

Hometown News Online!



October 10, 2018



THIS QUOTE IS
FROM A BOOK
ENTITLED "LIFE IN
THE SLOTH LANE"

"Every mountaintop
is within reach if you
just keep climbing"

Barry Finlay

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October 23-25, 2018

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Five Key Closing Questions

Recently I got a request for questions that could be used during the close or presentation stage. These questions will vary from taking a prospect's pulse, to seeing if they are with you, to finding out if a benefit you just listed would work for them, all the way to a trial close.

1. After giving any part of your presentation, you should ask, "Are you with me so far?" You can vary this with, "How does that sound?" Or, "Do you see what I mean?" and, "Does that make sense?"

Always listen carefully to not only what they say, but to how they say it. And always allow a few seconds after they respond to give them time to add something else.

2. Any time you give a benefit, ask, "How would you use that?" or, "Could you use that?" Or, "Would that work for you?" Or, "Would that be of benefit in your situation?"

Again, LISTEN to what and how they respond...

3. Another good question to ask throughout your presentation is, "Do you have any questions so far?"

This is one of the best questions to ask, and it's also one of the least used. You'd be amazed by the kinds of questions you'll get, and each one reveals what your prospect is thinking. You must use this question often!

4. Trial closes are always good -- "Does this seem to be the kind of solution you are looking for?" or,

Upper Mississippi Main
Street Conference,
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Ballinasloe, Ireland

Just for fun!

"How is this sounding so far?" or, with a smile, "Am I getting close to having a new client yet?"

Even though that sounds cheesy, you'd be amazed by how it will often break the ice and get your prospect to lower his/her guard.

5. When you're done with your presentation, always ask, "What haven't I covered yet that is important to you?"

This is a great way to end your presentation, because if they tell you they don't have any questions, then you get to ask for the order! If they do have questions, you answer them and then ask for the order!

The bottom line is that asking questions -- and then shutting up and listening -- is still one of the most important things you can do either during the qualification stage or during the close. Use the above questions during your next presentation and watch your closes get stronger and your income get bigger!

PS - notice new e-mail address
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Lots of great stuff every two weeks!
