

How To Ask A Closing Question...And Then 'Shut-Up'

Hundreds upon hundreds of books have been written on closing the sale. You can be the most knowledgeable of presenters, you can dress the part from head to toe and put on a show like a Royal Variety performer, but if you do not how to close the sale, you might find yourself limited to a happy meal on your "night out".

Many of the leading sales experts have defined closing as, "Asking a question, the answer to which confirms the sale". Once this question has been asked, you must abide by the oldest, most critical rule of selling: When you ask a closing question.... SHUT UP! The first person that speaks loses.

You may not get the much desired yes as a result of eliminating no responses to your questions, but you will unearth further objections and get the conversation going in a direction that will eventually lead to a yes.

It is very important that you phrase your question in a manner directly addressing your prospects main need or desire. For example...."Mrs. Smith, would you like your new drapes to be delivered before or after your dinner party on the first of next month?" or "Would you prefer to have your new boots in red or would you prefer the black?" or "Will that be cash or credit card?"

Notice that all of these examples incorporate the simple techniques of using time, choice or preference to eliminate no as a possible response.

Your prospect will be forced to change the direction of the flow altogether in order to come up with a negative or no response to your closing question.

The important lesson here is: Leave it up to the buyer to decide, but do not give him/her no as a possible response once you have asked a closing question.

Of course, it is always important to remember to confirm your prospects interest and to look for concrete buying signals before asking your closing question. For example, Mr. Rogers has stated that he needs a new printer by Thursday, but he has not said that he is buying it from you. Ask, "Mr. Rogers, would you like me to deliver your new printer by Thursday?", and then you shut up!

In this case, you have given your prospect the option to say no, but it is highly unlikely that he will use it.

Even if he does use it, you have a handy response, "...when would be the most convenient time to make the delivery?", and, once again, you shut up!

The key here is that you ask your closing questions in a friendly, sincere manner without high pressure and without being pushy.

Ever hear the expression "the silence was deafening"?

Even a minute of silence can feel like an hour during closing.

The tension begins to mount as soon as you finish asking a closing question.

With enough gentle, directing closing questions, you will be on your way to sales success.

Remember, the sales are there and ripe for the picking.

You will receive, but first....you must ask!



There is a multitude of ways to ask for the sale. Your method of asking a closing question should befit your personal style of communication. The closing should be fluid and effortless when done correctly.

For this reason it is important to set the tone for closing upon meeting your prospect, ideally when you walk in the door.

You must ask for the sale as soon as you hear that first buying signal. One very important guideline in asking for the sale to try to eliminate no as a possible response to your question.



Five Ways To Make Your Advertising Work Harder

One of the sharpest minds in the direct response marketing business is fond of advising potential advertisers that creativity is not a positive virtue for an advertising copywriter.

Whether it is a print, on-line or broadcast ad, the worst response experts say people should give is to think an ad was exceptionally creative. Instead, the person should respond by wanting to buy the product.

Here are five ideas advertising writers may use to help make their ad copy more effective.

1. Proof

Let people know how good your product or service is by offering proof that it stacks up better than its competition, or that it has met or exceeded certain tests or specifications.

When stating numbers, such as how much faster one medicine works when compared with another, round numbers are less effective.

Therefore, try to use uneven numbers like 23.7% rather than round numbers like 25% and your message will be more believable.

2. Identification

Do not be afraid to let people know who you are, where you are located and what you think and feel.

Rather than appearing to hide behind a post office box number, tell people that your office is located at 1234 Elm Street in the red brick Smith Building, which was constructed in 1916.

This not only makes you seem more interesting, but also more believable and trustworthy.

3. Guarantee

People will always be more willing to buy from you if they trust you will refund their purchase price if they are not satisfied.



Yes, you may have to incur some expenses paying for refunds, but your increased sales will more than make up the difference.

4. Accessibility

Similar to identification, it always is best to be easy to reach, so do not omit your contact information from your ads, especially ads in print and on-line messages.

Whether it is your phone number, Internet URL, email address or all three, make sure they are correct and working properly before you publish the ad.

For example, if you are publishing a toll-free number that only works from the UK, if you also include your regular telephone number with area code, potential customers from other countries may also buy from you.

5. One more thing

Every sales letter should have a PS following the signature.

This part of the letter will most likely be read more closely than some other parts, so utilise it to reinforce your most important point, or offer an extra bonus to motivate the reader to act immediately.

By making sure your advertising message has met the above five criteria, you will ensure the next ad you write will help make your cash register ring even more loudly.

5 Direct Marketing Tips

Direct Marketing has to be the most exciting area of marketing. The results of a winning mailing are truly thrilling. Few things can compare with opening your mailbox to find a flood of emails or envelopes filled with orders and cheques made out to you! And if you can increase the response to your offer by just a fraction of a percent, you can turn a slight profit into windfall profits.

1. Carefully target your audience: Sales volume can be directly connected to your ability to accurately identify your most likely customers. If necessary, create different versions of your package tailored to each specifically targeted audience.

2. Solve your customer's most irritating problems: Most customers don't buy products, but they do buy solutions to problems that plague them. If your product solves a critical problem, pull out all stops to let your customers know.



3. Help your customers achieve significant goals: This is the complement of the prior point. If you can clearly show that your product or service will make your customer's lives easier or better, your sales volume should shoot straight up.

4. Focus on your customer's needs, not your product: Customers have limited interest in your product or company. But they have unlimited interest in their needs, solutions to their problems, and making their lives better. Concentrate on fulfilling their needs through the use of your product or service.

5. Always stress benefits: Always concentrate on how your product will benefit your customers - both logically and emotionally. Hit the right hot buttons and your sales will increase significantly.

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Next month: Building Relationships With Your Customers :: How Do You Improve An Existing Product Or Service?