

BRIAN TRACY
— INTERNATIONAL —

THE
23 Closing
Techniques
BATTLECARD

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Close on Appointments

Use to get in-person appointments over the phone.

"Would you like to see a system that would enable you to increase your sales by 20 to 30 percent over the next 12 months?"

The Approach Close

Use immediately at the beginning of the presentation

"All I'm going to do is show you some of the reasons why people have bought this product in the past and why they continue to buy. All I ask is that you look at the reasons why others have bought it, and judge for yourself."

The Demonstration Close

Use at the beginning of the presentation

"If I can show you the very best [investment] you've ever seen, are you in a position to put \$5,000 into it right now?"

The Order Sheet Close

Use at the beginning of your presentation

Write everything the prospect says about the product on an order form and explain, "I have a terrible memory for detail, so I like to write everything down. And if you don't buy anything today, we'll just throw it away. Okay?"

The Hot Button Close

Use for products with more than one feature or application

Ask enough good questions to discover the hot button – the key benefit that the prospect wants more than anything else – and then push it over and over.

The Secondary Close

Use it to close on a minor point

"By the way, will you want the car with the Bluetooth stereo or satellite radio?"

The Trial Close

Use for products with lots or features or applications.

After presenting each part of your product, ask, "What do you think of this so far?" giving you a clear picture of what the prospect wants.

The Just Suppose Close

Use with high-priced products or services

"And yet we sell thousands of these every year to very intelligent people like yourself. Do you want to know why?"

The Ben Franklin Close

Use when a decision rests on a variety of different factors

Take a piece of paper and draw a line down the center. Have the prospect restate and write all the good reasons for buying your product on left, then cons on right.

The Power of Suggestion Close

Use to get a prospect excited about your product or service

Talk as if the prospect already made the decision to buy:

"You're really going to enjoy the way this car handles on the road."

The Summary Close

Use at the end of your presentation

Summarize everything that you discussed, then ask, "Can you think of anything else?" If prospect answers, "No," simply ask for the sale.

The Invitational Close

Use to simply invite the prospect to make a buying decision

"Why don't you give it a try?" suggests that making the buying decision is no big deal and doesn't put pressure of making a decision.

The Doorknob Close

Use when you've almost lost the sale

"I know that you're not going to buy anything today, but I wonder if you could help me with my sales presentation. Could you tell me what was the real reason that you didn't buy today?"

The Sudden Death Close

Use tension when prospect repeatedly won't make a decision

Fill out the entire sales contract with all details the way you've discussed except for the signature, put your pen on top of it, slide it across the desk, and say, "If you'll just authorize this, we can get started right away."

The Sharp Angle Close

Use when the prospect brings up smoke screen objections

If the prospect hesitates on the monthly payment, say, "If we could spread the payments over a longer period and get them down, would you take it?"

The Change Places Close

Use when you can't find the prospect's key objection.

"Imagine if you were showing somebody that you really respected a product or a service that was really good for them. What would you say if they aren't telling you why they wouldn't make a decision, one way or another?"

The Assumption Close

Use when the prospect is close to a decision

"How would you like to make payment?"
"Where would you want this delivered?" or
"How soon do you need it?"

The Puppy Dog Close

Use with products people can try for a time period

Give your prospect an opportunity to touch, taste, feel, smell, or use the product as much as possible.

The Instant Reverse Close

Use in any situation

"That's exactly why I'm calling. Most of our best customers were not interested when we first contacted them. Now they recommend us to their friends."

The Alternative Close

Use in any situation

Offer a prospect the choice between alternative preferences:

"Which car do you prefer? The 2-door or the 4-door?"

The Take Away Close

Use in any situation

"You're in luck. There's only one left and I reserved it for you."

The Relevant Story Close

Use mid-to late-presentation

Use a relevant story about another customer when the prospect is having difficulty making a decision.

The Referral Close

Use at the end of your meeting

"I know you're not in a position to make a decision today. But could you give me the names of two or three people who may be able to take advantage of this offer?"