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## **Get Closing!**

by  
Bob Hazell

Some sales people find it difficult to close. Probably that's because they're not going about it in the right way!

Many sales people wait until the end before asking 'the big one', probably to find that they get either a 'no' or an objection. Why not close as we go?

What we need to do is get the buyer used to the idea of saying "yes" to us.

For example, after the introductions:

*"Would it be OK to rest my notepad on the front of your desk?"* **YES**

*"Are you happy for me to make a few notes as we speak"* **YES**

*"Perhaps we could start off by my asking you a few questions about your business, would that be OK?"* **YES**

Three YES responses, and we haven't even started!

We can confirm all these things up to get even more yes's.

*"So what you're saying is, value for money is your chief concern, is that right?"* **YES**

During the matching stage of the presentation we might be running through a presenter or handling a product, and we can use it again.

*".....and I think you'll agree, it fits the bill exactly doesn't it?"* **YES**

**The key here is simple. If we get a 'Yes' all the way through we're closing as we go, and it's much more difficult to say 'NO' at the end.**

So we must develop little phrases that do it for us.

These phrases are called 'tie-downs'. They can be such phrases as: -

*"Can you see that...?"*

*"Would you agree that...?"*

*"...isn't it?"*

*"...haven't you?"*

*"...won't you?"*

and so on.

### **What do these phrases do?**

They change the recipient from passive to active mode. For example, you're reading this at the moment. The words "you're reading this at the moment" were received passively because you were not asked to respond. You're reading this at the moment, *aren't you?* Now you have been asked to respond. You might have done so by nodding, by saying 'yes' out loud, or by simply saying 'yes' silently, but you did respond didn't you? And there's another one!

**The GOOD news**

It's possible for each of us to develop our own tie downs and phrases in such away that it's almost impossible for any fair minded individual to be negative. And the great thing is that the client is now ACTIVELY involved in the presentation. Isn't that what we're after?

Here are a few examples:

*"I think you'll agree that whether you spend £50 or £500 with us, it's only worthwhile if it repays the investment, isn't it?"*

*"It's going to bring loads more business in, so it has to be worth it, doesn't it?"*

*"It will save time, and time is money, isn't it?"*

*"It will make your life easier, and I guess that will be helpful won't it?"*

The closing question is no longer 'the big one'.

*"Sound's like we've got exactly what you're looking for? The sooner we get it here the sooner it will begin to save you money won't it? When can you sensibly accept delivery?"*

You do want to be more successful at selling don't you? So you're going to put these ideas into action aren't you?

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