

Closing Like a Boss

EFFECTIVE TIPS AND TECHNIQUES TO USE
THROUGHOUT THE SALES PROCESS





Closing the Sale

We can't overstate the importance of the closing phase of the sales process. In fact, just like every other part, it's the most important part! Obviously, a good close is a necessary capstone to a successful sales process. And you can make one more likely with a few of these practical techniques. But first, here's three general tips you can layer on top of any method you're currently using to close your sales...

NOTE: Just like we relied on Jeb Blount's *Objections* to inform our approach in the previous ebook, [Handling Objections Like a Pro](#), we found the classic *Secrets of Closing the Sale*, by Zig Ziglar, to be invaluable when writing the next one. His combination of accessible prose and deep insight into the sales process is a valuable addition to the bookshelves of any sales professional looking for top-notch guidance.



Listen Up

Listen to what your prospect is saying... Watch what your prospect is doing... Smell what The Rock is cooking... OK, maybe not the last one. But we're serious about the first two. Your client's words and body language, as well as their posture, actions, and tone of voice, all matter when you're sizing them up during a close.

Ever had a prospect say that they'll "think about" your offer but you can tell that they're downright salivating at the possibilities your product brings to mind? In the alternative, ever have a prospect say they'll call you back tomorrow with the go-ahead but you can tell they're just trying desperately to get off the Zoom call?

Use your instinct for social and communication cues to suss out where your prospect's head is at by focusing closely on their behavior.



PRO-TIP

What is your client NOT saying and NOT doing? Have they carefully avoided making even the tiniest commitment to move the sales process along? Have they failed to make even a single objection? Consider what your client hasn't said or done when you're trying to figure out what they're thinking.



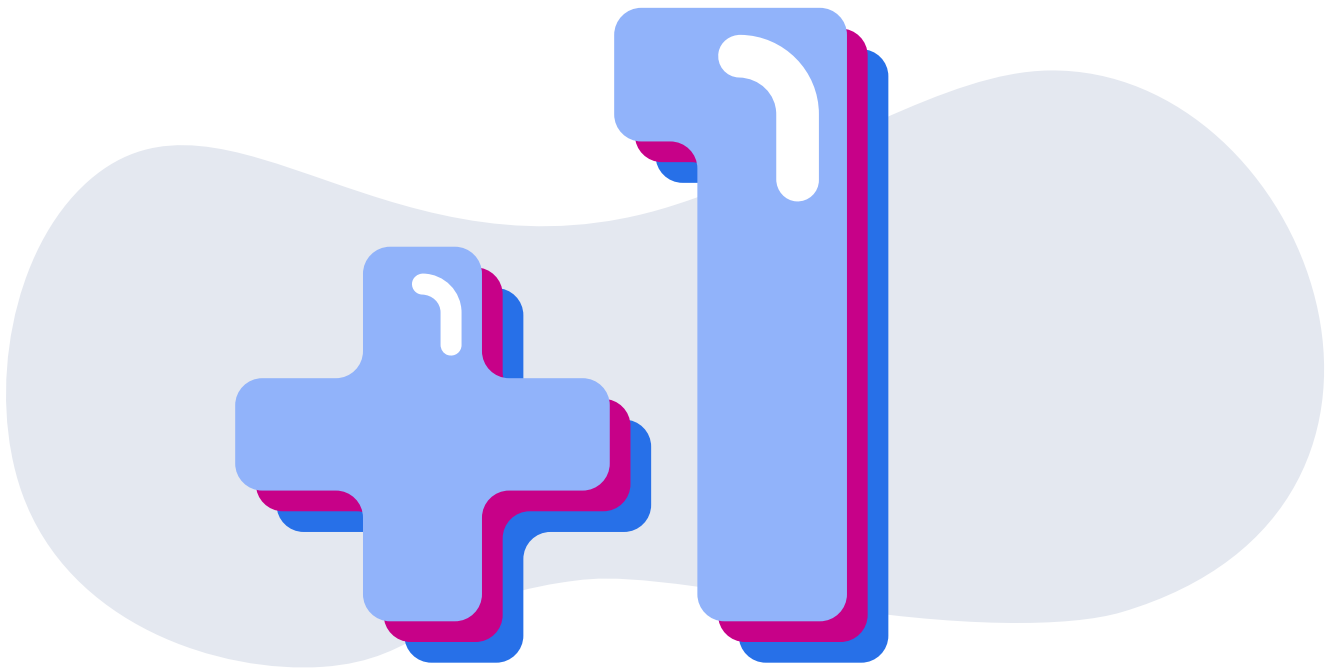
Storytime

Sometimes, a good story is all it takes to close a sale. If your prospect is hovering on the very edge of buying but they can't quite make the leap, try presenting them with a story about a similar sale you've made in the past and the difference it made in the life of your former client. Effectively, you're offering an oral testimonial, similar to the ones you've seen on thousands of websites around the internet offering this product or that service, but made even more powerful because you're there to deliver it in person.



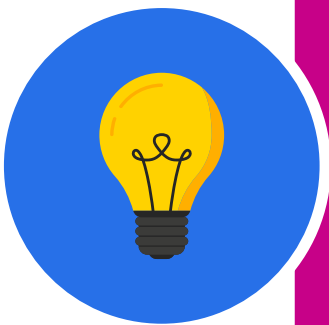
PRO-TIP

To make this technique extra-effective, make sure the testimonial comes from a client whose circumstances were as similar as possible to those of your prospect. You want your prospect to be able to see themselves in their mind's eye realizing the same benefits your former client experienced. And you want that mental image to be as clear as possible. And the more closely the client resembles the prospect, the sharper that image will be.



Once more, with gusto

Regardless of how your sale is going, whether you're sure you're gonna close it or it's looking more and more like a lost cause, never lose your enthusiasm. Outward enthusiasm not only makes it easier to maintain a positive, internal attitude, but it makes it much more likely that you'll close a promising sale or turn around a seeming non-starter.



PRO-TIP

Maintaining your enthusiasm is easier if you keep a tip from our first sales playbook, [Handling Objections Like a Pro](#). Remember to reframe sales success for yourself. You don't succeed only when you manage to sell a product to a prospect. Instead, you can fairly consider any sales interaction in which you learn something or make some sort of progress with a prospect - even if it's incremental - to be a success.

A few sample sales closing script

And here are just a handful of some of the specific closers we've found to be effective at moving prospects firmly into the "yes" column.



The 3-Strike Close

The 3-Strike Close happens after you've convinced your prospect of the value of your product. Once you've done that, you hit them with three questions. For example, let's say your product would save your prospect's company \$10,000 per month in excess costs. Your questions would look like:

1. Can you see where this would save you \$10,000 per month?
2. Would you like to save \$10,000 per month?
3. Would you rather start saving \$10,000 per month today or six weeks from now?

You'll notice that the almost unavoidable answers to these questions (assuming you've laid the groundwork correctly) are, "Yes," "Yes," and "Today."

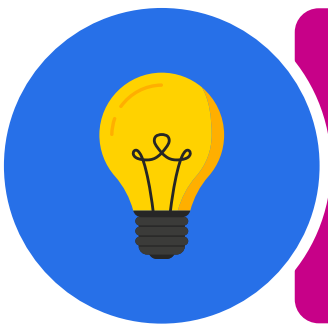
You may also notice how specific the questions are. This is to make it harder for the prospect to answer "No," or "I don't know." In our experience, if you ask something more general, like "Can you see where this would save you money?" you're more likely to get an "I'm not sure" than if you build on what's gone before in the sales process and stick to hyper-specifics.



The Puppy-Dog Close

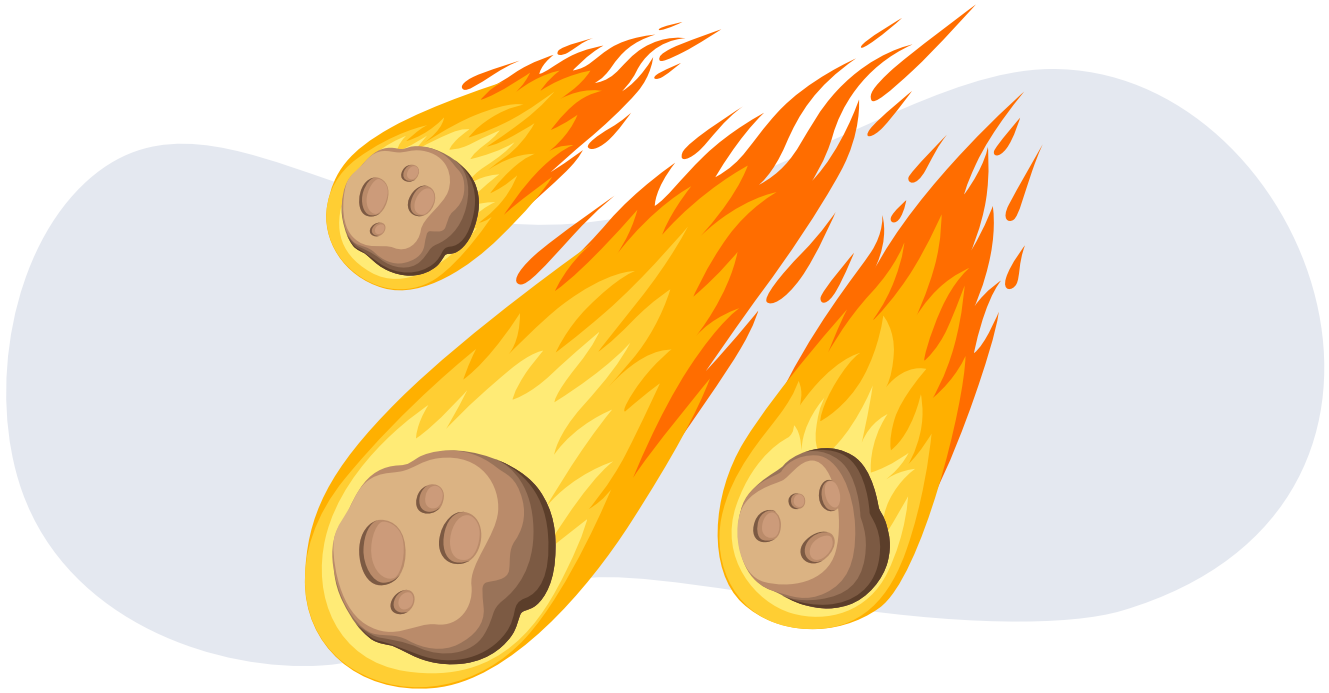
The Puppy-Dog Close is one that only fits in certain circumstances, but it fits particularly well when selling intangible products, like software. The Puppy-Dog Close involves offering your prospect the opportunity to “take your product home” for a few days. In other words, you provide a chance for a free trial.

In this strategy, you allow your client to see - first hand - the value created by your product. Now they’re not just relying on your say-so. They get to verify that your product’s worth it themselves.



PRO-TIP

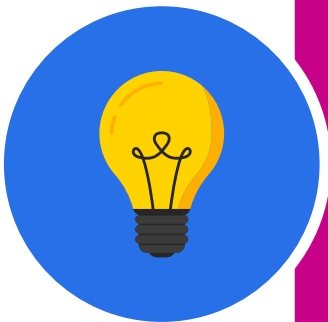
Don’t use this close without being fully transparent, lest you damage your credibility in the long term. If you say that the trial is free, make sure that it is actually completely free, with no hidden fees or costs.



The Apocalypse Close

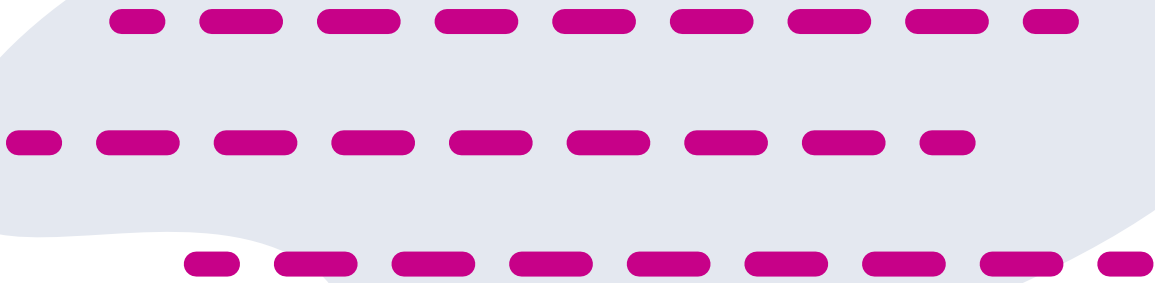
Apocalypse Close is one you should be extremely careful with, it can be powerful, but you need to be a pro at “how” and “when” and “if” you use it. The Apocalypse Close is all about focusing the attention of your prospect on a coming “apocalypse” (usually a sudden and dramatic price increase) to increase the urgency of the buying opportunity.

In this strategy, you simply point out that, while the price might seem high today, coming circumstances are highly likely to make it seem downright thrifty compared with tomorrow’s prices.



PRO-TIP

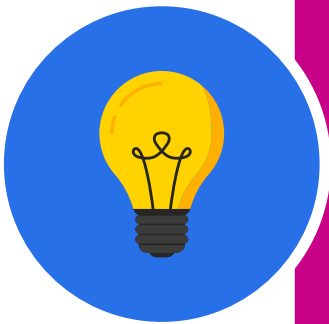
Again, act with caution when using this approach. Don't ever use this close-out of place. It's one thing to inform a prospect who's looking to buy something that prices have been going through the roof for the last three years. It's another thing entirely to make up an impending price increase just for your own benefit.



The Sign-on-the-Dotted-Line Close

Undoubtedly, throughout the entirety of the sales process, you've been asking for small commitments from your prospect: to attend a meeting, participate in a demo, or even return an email. The Sign-on-the-Dotted-Line Close is the last small obligation you'll ask of your prospect. You're going to ask them to sign the contract.

In this close, you confidently remind the prospect that nothing can happen - no value can be realized - until they sign on the dotted line. All of the money they might save, the efficiencies they could realize, and the increased revenue they could earn must all wait in the wings until the contract is signed and dated.



PRO-TIP

If you're going to use this close, make absolutely sure that you've made it as easy as possible to sign the agreement. If you're using an electronic signature, ensure that the software works and that the prospect knows how to use it. If it's a physical contract, make sure there's ink in the pen and that you put that pen directly in the prospect's hand. Literally all they should have to do is sign their name.

BONUS

3 Closing Phrases That Just Work

Thought that was everything? Not even close! We're including three closing phrases that work amazingly well in a wide variety of sales situations.

Being Presumptuous

It's usually not good to be too presumptuous but, in sales, it can work in your favor. The presumptuous closing phrase works by assuming that your prospect has already decided in favor of buying your product. So you say something like:

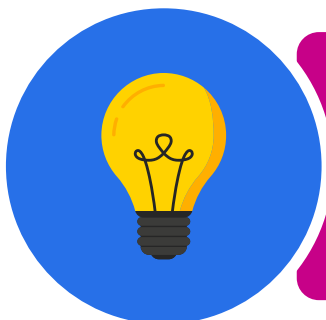
"When would you like to get started with implementation/installation?"

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The Offer They Can't Refuse

No, you're not gonna go Godfather on your prospect. Instead, you're going to remove the option of passing on your product. For example, you can say something like:

"Would you like to go with [Option 1] or [Option 2]?"



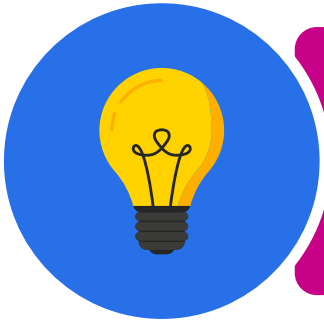
PRO-TIP

This works especially well if you make one of the options clearly superior to the other one. Make the choice easy for your prospect!

The Straightforward Offer

With this approach, you're just putting it all out there and giving your prospect the chance to close the deal immediately. You make the option to accept available instantaneously. Something like this:

"Would you like me to send the contract over right now?"



PRO-TIP

You'll want to be careful with this one. Don't pull the trigger too early, lest you scare off your prospect with a premature commitment.

BONUS #2

3 Closing Phrases That Just Work

You probably already know this one. But we thought it was important enough to say again anyway. If you want to be a great closer, you've gotta constantly be getting better. And there are a few ways to guarantee that happens.

Numero One: Observation is Key

Selling in a vacuum isn't conducive to improving your skills. That's why you need someone whose skills you respect to observe you as you sell. This person can offer valuable feedback you can use to improve your approach.

Numero Two: Graciously Accept Feedback

Getting feedback is only one piece of the puzzle though. The hardest part is getting your head into a place where you can graciously accept and implement that feedback. After all, most of us are resistant to change and criticism. And good feedback often has a component of each.

Numero Three: Research and Data

There's nothing wrong with reading everything you can about sales in an effort to make yourself as great as you can be. But take what you find with a grain of salt. Pay special attention to tactics, strategies, and methods that are backed up by solid business research and data. After all, there's no sense in trying to learn from someone who hasn't verified that their tools actually work.

What doesn't work

Lawering your prospect

Don't try to argue your way around an objection. You're not Johnnie Cochran. That glove definitely doesn't fit. An objection isn't an invitation to debate.

Getting emotional

Don't let your emotions get the better of you. If you're angry, annoyed, frustrated, even at your wit's end, remember what you're there to do: make a sale.



Check out our other books from our sales playbook series!



Handling Objections Like A Boss

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Gazelle is a B2B database deploying AI to forecast company expansion. Gazelle was born out of our desire to help business development organizations find better leads: expanding companies.

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