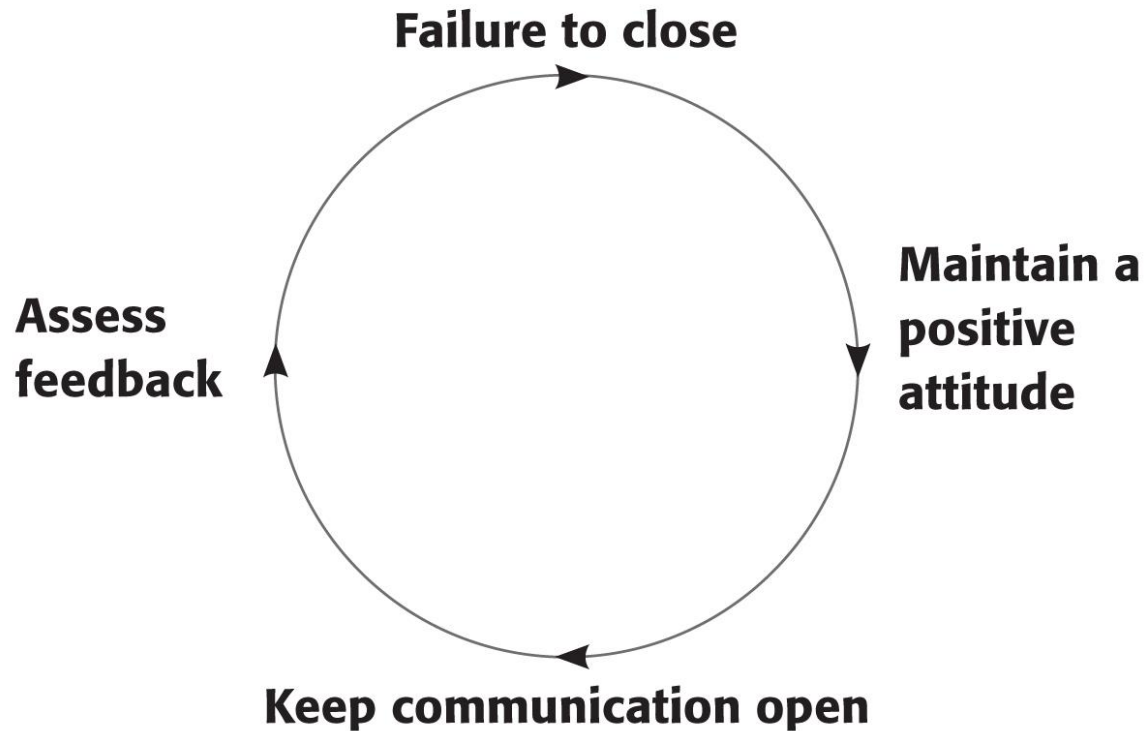


# How to Close a Sale

## Failure to Close the Sale

Graphic  
Organizer

The Role of Feedback



# How to Close a Sale



## After You Read

## Section 15.1

### 1. **Contrast** getting minor agreements with pacing your closing.

Getting minor agreements involves having the customer concur with you on selling points that they have noticed. By doing this, you build a foundation of positive interactions throughout the selling process that naturally leads to the closing. Getting minor agreements is a good approach during the time the customer is making the buying decision. However, if you see that the customer is ready to make a buying decision, you should stop using any sales tactics—doing so might annoy the customer, who at this point is ready to proceed with the transaction.

# How to Close a Sale



## After You Read

## Section 15.1

2. **Describe** what you would say when closing the sale to create an ownership mentality.

To create an ownership mentality, use words like “you” and “your.” You should use language that indicates to the person that the product is already theirs.

# How to Close a Sale



## After You Read

## Section 15.1

3. **Identify** the specialized method you would use to close the sale in this situation: A customer is interested in an item but wants to wait to purchase it when it goes on sale.

The standing-room-only close should be used. For example, you might say “There is a limited inventory of that item and it may be sold out before the sale even takes place.”

# Customer Satisfaction



## Before You Read

**CONNECT** When have you been contacted by a company after making a purchase?



## OBJECTIVES

- **Explain** the benefits of suggestion selling.
- **List** the rules for effective suggestion selling.
- **Demonstrate** appropriate specialized suggestion-selling methods.
- **Discuss** strategies for maintaining and building a clientele.
- **Explain** the importance of after-sale activities and customer service.
- **Discuss** what salespeople can do to plan for future sales.

## **THE MAIN IDEA**

After you close the sale, there are many things you can do to enhance customer satisfaction. Creating a positive relationship with customers will ensure future business.

## VOCABULARY

- suggestion selling

# Customer Satisfaction

## Graphic Organizer

Key Points for Suggestion  
Selling and Building a  
Clientele

### Suggestion Selling

# Customer Satisfaction

## Graphic Organizer

Key Points for Suggestion  
Selling and Building a  
Clientele

### Suggestion Selling

Benefits

Rules

Methods



## Suggestion Selling

### Benefits of Suggestion Selling

The customer wants to return and sales will increase.

The salesperson receives positive evaluations.

Customers are happy with purchases.

The cost of suggestion selling is less than the cost of making the original sale.



### **suggestion selling**

Selling additional goods or services to the customer.

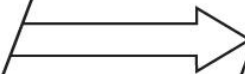
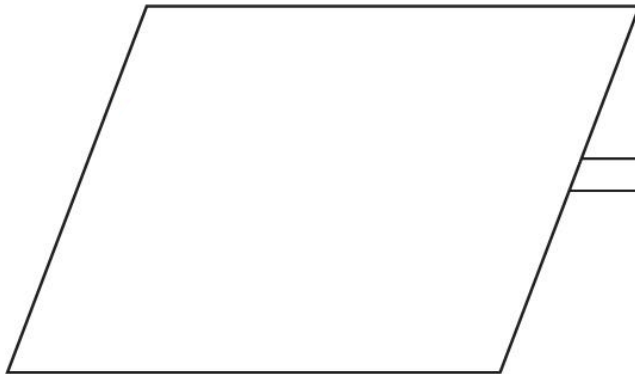
# Customer Satisfaction

## Suggestion Selling

Graphic  
Organizer

### Suggestion Selling

**Cause**



**Effect**

Net profits increase  
Reasons: Lower  
business expenses;  
less time for  
salesperson



# Customer Satisfaction

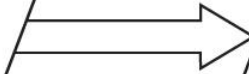
## Suggestion Selling

Graphic  
Organizer

### Suggestion Selling

#### Cause

Sales engage in  
suggestion selling



#### Effect

Net profits increase  
Reasons: Lower  
business expenses;  
less time for  
salesperson



## Suggestion Selling

### Rules for Suggestion Selling

1. **Use suggestions selling after the customer has made a commitment to buy but before payment is made or the order written.**
2. **Make your recommendation from the customer's point of view and give at least one reason for your suggestion.**
3. **Make the suggestion definite.**
4. **Show the item you are suggesting.**
5. **Make the suggestion positive.**

## Suggestion Selling

### Suggestion Selling Methods

**Offering Related Merchandise**

**Recommending Larger Quantities**

**Calling Attention to Special Sales Opportunities**



# Customer Satisfaction

## Maintaining and Building a Clientele

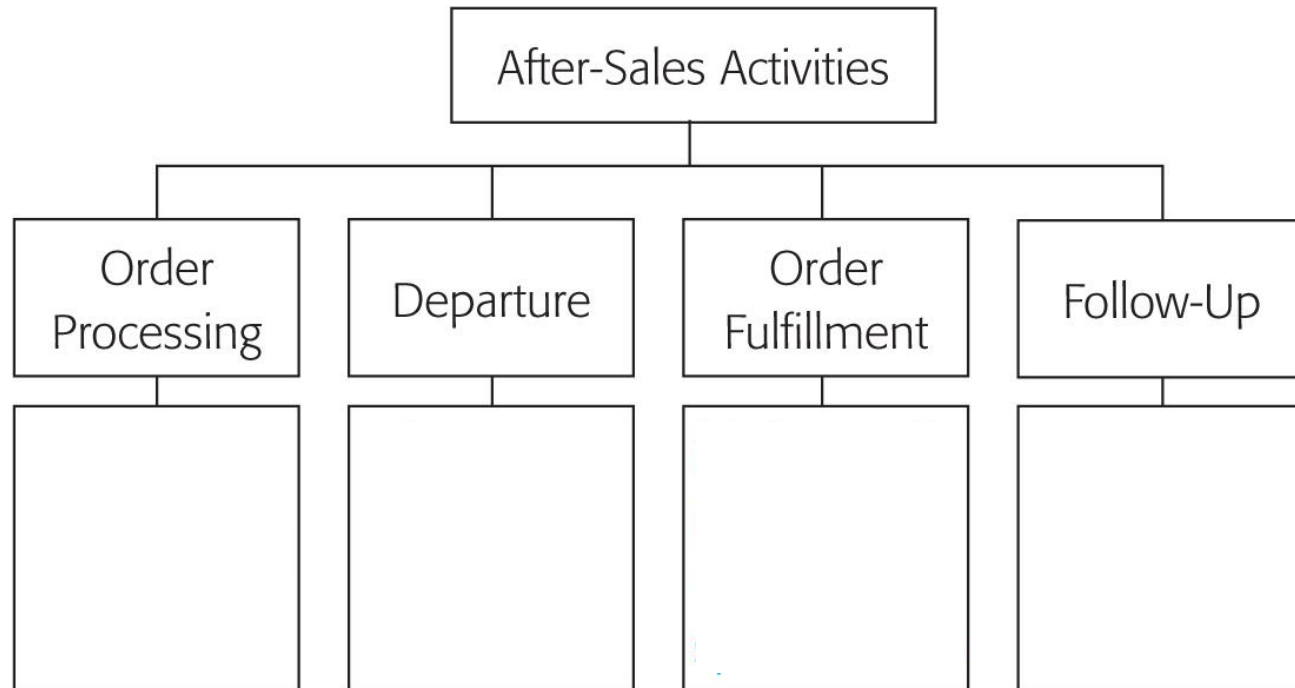


# Customer Satisfaction

## Maintaining and Building a Clientele

Graphic  
Organizer

### After-Sales Activities

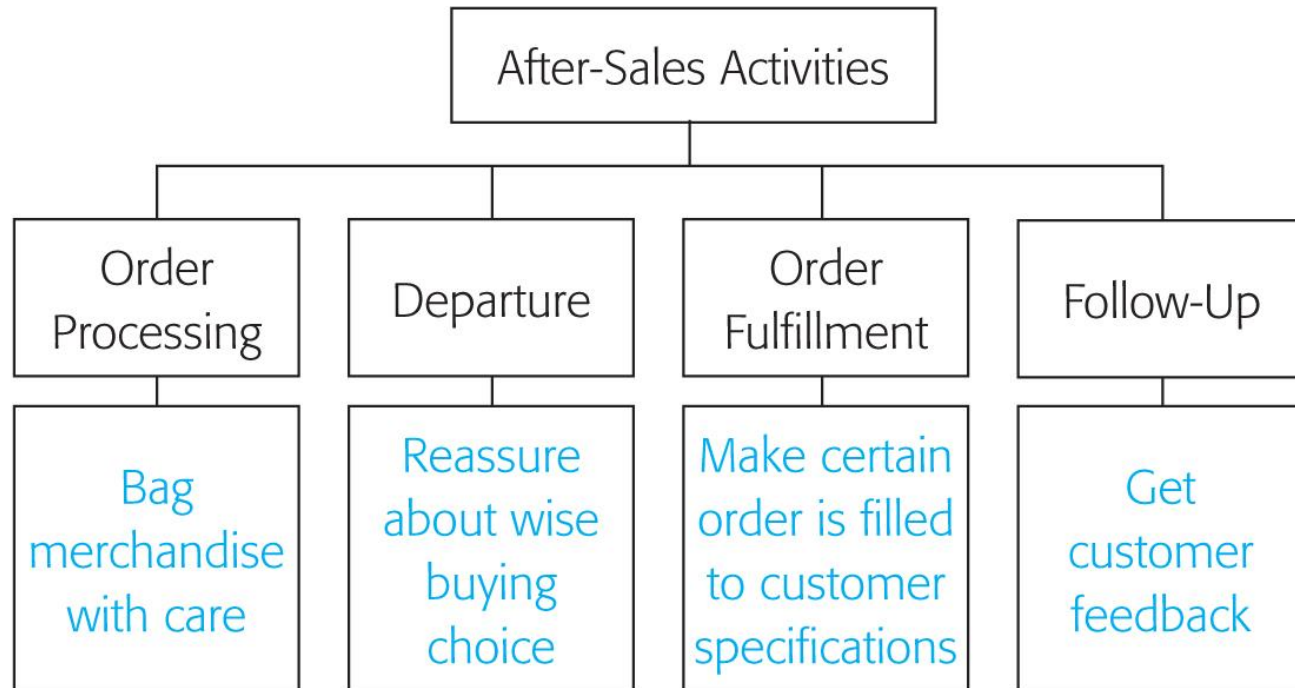


# Customer Satisfaction

## Maintaining and Building a Clientele

Graphic  
Organizer

### After-Sales Activities

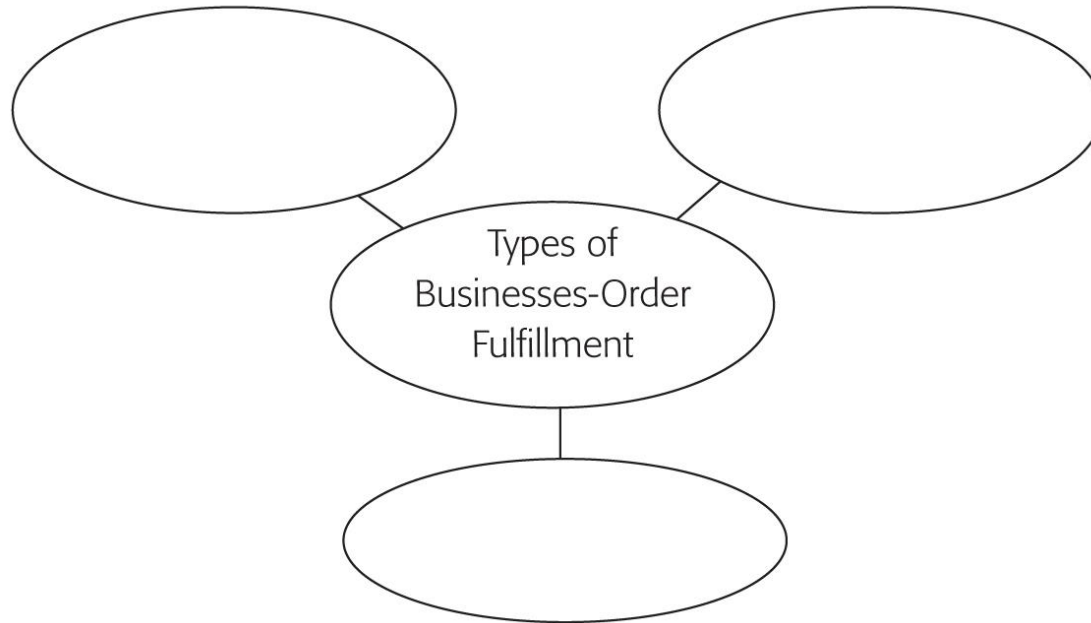


# Customer Satisfaction

## Maintaining and Building a Clientele

Graphic  
Organizer

### Types of Business-Order Fulfillment

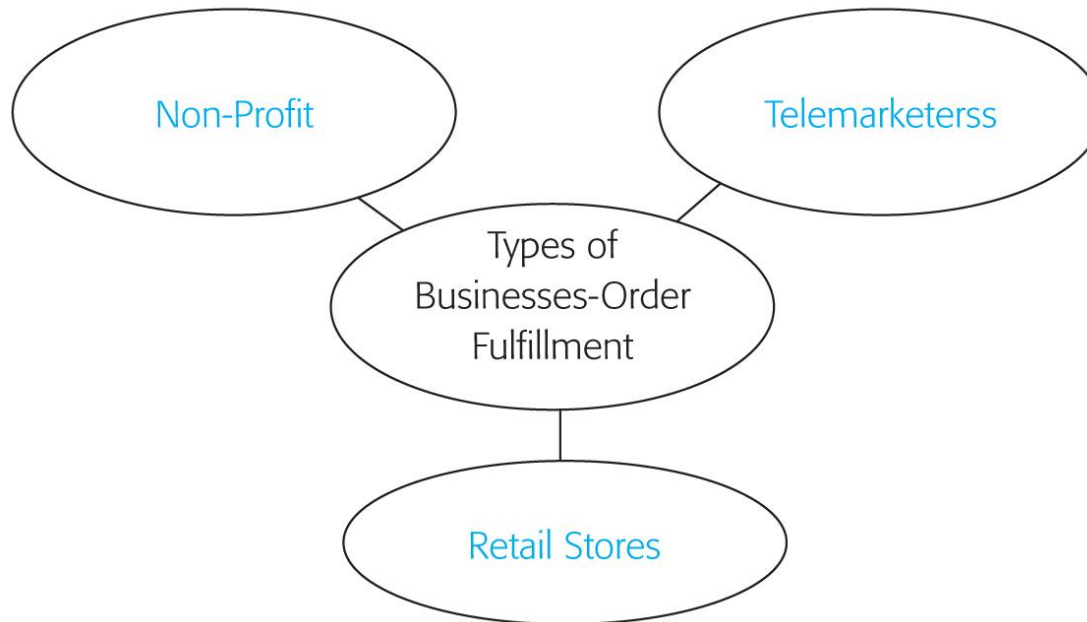


# Customer Satisfaction

## Maintaining and Building a Clientele

Graphic  
Organizer

### Types of Business-Order Fulfillment





# Customer Satisfaction

## Maintaining and Building a Clientele

### Customer Service

**E-Mail and  
Social Media**

**Online  
Customer  
Support**

**Special Retail  
Services**

**Special Vendor  
Services**

**Customer  
Training**

# Customer Satisfaction

## Maintaining and Building a Clientele

### Handling Customer Complaints

**In B2B sales, complaints should go to the responsible sales representative.**

**Customers expect immediate action.**

**Customers appreciate compassionate understanding.**

**Sometimes, going the extra mile is necessary.**

# Customer Satisfaction

## Maintaining and Building a Clientele

### Planning Future Sales

**Keep a  
Client File**

**Evaluate Your  
Sales Efforts**

# Customer Satisfaction



## After You Read

## Section 15.2

1. **Explain** how suggestion selling benefits the salesperson, company, and customer.

Suggestion selling benefits the salesperson in that the customer will want to do business with the salesperson again and the salesperson will have higher sales figures. It benefits the company since the time and cost involved in suggestion selling is less than the cost of making the original sales and therefore net revenues will increase. It benefits customers because they will be more pleased with the original purchase because they will have what they need to be able to use it.

# Customer Satisfaction



## After You Read

## Section 15.2

2. **Name** three related items that could be used for suggestion selling after a customer's decision to buy a tent for camping purposes.

Accept all reasonable answers. Some related camping items include: sleeping bags, backpacks, camper tools, folding chairs, cots, folding tables, nylon rope, lantern, flashlight, tent fan, and hammock.



# Customer Satisfaction



## After You Read

## Section 15.2

3. **Discuss** what a salesperson should do as a follow-up to a sale.

As a follow-up to a sale, salespeople should make arrangements to follow through on all promises made during the sales process. They also should check on the customer's satisfaction with the purchase, as well as delivery of the merchandise and send a thank you note with a business card attached.

# Marketing Essentials



End of  
**Chapter 15**  
**closing the sale**

**Section 15.1**  
**How to Close a Sale**

**Section 15.2**  
**Customer Satisfaction**