



# Sales Professional

---

# CLOSING

*Battlecard*



# 1. ANY OTHER REASON CLOSE

---

The Any Other Reason Close is a great low-pressure way to ask for a sale when the sales process has been followed. This close works best when a good warm-up has been established. This close is used after a presentation has been made and questions have been answered. It can be a trial close that leads right into a full close.

It sounds like this:

**“So Mr. Prospect, after discussing our *credentials and reputation* am I correct to say that *Our Company* is the company you want to do this job for you?”**

“Yes”

**“Ok great, after going through our solution step by step, are we in agreement that this is going to be a perfect fit for you?”**

“Yes”

**“Perfect, now I have one more question for you, since everything else is a great fit for you, is there any reason other than price or payment that we couldn’t get your project scheduled today?”**

The prospect will either reveal an objection to you that you can overcome and close the sale or they will say that there is no other reason other than price or payment. At this point you can reveal the price to them and move forward with signing a contract.



## 2. SHARP ANGLE CLOSE

---

The Sharp Angle Close works well with prospects who are on the edge of making a decision and need a little push to move forward. After all, if your product or service truly is the best option for your customer, you owe it to them to make sure they don't do business with someone else who won't deliver the same service that you can. The Sharp Angle Close works at the end of the sales process after you have trial closed and handled objections. The primary principle of the close can be studied in Robert Cialdini's book "Influence: The Psychology of Persuasion." The principle is based around "Consistency" and states that once someone creates an image of themselves in any way, they will do anything to maintain that image as to not appear foolish or inconsistent or be seen as a liar. This close sounds something like this:

"I like it but I don't think I want my payment to be at \$400.00 a month, that's out of our budget."

**"Ok, I understand, what did you factor as your budget for this payment?"**

"We were expecting to be closer to \$340.00 a month."

**"I understand, If I could get your payment to \$340.00 a month do, we have a deal?"**

"Yes, we can do that."

**"Ok, if you can leave us a review and write a customer testimony for us, I will be able to drop the payment to \$340.00."**

\*Extend arm out for handshake to "seal the deal".

At this point, in order to remain consistent with the image the customer has created for themselves by agreeing to a deal, they will shake your hand back. It is too painful not to shake your hand because this would make them a liar, as they already said that you have a deal if the condition was met. The path of least resistance is to sign the papers.



### 3. ASSUMPTIVE CLOSE

---

The Assumptive Close is one of my favorites as it is incredibly effective and effortless to execute. As with most sales situations, it is only effective when the sales process has followed correctly through each step. At the end of a sales presentation, and after basic objections have been uncovered and discussed, the salesperson simply assumes that the customer is ready to move forward. If the sales process has been followed correctly, moving forward will feel natural and the obvious decision for the prospect. It might sound like this:

**“Alright, well it definitely sounds like we agree that this is the perfect solution for you and an incredible deal, what is going to be the best day for us to start?”**

“Uh, I guess Monday will work.”

**“Great, I’ll go ahead and add this to our schedule.”**

This close is great because it takes the focus away from making the buying decision and redirects the focus to a detail that only matters after the decision has been made. Now, in the prospects head, the decision is made and they are thinking about when they want the project to begin instead of if they’re actually going to buy.

## Sales Professional CLOSING

*Battlecard*



ShapeUp Sales Coaching provides businesses of all types to expand, structure, and train their sales force. We help business find more leads and increase their closing rates. We work one on one with self-employed business people like real estate agents, independent contractors, and even other consultants all the way to B2B sales teams and tons of others. Let us help you grow your business! Visit our website for more information at [Shapeupsales.com](https://Shapeupsales.com).