

Inspire Greater Expectations

Courtesy of Coach Keri Zoumas

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Top Producers' Closing Guide

When you are looking to sell a product, service or idea, there are important steps that you need to master to facilitate a smooth transaction.

- 1) **Building Rapport-** Connection must be real and authentic. The most important piece of building rapport is having a genuine interest in the person. Be interested in who they are and how they think rather than focusing your energy on being interesting & dazzling. People want to do business with those that they like and trust. Rapport building skills can give you a shortcut to connection.

You can use all of your sensory acuity to communicate and connect with a prospect. Listen to their language. Do they use words that are “visual” words like-I see, that looks good, focus on the details, I need clarity etc. or “auditory” words like- sounds great, music to my ears, I’m sure what I say will resonate, loud and clear etc. or “kinesthetic” words like- it’s been a bumpy ride, makes the hair on my neck stand up, this should be smooth and steady, grasped the subject, get a handle on things etc. Knowing the preferred ways that people process information helps you build rapport by gearing your conversation and/or presentations in a Visual, Auditory or Kinesthetic manner to connect with them. You can also build rapport by mirroring or matching their tone and/or body language in subtle ways. If your prospect is high or low energy, it’s important to match their pace before you can lead the conversation. If they are laid back or excited, you want to keep in rapport with their way of being.

CRITICAL POINT- Practice rapport building in casual settings like parties and networking events. Practice on your family & friends.

- 2) **Get curious-** The more questions you ask, the better your opportunity is for a sale. Many people tend to pounce on the prospect after they show any small interest. This can repel the prospect before getting to the next step. If they show an interest in your product or service, get super curious. What specifically interests you about XYZ? How did you decide that? Did you always want that? What else can you tell me about that? Getting them enrolled in painting their own picture or casting their own vision on the front end will help you close more sales on the back end!

Master the Art of Listening Generously instead of listening with the intention of answering.

CRITICAL POINT- When you ask questions, WFA (wait for answer) DO NOT help them answer.

- 3) **Establish their need-** The beauty of building rapport and getting curious is that through their answers, you will establish their needs and desires. The more you engage in an authentic manner, the stronger they will display their needs.

CRITICAL POINT- Prospects will always tell you everything you need to know, IF you can listen twice as much as you talk.

- 4) **Link their need-** Once you have rapport, you have asked qualifying questions and you have established their need for your product or service....You must link their needs to your product or service. This is the point where you tie it all together! Let them know that you heard them, you understood them, and you relate to their perspective by connecting what they said that they are looking for to what you're offering. For example, "You mentioned wanting ____; I can help you with our ____." In fact, at this point, it becomes a no-brainer that they will do business with you. It's obvious.

CRITICAL POINT- Even though it is obvious- you MUST help them connect the dots.

- 5) **THE CLOSE/THE ASK-** Ask often and close early. Most people fear this step. They are afraid of the inevitable objection. No time, no money, no permission from spouse, etc. You need to be brave and embrace the objections as an opportunity to solidify the first 4 steps. After each objection, rebuild your rapport, get curious (not defensive) and re-establish their need. Link your offer to their need and go for the close again. Objections are always an opportunity to sharpen your skill. Learn to take a breath and gently use simple sales strategies to overcome the objections. Feel, Felt, Found: "I understand how you feel about XYZ, I (or someone you know) felt that way once too, Here's what I found..." If I could, then would you... "If I could show you a way that you could do XYZ and you would make more \$ than you spent, then would you be open to exploring this further?"

CRITICAL POINT- All transactions have objections at some point. Lean into them and know that they are not personal.

As I tell my Top Producers, "Selling is helping someone make a decision that is in their best interest."