

A car saleswoman in a light blue sweater is pointing at a blue car, showing it to a customer in a denim jacket. They are in a car dealership with several other cars in the background.

Chapter 15 Closing the Sale

- Section 15.1 How to Close a Sale
- Section 15.2 Customer Satisfaction and Retention

How to Close a Sale

Key Terms

closing the sale

buying signals

trial close

which close

standing-room-only close

direct close

service close

Objectives

- Identify customer buying signals
- List a few rules for closing a sale
- Select appropriate specialized methods for closing a sale

Marketing and the Marketing Concept

Graphic Organizer

Prepare a chart like this one to identify information you need to know in order to close a sale.



Closing Concepts and Techniques

closing the sale



The process of obtaining a positive agreement from the customer to buy.

Closing the sale ◀ is obtaining an agreement to buy from the customer. All efforts up to this step of the sale have involved helping your customer make buying decisions.

Timing the Close

buying signals



The things customers do or say to indicate a readiness to buy.

When trying to close a sale, look for **buying signals** ↴, the things customers do or say to indicate a readiness to buy. These include:

- Facial expressions
- Body language
- Comments

Timing the Close

trial close



An initial effort to close a sale.

You may attempt a trial close to test the readiness of a customer and your interpretation of a positive buying signal. A **trial close** ◀ is an initial effort to close a sale.

General Rules for Closing the Sale

Professional salespeople:

- Recognize closing opportunities
- Help customers make a decision
- Create an ownership mentality for the customer

General Rules for Closing the Sale

Having a major obstacle removed usually makes a customer receptive to buying the product or service. You can also use effective product presentations to close the sale.

General Rules for Closing the Sale

When a customer is having difficulty making a buying decision, stop showing additional merchandise. Once you narrow down the selection for them, explain advantages and disadvantages of the items being considered.

General Rules for Closing the Sale

Use words that indicate ownership, such as *you* and *your*. Look for minor agreements from the customer on selling points that lead up to the close.

General Rules for Closing the Sale

If you think the customer is ready to make a buying decision, stop talking about the product. Don't rush a customer into making a buying decision. Be patient, courteous, polite, and helpful. Your first priority is customer satisfaction.

Specialized Methods for Closing the Sale

Attempt to close the sale as soon as you recognize a buying signal. Certain selling situations warrant the use of specialized methods, including the:

- Which close
- Standing-room-only close
- Service close

Specialized Methods for Closing the Sale

which close



A method of closing a sale that encourages a customer to make a decision between two items.

The **which close** ◀ encourages a customer to make a decision between two items. Review the benefits of each item and then ask the customer, “Which one do you prefer?”

Specialized Methods for Closing the Sale

standing-room-only close




A method of closing a sale that is used when a product is in short supply or when the price will be going up in the near future.

The **standing-room-only close** is used when a product is in short supply or when the price will be going up in the near future. This close should be used only when the situation calls for it because it may be perceived as a high-pressure tactic.

Specialized Methods for Closing the Sale

direct close

A closing method in which a salesperson asks for the sale.

The **direct close**  is a method in which you ask for the sale. Use the direct close method when the buying signal is very strong.

Specialized Methods for Closing the Sale

service close



A way to close a sale in which a salesperson explains services that overcome obstacles or problems.

The **service close** ◀ is a closing method in which you explain services that overcome obstacles or problems. Such services could be:


- Gift wrapping or special arrangements
- A return policy or warranties
- Bonuses or premiums

Specialized Methods for Closing the Sale


After closing a sale, it is important to take appropriate measures to maintain an effective working relationship with the customer.

customer communications

ACCORDING TO YOUR DATABASE,
THEY STILL LIVE IN
MINNEAPOLIS
AND BUY SNOW TIRES.



Odds are, you have an outdated view of your customers. But Pitney Bowes can get you up to speed fast. We'll integrate all the correspondence between your customers and your company — from letters to e-mails — into your database. So if someone writes to say they've moved to Florida, it won't remain a secret. To find out more about this, or any of our other innovative solutions, visit pb.com/customer or call 1 866 DOC FLOW.

 **Pitney Bowes**
Engineering the flow of communication™

Failure to Close the Sale

Do not assume that every sales presentation should result in a sale. Research suggests that perseverance is the way to succeed.

In a retail setting, invite the customer back to your store again. In business-to-business selling, the sale is rarely closed on the first call.

Failure to Close the Sale

Keep in mind that a customer who does not make a purchase is still a prospect for future business. A request for feedback and any other constructive criticism may work for you if you have earned the buyer's respect.

Failure to Close the Sale

Effective salespeople possess certain behavioral characteristics, including:

- Confidence
- Problem-solving ability
- Honesty
- A sincere desire to be helpful

Failure to Close the Sale

However, success in selling is the result of:

- Training
- Apprenticeship
- Experience

Learning one's products and how to handle various situations comes with experience and hard work.

Customer Satisfaction and Retention

Key Term

suggestion
selling

Objectives

- Explain the importance of suggestion selling
- List the rules for effective suggestion selling
- Demonstrate appropriate specialized suggestion selling methods
- Discuss strategies for maintaining and building a clientele

Customer Satisfaction and Retention

Key Term

customer
relationship
management

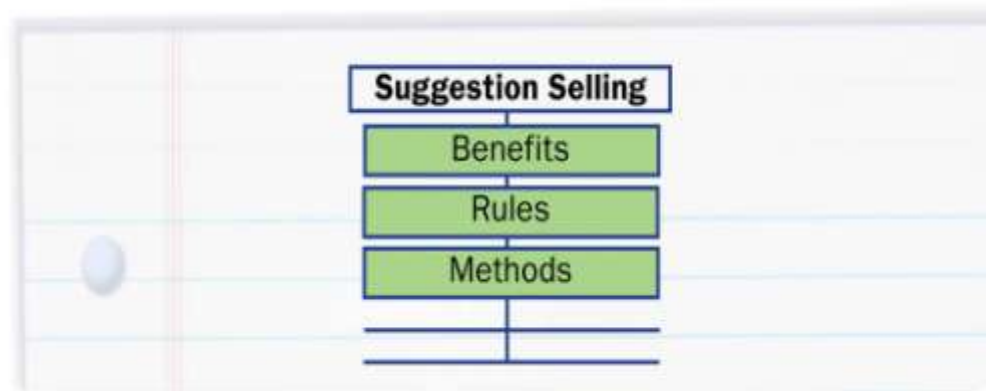
Objectives

- Explain the importance of customer service and follow-up
- Explain the concept of customer relationship management

Marketing and the Marketing Concept

Graphic Organizer

Prepare charts to summarize the key points of suggestion selling and maintaining and building a clientele.



Effective Selling

Maintaining and building a clientele is crucial for future sales. The actual sale is just the beginning of a relationship. To keep customers:

- Make a good impression
- Get to know your customers
- Provide excellent customer service

Suggestion Selling

suggestion selling



A method of selling in which the salesperson recommends additional goods or services to the customer.

Suggestion selling ◀ is selling additional goods or services to the customer.

Benefits of Suggestion Selling

Suggestion selling benefits the salesperson, the customer, and the company. You benefit because customers will want to do business with you again and your sales will increase.

Rules for Suggestion Selling

Here are five basic rules for suggestion selling:

- Use suggestion selling after the customer has made a commitment to buy but before payment is made or the order written.
- Make your recommendation from the customer's point of view.

Rules for Suggestion Selling

- Make the suggestion definite
- Show the item you are suggesting
- Make the suggestion positive



Suggestion Selling Methods

Three methods are used in suggestion selling:

- Offering related merchandise
- Recommending larger quantities
- Calling attention to special sales opportunities

Suggestion Selling Methods

Introducing related merchandise is probably the easiest and most effective suggestion selling method. In some businesses, this method is called cross-selling.

Suggesting a larger quantity is often referred to as up-selling.

Suggestion Selling Methods

Salespeople are obligated to communicate special sales opportunities to their customers.

In business-to-business sales, sales representatives often show new items to their customers after they have completed the sale of merchandise requested.

Maintaining and Building a Clientele

After-sale activities by the sales and customer service staff are key factors in building a clientele.

After-Sales Activities

After-sales activities include:

- Order processing
- Departure
- Order fulfillment
- Follow-up
- Customer service

After-Sales Activities

In retail, order processing includes quick and careful wrapping of goods and speedy payment processing. In business-to-business settings, complete the paperwork quickly and leave a business card.

After-Sales Activities

Order fulfillment is easiest in a retail store, but in e-commerce, mail order, or telemarketing sales, it is much more complicated. Be sure to:

- Process the order quickly
- Pick the right product
- Pack it well and ship as requested

After-Sales Activities

The follow-up includes making arrangements to follow through on all promises such as:

- Confirm the delivery date
- Check that the delivery occurs as promised
- Call the customer and explain any delay
- Send a thank-you note with your business card

After-Sales Activities

Some firms have customer service departments to handle customer inquiries and complaints. How these complaints are handled is crucial to maintaining clientele. Customers expect immediate action when they file a complaint.

After-Sales Activities

Keeping a customer file with specific preferences and conversation notes will help you in future interactions with that client. Take note of:

- Contact and personal information
- Changes in buying patterns
- Future service dates for purchased appliances

After-Sales Activities

Conduct your own evaluation of your sales efforts by asking:

- What were your strong points?
- What did you do wrong?
- How could you improve?
- How can you improve customer relations?

Customer Relationship Management (CRM)

customer relationship management (CRM)



Identifying and understanding customers to form a strong, long-lasting relationship.

A popular trend is **customer relationship management (CRM)** ↴, which involves finding customers and keeping them satisfied. CRM provides companies with the means to develop customer relationships, such as lead generation, sales support, and customer service.

Customer Relationship Management (CRM)

CRM techniques include staying in contact, acting as a consultant for customers, creating clubs for product owners that give them access to special services, or sending promotional materials specific to a customer's interests.

FOCUS on KEY POINTS

Section 15.1

- Customer buying signals help a salesperson determine a customer's readiness to buy.
- Close the sale as soon as the customer is ready to buy.
- Use success in answering objections or presenting a product as an opportunity to close.

continued

FOCUS on KEY POINTS

Section 15.1

- Help customers make a decision and create an ownership mentality.
- Three specialized methods for closing a sale include the which close, the standing-room-only close, and the service close.

continued

FOCUS on KEY POINTS

Section 15.2

- Suggestion selling is important because it generates sales revenue and creates more satisfied customers.
- Three specialized suggestion selling methods are (a) offering related merchandise; (b) selling larger quantities; and (c) calling attention to special sales opportunities.

continued

FOCUS on KEY POINTS

Section 15.2

- After-sales activities and customer relationship management (CRM) are important for maintaining and building a clientele. They include order processing, departure, order fulfillment, follow-up, customer service, and keeping a client file.



This chapter has helped prepare you to meet the following DECA performance indicators:

- Explain the selling process.
- Plan follow-up strategies for use in selling.
- Process sales transactions.
- Pack and wrap purchases.
- Establish relationship with customer.