

# SELLING FLOW



## STEP 5: THE CLOSE

In the closing stage, skilled salespersons employ persuasive techniques to prompt a decision, ensuring a seamless transition from presentation to a successful deal closure.

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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

Good morning, team. Over the next several weeks we are going to be discussing the steps of the retail selling flow. Selling flow is a process that a client advisor follows when interacting with customers. The purpose of selling flow is not to be robotic, but instead to provide a framework for building connections & closing sales. Knowing the selling flow ensures that client advisors are prepared to provide each client with an exceptional store experience & follow-up.

This week we will focus on reviewing Step 5 - The Close

### Step 2 Questions for the team

- How do you know when it's time to stop selling and to ask for the sale?
- What are some strategies that you use today to close sales?

### Step 3 Teach the topic

The goal in closing is for you to guide the customer toward making a purchase decision, overcoming objections by explaining the value. Let's review some best practices for closing sales.

- Summarize why this product is "the one." If the client commented on features they liked, use this in your closing statement.

*Example: "You said that it's the perfect color that you were looking for and you shared that you would wear it every day. I also saw how you smiled when you looked in the mirror. I think this is the one. Shall I get it boxed up for you?"*

- Do not bring up price unless the client asks. When providing the price always include a statement about the value and what makes the product special.

*Example: "The price for this bag is \$2,800. Given that it's one of our most iconic models and the 15 hours of work that goes into crafting each bag, it's an excellent value."*

- Listen to any objections and acknowledge their concerns.

- Always attempt to propose a solution for every objection.

*Example: "I completely understand your concern about the price but since it's made so well, you will enjoy many years of usage. I think you deserve to have the very best."*

*Example: "I can understand how you'd like to get your wife's opinion but what do you think she will say when she sees it? If you know she will love it then why don't you just purchase it today to save you both an extra trip to the store? If you decide to exchange it, I'm here to help you with that."*

*Example: "I can appreciate that you'd like to give it some thought but due to the handmade nature of our products, our stock is very limited. Another option you may wish to consider is to purchase it today and should you change your mind, we have a 30-day return policy."*

### Step 3 **Teach the topic - cont.**

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- Validate the customer's purchasing decision and assure them that they have made a good choice.

Example: "You have excellent taste and I can't wait to hear from you about what your friends say."

- Package the item with care and attention to detail.

- After completing the sale, request the client's contact information so that you can add them to your personal client book to stay in touch.

Pro tip: Review the daily clienteling habits checklist for ways to request client contact information.

Are there any questions?

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

This week I would like for all of us place a renewed focus on our closing technique. Management will be observing these points while we are on the sales floor and calling out areas for improvement. Let's work together to elevate each other and hold one another accountable to our company's stringent standards of excellence.