

SALES TRAINING



HOW TO BE A CLOSER

“Closing” refers to the final stage where a salesperson convinces a potential customer to make a purchase.

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How to use Weekly Meeting Topic Guides

What are the Weekly Meeting Topic guides: One-page topic guides to help managers educate their sales team on sales growth topics and strategies.

Goal: BSPK morning meetings are designed for one simple purpose:
to modify behaviors in order to achieve a desired result.

Weekly Topic: The meeting is intended to be delivered daily for an entire week in order to ensure that all team members have fully absorbed the content before moving on to the next topic.

Sections: BSPK morning meetings are divided into 4 easy steps.

- Introduction
- Questions for the team
- Teach the topic
- Set the expectation.

Meeting time: A morning meeting should be no longer than 15-20 minutes.

Best practices:

- Review the content before morning meeting
- Deliver the meeting in your own voice without reading verbatim from the meeting notes
- Use guide as a reference but always make eye contact with your team
- After the meeting, be present on the sales floor and be prepared to provide in-the-moment coaching where needed

Step 1 Introduction

This week's meeting topic is how to be a closer.

Step 2 Questions for the team

- Can anyone tell me what is meant by the term "closing"?
- What challenges do you face when it comes to closing sales?
- Can you share any experiences where you successfully closed a sale? What strategies did you use?

Step 3 Teach the topic

"Closing" refers to the final stage where a salesperson convinces a potential customer to make a purchase. Let's discuss some best practices for closing sales.

Build rapport and establish trust: Before attempting to close a sale, it's essential to establish rapport and build trust with the customer. Listen actively to their needs and preferences, and demonstrate empathy and understanding.

Identifying buying signals: Pay close attention to the customer's body language, tone of voice, and verbal cues that indicate their readiness to make a purchase. Look for signals such as nodding, asking specific questions or expressing interest in the purchasing process.

Overcome objections: Anticipate and address potential objections that customers may raise during the closing process. Common objections include price concerns, product features, or comparison with competitors. Listen attentively to their concerns and provide relevant information or solutions to alleviate their doubts.

Use effective closing techniques:

- Ask the client, "How does this [product] make you feel?"
- Ask the client, "Shall I package this up for you?"
- Highlight urgency and limited availability.
- Encourage the client to take it today and explain our return/exchange policy.

Are there any questions?

Step 4 Set the expectation (this is how you can say it)

Becoming a skilled closer takes time and practice. By building rapport with clients, identifying buying signals, overcoming objections and utilizing closing techniques, you can increase your sales success. This week management will be observing your interactions with clients on the sales floor and providing our recommendations where needed. If we all utilize these techniques I know that we can make a big impact.