

Closing Questions

At the end of the day, when you get to the end of your sales pattern, to the closing part, don't ask for the close with questions like "Do you want it?"

Or "Can we continue?"

Or "Can I sign you up?"

Why not?

Because these are questions that give the prospect 2 options. To either say "yes" or "no".

If the prospect says "Yes" that's great! But if he says "no"? Then you just lost your close.

As people like to stay consistent, once they say no, they will stick by saying no even if you manage to convince them after to actually get your product.

So asking a yes and no question is a 50/50 chance of success.

Instead try asking open ended closing questions.

Like:

"Any reason not to continue?"

"Any reason not to finalize the sale?"

Or "How do you feel about this offer/purchase?"

“What do you think of my proposal?”

Etc

This way the prospect can tell you he is ready to purchase or give you objections which you can handle.

Getting objections is much better than getting a “no”. Why? Because objections DO NOT MEAN NO. And objections can be handled and then the sales rep can ask for the close again.

Simple as that.

Happy selling!