Chapter 15
closing the sale

Section 15.1
How to Close a Sale

Section 15.2
Customer Satisfaction
REFLECT What questions do you ask of a salesperson when you are shopping?
OBJECTIVES

• **Identify** customer buying signals.

• **List** a few tips for closing a sale.

• **Decide** on appropriate specialized methods for closing 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

Identify Information You Need to Close a Sale

- Timing
- Closing the Sale
- Other factors related to closing a sale
Identify Information You Need to Close a Sale

- Timing
- Methods
- Closing
- Agreements
- Decisions
- Ownership Mentality
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.
Closing Concepts and Techniques

Timing the Close

Know Buying Signals

Attempt a Trial Close

**Buying signals**
Things customers say or do to indicate a readiness to buy.

**Trial close**
An initial effort to close a sale.
Closing Concepts and Techniques

Tips for Closing the Sale

- Recognize Closing Opportunities
- Help Customers Make a Decision
- Create an Ownership Mentality
- Avoid Threatening Words
- Get Minor Agreements
- Pace Your Closing
Closing Concepts and Techniques

**Specialized Closing Methods**

- **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

Name the Specialized Closing Methods

Specialized Methods of Closing a Sale
Closing Concepts and Techniques

Name the Specialized Closing Methods

- Which Close
- Standing-Room-Only Close
- Direct Close
- Service Close

Specialized Methods of Closing a Sale
Failure to Close the Sale

The Role of Feedback

Failure to close

Assess feedback

Maintain a positive attitude

Keep communication open
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.
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.
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.”
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.
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.
Customer Satisfaction

VOCABULARY

- suggestion selling
Key Points for Suggestion Selling and Building a Clientele
Customer Satisfaction

Section 15.2

Key Points for Suggestion Selling and Building a Clientele

Graphic Organizer

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.
Suggestion Selling

**Cause**

**Effect**

Net profits increase
Reasons: Lower business expenses; less time for salesperson
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
Maintaining and Building a Clientele

- Building Clientele
- Order Processing
- Departure
- Order Fulfillment
- Follow-Up

After-Sales Activities
Customer Satisfaction

Section 15.2

Maintaining and Building a Clientele

After-Sales Activities

Order Processing

Departure

Order Fulfillment

Follow-Up
Maintaining and Building a Clientele

After-Sales Activities

<table>
<thead>
<tr>
<th>Order Processing</th>
<th>Departure</th>
<th>Order Fulfillment</th>
<th>Follow-Up</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bag merchandise with care</td>
<td>Reassure about wise buying choice</td>
<td>Make certain order is filled to customer specifications</td>
<td>Get customer feedback</td>
</tr>
</tbody>
</table>
Customer Satisfaction

Maintaining and Building a Clientele

Graphic Organizer

Types of Business-Order Fulfillment

- Types of Businesses-Order Fulfillment
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Maintaining and Building a Clientele

Types of Business-Order Fulfillment

- Non-Profit
- Telemarketers

Types of Businesses-Order Fulfillment

- Retail Stores
Maintaining and Building a Clientele

Customer Service

- E-Mail and Social Media
- Online Customer Support
- Special Retail Services
- Special Vendor Services
- Customer Training
Maintaining and Building a Clientele

<table>
<thead>
<tr>
<th>Handling Customer Complaints</th>
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<tbody>
<tr>
<td>In B2B sales, complaints should go to the responsible sales representative.</td>
</tr>
<tr>
<td>Customers expect immediate action.</td>
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<tr>
<td>Customers appreciate compassionate understanding.</td>
</tr>
<tr>
<td>Sometimes, going the extra mile is necessary.</td>
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</tbody>
</table>
Maintaining and Building a Clientele

Planning Future Sales

- Keep a Client File
- Evaluate Your Sales Efforts
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.
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.
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.
End of
Chapter 15

closing the sale

Section 15.1
How to Close a Sale

Section 15.2
Customer Satisfaction