



January 2-6, 2012

Professional Development January 2-3
Exhibits Open January 4-6

Best Of PPAI Expo 2011: Sign Here! Perfect Your Closing Skills!

Danny Friedman

Added Incentives, Inc.

CAS - 1 pt

Tuesday, January 03, 2012

2:00 pm - 3:00 pm

Brought to you by:



The views and opinions expressed by presenters or others who have provided materials to and for this meeting are not necessarily those of PPAI. PPAI assumes no responsibility for, nor endorses any of the comments, recommendations or materials that are provided.

PPAI PROFESSIONAL DEVELOPMENT **PPAI mascos 50**

SIGN HERE: Perfect Your Closing Skills

Danny Friedman
Vice President
Added Incentives, Inc.

PPAI EXPO

PPAI PROFESSIONAL DEVELOPMENT **PPAI mascos 50**

SIGN HERE: Perfect Your Closing Skills

What is Closing?

- CLOSING= A behavior used by the seller which implies or invites a commitment, so that the buyer's next statement accepts or denies commitment.

PPAI EXPO

PPAI PROFESSIONAL DEVELOPMENT **PPAI mascos 50**

SIGN HERE: Perfect Your Closing Skills

2nd Toughest Step in Sales Cycle

- What separates the bad sales professional from a good sales professional and the good sales professional into a superstar
- If you don't ask for the order, you don't deserve to get it
- Prospects and clients expect you to close
- You are just as important as the person sitting across from you

PPAI EXPO

PPAI PROFESSIONAL DEVELOPMENT **PPAI mascos 50**

SIGN HERE: Perfect Your Closing Skill

When do I Close?

- ALWAYS!
- In the beginning of the Sales Cycle when qualifying a prospect or Client-Find out needs(What, When, How much)
- Pre-Close- In the middle of the Sales Cycle-Ask confirming questions to make sure that you keep the sales cycle moving forward.
- End of Sales Cycle- All questions have been answered-Go for the order!

PPAI EXPO

PPAI PROFESSIONAL DEVELOPMENT **PPAI mascos 50**

SIGN HERE: Perfect Your Closing Skills

When Closing isn't for an Order

- Pre qualifying prospect or client- Confirm that this is a real project or potential order
- Getting an Appointment
- Follow up: Getting a commitment to call prospect or client again

YOU ARE ALWAYS CLOSING

PPAI EXPO

PPAI PROFESSIONAL DEVELOPMENT **PPAI mascos 50**

SIGN HERE: Perfect Your Closing Skills

Easiest Closing Line
(If you only remember one thing in this session, this is it!)

- "I wanted to follow up with you on the quote to see if you had any questions or if you have made a decision?"
- Now KEEP QUIET-First person to talk loses (Do not keep selling)
- Answer questions and get order
- Practice this until it comes out of your mouth without you even thinking

PPAI EXPO

PPAI PROFESSIONAL DEVELOPMENT **PPAI mascos 50**
The Difference

SIGN HERE: Perfect Your Closing Skills

Objection = Opportunity to Close

- An objection is a question looking to be answered
- If you can answer the question, you get the order
- If no objection or question, then probably no interest or not a real deal

PPAI EXPO

PPAI PROFESSIONAL DEVELOPMENT **PPAI mascos 50**
The Difference

SIGN HERE: Perfect Your Closing Skills

Most Common Objections

- "I'm not ready"- Ask when they think they might be ready
- "This is not the right price" – Ask where they feel they need to be(Confirm quality, product and service first)
- "This is not the right product"- Ask what exactly they are looking for
- "I have to get another approval"- Ask who besides themselves needs to make this decision (Keep them in the loop and be a detective)

PPAI EXPO

PPAI PROFESSIONAL DEVELOPMENT **PPAI mascos 50**
The Difference

SIGN HERE: Perfect Your Closing Skills

Closing Techniques

- Hard Close-Client is wishy washy
- Soft Close- Good client that you know will order
- Time Frame Close- If the deal is time sensitive
- Promotional Price Close- Same as Time Frame Close but based on promotional price
- Inventory Close- Need to place order to secure goods

PPAI EXPO

PPAI PROFESSIONAL DEVELOPMENT **PPAI mascos** 50

SIGN HERE: Perfect Your Closing Skills

Closing Techniques Cont'd

- Proof Close- Let's get a proof or virtual sample started and you can decide when it comes time to approve
- Peer Pressure Close- Letting them know what other companies in their industry are doing (Be careful and know your client)
- Competitive Close- If you need to meet or beat a price, then they must order now(Always beat price)
- End of Year Close- Order now and lock in this year's pricing- Bill and/or ship later

PPAI EXPO

PPAI PROFESSIONAL DEVELOPMENT **PPAI mascos** 50

SIGN HERE: Perfect Your Closing Skills

Summary

- Prospect and clients expect you to close
- You are just as important as the person sitting across from you
- "I wanted to follow up with you on the quote to see if you had any questions or if you have a made a decision?"
- Practice and always be closing

PPAI EXPO
