

## Assumption Close

Assuming means thinking that something is in a certain way, while there is no actual proof to prove that it is so.

Assumption close means acting in a way like the customer already bought. It's as simple as instead of asking for the purchase, asking the question that usually comes after a purchase.

Like "Cash or card?" or like "Bag or no bag?"

Or "Fedex or UPS?"

Or "with the accessory, or without it?"

And then once the customer answered, just go and proceed with taking the card details.

It works because you **STILL** give a choice for the customer, just not the choice of buy or no buy. So the fact that there is a choice, kind of eases the stress coming with making a purchase, and doesn't make it seem like the purchase was forced on the buyer.

While the buyer answers a question that is post purchase related, the customer kind of agrees to buy just by answering a question that should had been discussed after the purchase. And just because now you guys are discussing this subject, it means that the customer decided.

A negative downside to this is that for some customers this might still be too pushy, and they might feel like being pushed to buy either way.

Assumption close works with people that would had bought anyway, with people that were in a "maybe" about the purchase, and rarely with people that weren't going to buy.