

## HOW TO CLOSE PROFESSIONALLY

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Closing is **NOT** talking someone into buying your product at the end of your presentation. Closing is **NOT** just overcoming objections after they've been presented to you.

Closing is overcoming objections before they arise. In fact, the true closing process takes place before, during, and after your water demonstration.

Closing is transferring your beliefs to someone else.

Closing is the professional effective demonstration of the need, benefits and value of a product or service.

**PROFESSIONALITY:** Professional means "Pro," which means you earn a living by what you do. Professional means being the best at what you do. Professional is doing things the right way in every aspect of your business and personal life. It means achievement, effort, and hard and smart work. It means ethical, it means moral, it means doing the right things ALL the time. Professional also means to do the right things for the right reasons. It means honesty and sincerity.

**EFFECTIVENESS AND HONESTY:** The professional "effective" presentation of your product means that the sale is consummated, the system is installed, and you get paid! Effectiveness, however, does NOT come before honesty. It's not "effective at all costs." Honesty is easy when you have a product that does what ours does, and there's no reason to oversell it, misrepresent it, or misrepresent yourself or your customer. To be effective, or successful, is not enough. You must do it honestly and ethically.

**KNOWLEDGE & CREDIBILITY:** The first step to professional closing is the thorough knowledge of your product and it's benefits to your prospects. You must know your demonstration and deliver it professionally. People buy from people who know what they're talking about, and people who know what they're talking about are knowledgeable and credible.

**HYGEINE & APPEARANCE:** Credibility includes looking and acting like you know what you're talking about. You must appear professional and dress professionally, which means your clothing should be appropriate for the occasion. They should be clean and pressed. Your personal hygiene should be beyond reproach. You can't impress someone while you're offending them.

**BELIEF & CONVICTION:** In order to demonstrate effectively the need, value and benefits of your product, you must first believe in the need, value and benefits of your product. You know that enthusiasm sells, and enthusiasm comes from conviction that you have the best product and that it will perform as you say it will. If you don't sincerely believe that your product will do what you say it will, then you will not be able to convince anyone else that it does.

**RAPPORT:** People buy from people they like, and people like people who are like themselves. People buy from friends. Friends are people who have things in common. Find out what you

have in common with your prospects and pursue those topics. Ask questions. Share things about yourself that are like the things you know about them.

**SINCERITY:** Sincerity means that you mean what you're saying and doing. It's easy to be sincere when what you're doing is helping people resolve their water problems, helping them save money, and providing their families with a better, more wholesome lifestyle, which is less expensive and a whole lot better for the environment. If your goal remains always to sincerely help and serve your customers, then you will be effective and successful beyond your wildest imagination.

### **PACING, TIMING & DEMEANOR:**

**MNEMONIC DEVICES:** One theory of closing is to have more answers than the client has questions. And having the RIGHT answers to all questions. In order to have more answers, you've got to know ALL of the closes. True professionals continue to create and add new, effective closes to their repertoire, and devise ways to recall them when they're needed.

One such device is a memory technique where you create an outrageous, hard to forget, scenario in your head and attach closes to the scenario. For instance, you could think of a vicious COBRA that's striking and biting and spewing venom. The cobra, coiled up, can remind you of the Cable Close. In the cobra's mouth is Ben Franklin, and he has things on his head and in his hand. In his hand are two keys. One is to his car, and there are actually three car closes. The other is to his house for the City Water Close, and of course his house is on a road and that's the Road of Life Close.

Further down the road are the Bank and the Grocery Store.

In his head is the Think About It Close, and on his head is a pyramid which is really an ATM machine. The pyramid is both the Three Choices Close and Take Sides Close.

That's 13 closes. You can remember them and the device with practice, or you can make up your own device.

To use this device effectively, you should follow the Closing Formula, and during the Listen stage be thinking of your next close (or story) based on your mnemonic device. But don't concentrate too hard about what the customer is saying because he may actually convince you that he's right, and we already know there are no logical reasons not to buy.

After each close, be sure to Ask For The Order, and no matter what's said, within reason, go to the next close.