



The Selling Fundamentals Series: Gaining Commitment

W Sales and Business Marketing Program
WESTERN MICHIGAN UNIVERSITY

The Selling Fundamentals Series
Gaining Commitment

Module #8

The Sales Faculty
Western Michigan University

Closing: The Starting Points

EARN IT
The close should be the natural extension of a well executed selling process
Most closing hesitation results from not earning it

BE SPECIFIC
A specific ask is easier to say yes/no to and harder to ignore with a non-answer
Prepare a primary & multiple back up asks

Earn it, Ask for it, Deal with the Answer....

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Closing Keys: LISTEN!

An underappreciated part of closing is to **LISTEN**

BUYING CUES
Moments within the conversation that imply the buyer is ready to purchase
Use Cues
Schedule Cues

HOLDBACKS
Moments within the conversation that imply the buyer is NOT ready to purchase.
Respond with digging!

PROCESS CUES
Conversation moments that illuminate the buying process.
Next Steps
People Involved

Use your **FACILITATION** skills to capture these cues & hints, and direct the conversation towards dealing with them.

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The Triple A of Closing

ASSUME

Assume you will ask. Asking should not be a surprise to either party!

DO NOT assume they said yes. Forced choice asks are bad.

ASK

DIRECT
Ask directly, make your words concise and make them count!

CLEAN:
Remove all the filler and qualifies words!

ASSERT

SILENCE: Your first assertive move is to remain quiet.

It is likely you will have to work for the close!

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Circle Back: No is Temporary!

• Customer says no.....

RE-ASK for commitment. ("with that resolved are you ready to do business?")

→

DIG! Directly ask what is holding them back. Stick with this until you achieve understanding

↓

RESPOND to this concern as best as possible. Focus on value and big picture

↶

Avoid the 240° Circle Back
Don't forget to re-ask!

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Dealing with the Stall: Action 1
"let me think it over and get back to you"


1. Circle Back

- It is common for buyer to use the stall as an excuse for another issue - try to identify that issue and deal with it.
- **DIRECTLY ASK** what is holding them back
- See if you can create a new opportunity to ask, and if you do ASK AGAIN!

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Dealing with the Stall: Action 2
“let me think it over and get back to you” 

2. Check Pulse

- “If you had to decide right now.....”
- “What would you recommend to the buyer?”
- Use the answer to
 - CLOSE AGAIN
 - SUGGEST A NEW STEP
- At least know whether you are winning or losing and then behave appropriately based on the answer.

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Dealing with the Stall: Action 3
“Let me think it over and get back to you” 

3. Tighten your Grip

- Work to make time gap between now and final decision as “tight” as possible
- UNCOVER PROCESS: Be sure you know what the next steps are and see if you can insert yourself into those.
 - Find time / people / process between you and a deal
 - Request to meet or be involved as much as possible
 - Suggest new step in process

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Special Closing Situation #1

The Subject-To Close
When things can't be finished now 

- Sometimes you can't finish things at current meeting. But you can still close!

Subject-To Close

Ask if the buyer is willing to commit, if and when the remaining holdback issues are resolved.

“Assuming I can secure the additional discount, can we consider this a done deal?”

“Once you verify with your Tech guy, do we have a deal?”

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Special Closing Situation #2

Closing a Needs ID Meeting

Your solutions meeting happens later, so....

Big Theme Summary Highlight the keys, not whole meeting	"As we discussed, Your big issues are A, B & C"
Reassurance Let them know you have solutions	"We definitely have solutions to those challenges"
Sell the Meeting Stress the value of the meeting itself	"With a next meeting we can zero in on the key solutions and I can be front and center to answer questions"
Ask for Meeting Be direct & specific	"Can we schedule an hour together, Tuesday, the 14 th at 9am?"

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Price Negotiation

BE READY!!!!!!!!!!

Rule #1 If you back away, they will run away!	Rule #2 Never talk just price, always Price +2	Rule #3 If you must, only trade, don't give
Have confidence and metrics that show the numerical value of the deal	Always include the biggest 2 value points along with the price when discussing	When you concede, use a trade off, gaining something in return

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Finish Strong: EDGE-ing out....

ENDORSE Decisions are stressful - smooth that out with reassuring statements! "This was time well spent" "You will love the ..."	DETAILS Either handle details or set up process where details will be handled. "So for that demo, I will need to get on your guest internet"	GRATITUDE The buyer had option, and the chose you. Be sure to say thanks! "And I really want to say thanks to you for trusting us to get job done"	EXTEND Preview the positive outcome of next step "And hopefully after seeing our demo we can bring you on board as a client"
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A smooth and productive finish!

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