

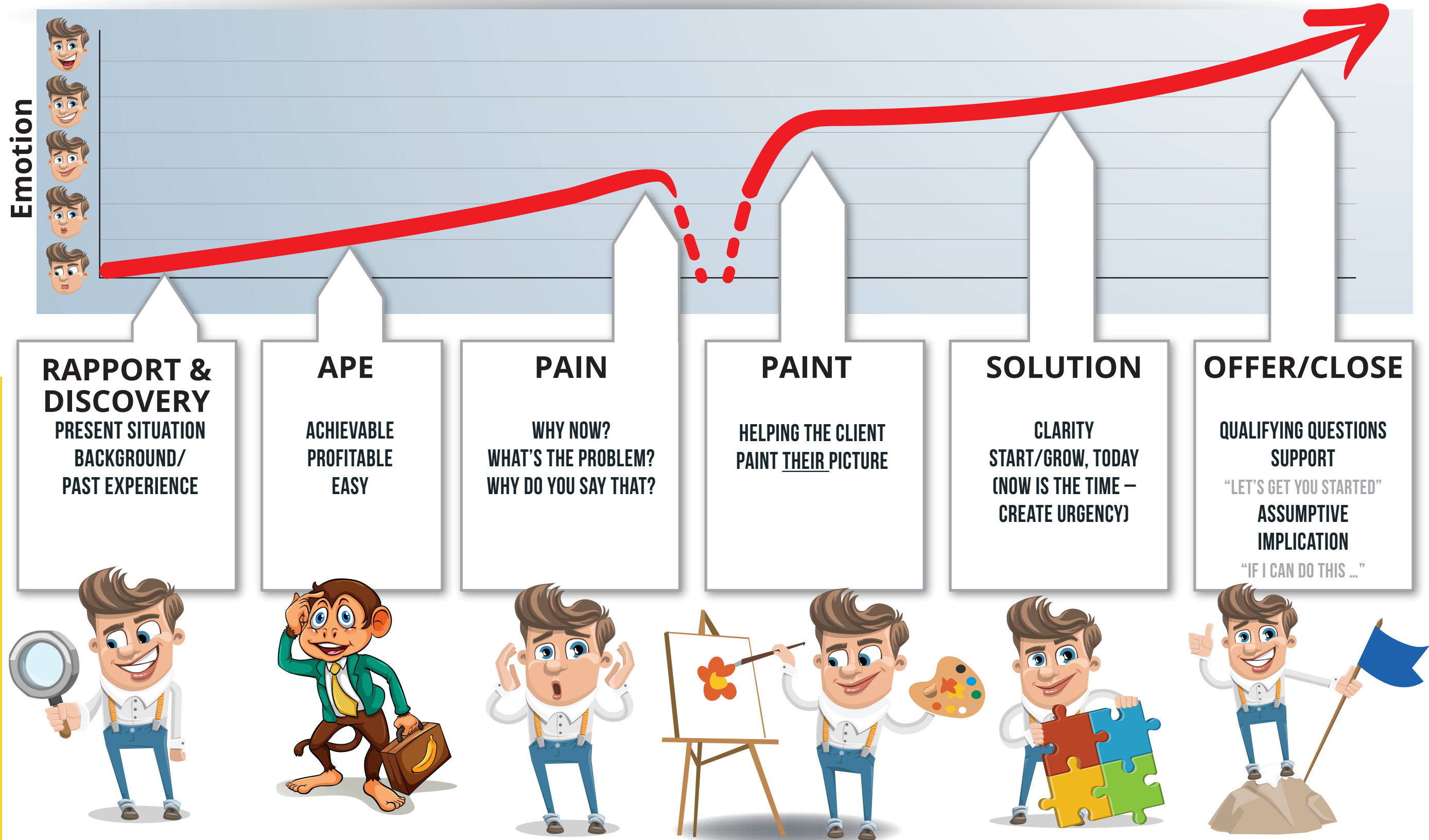
## The A, B, Cs of Sales

- Agenda
  - Bridge to Questions and Answers
    - Issues & Objectives, Qualifying Questions
  - Cut to the Chase
    - Recommendations, Clear Solutions
  - Decide on Next Steps
  - Explain Why & How the solution meets their needs

**Skills**

- Build Rapport
- Listen
- Open Ended Questions to clarify issues and objective
- Closed Ended Questions to confirm understanding
- Creating Urgency
- Be the Expert
- Collaborate

# Cut to the Chase



# OVERCOMING OBJECTIONS

**1 Find the real objection**  
Do not create objections.

**2 Validate the customer's objection:**  
Acknowledge - Paraphrase

Agree with the customer –  
Use Transitional Phrases

**3 Isolate the objection.**

**4 Overcome the objection**  
Use solution / rebuttal.

**5 Close the sale.**



# TYPES OF SALESPERSON



**Order Takers or Tour Guides**  
Knows all about the product & company, in fact has all the right answers, and appears to be tailored for the job of selling. But lacks one key thing called “magic.”



**The Salesman**  
Better than the order taker; with some push, some drive, some determination. Makes a pretty good living, but requires help on too many deals & doesn't study his profession to any great extent.



**The Closer**  
Can sell, charm, and hold the customer in a deal. Can do all the things that are necessary to be a top-notch man, and is just that—always in front of the rest of the sales force. And that is where they stop dead cold. They will not study or listen to anybody anymore. They live on past success. Yes, a closer, and a good one, but not great, not a super salesman, not a leader—just good.



**The Master Closer (The King of Selling)**  
The person everyone calls for help on a deal. They are the best, and everyone knows it. Something sets them apart from the other salesmen. They listens, learn, understands, and use a lot of charm to solve a problem simply and directly. They uses logic, and it's deadly. Two things set a Maser closer apart from other salesmen; self-confidence and showmanship. The Master Closer is many things, but specifically aggressive, charming, and positive. The Master Closer is the king of sales.

—Source, **The Closers** by Ben Gay III

# TYPES OF CLOSER



**The Jack Rabbit Closer**  
Talks a mile a minute; his enthusiasm is complete. All this rubs off on the customers and gets them feeling happy too.



**The Turtle Closer**  
The “good old boy” attitude: slow and down-home. He presents an air of honesty, integrity, and kindness.



**The Positive Thinker**  
He thinks and acts like everything is great. He is crisp and sharp, always seeing the good in people and any predicament that develops. He thinks any problem is no problem at all.



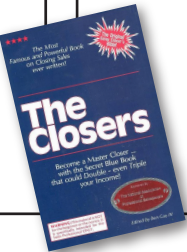
**The Negative Closer**  
He's the sleeper type. He has an “I don't care” manner as though he has other things on his mind, or is tire or lazy. He does a lot of listening to the customer and presents the customer with a take-it-or-leave-it thought plan.



**The Jolly-Golly Closer**  
He is the closer of the closing bunch; he always has jokes handy and a happy-go-lucky air. He clowns with the customers and gets them so relaxed and off-guard that they never know when he is going in for the close.



**The Magic Man Closer**  
This is the closer who always keeps the customer off balance, always keeps him guessing and wondering what the closer is up to. With this closer, the customer never knows exactly what to expect next; he is always saying something interesting and amazing.



**The Razzle-Dazzle Closer**  
He's always jumbling up the issues, only to eventually come out the winner. The razzle-dazzle closer is a master of words, the whole double-talk vocabulary is his bag of tricks. He is good, intellectual, and he knows his stuff.



**The Psychological/Methodical Closer**  
He is the thinker, the solver of problems. He uses logic as his selling tool. He knows the customer's makeup, backward and forward, and can dissect the customer's mind in ten minutes or less.



**The High-Roller Closer**  
This closer shows the people all he has done with his life and how he has made it to the top. He says if he can do it—anyone can. He flashes his diamond rings and tells about his boats and cars. He is a master of intimidation and makes the customers feel out-of-place when they are with him because he has pitched himself so successfully.



**The College Joe Closer**  
Here comes the student, or a lost son or grandson; at least that is what he acts like. He dresses, looks, and talks the part, but don't you believe it. He can close. He uses honesty, innocence and sincerity to sell. He does a super job.



—Source, **The Closers** by Ben Gay III