



Closing with Class:- The confirmation technique

To complete any deal or agreement, to deliver an outcome or proceed you need to be able to employ a variety of methods to get pen to paper, money paid, a credit card number obtained or a memorandum of understanding to complete the transaction. That simply is about **closing the sale**.

A close can be tacit, by handshake, verbal, implied, written and signed for or by an agreement to deliver on or by a certain date.

People continually ask how do they “just get on with closing the deal?” Closing is part of the sales process. It should never be under estimated or taken frivolously by the person looking to gain the business.

The confirmation closing technique picks up on a statement that the potential client has made during a discussion. You then repeat that back to them. When they agree that is what they want you naturally include that in your request to begin to complete the business.

When prospective client's first meet with you it is essential you get a brief, a direction or an idea of what they want to achieve. If they can articulate this then include that when you speak back to them by putting their words into the confirmation close

It might be things like:

- To save money
- To save time
- To be respected
- To look professional
- To be a first opportunity user

Check the original parameters the prospect set down for you to follow. When you can confirm that your idea, strategic advice, product or service will do what they asked for then there is a greater chance of gaining commitment to act by them on what they themselves asked to have delivered.

It can be simple things like repeating back to them phrases and expressions like:

- This fits in with the brief you gave me, doesn't it Mr Jones?

- You and your wife do feel comfortable with the ownership details, don't you Mr Wilson?
- If this is within your budget can we lodge the application today?
- This plan covers the outstanding loan and gives Mrs. Jones enough cash to complete young David's schooling just as you requested, doesn't it Simon?
- If I recall you asked me to construct a solution that would achieve the following? (Itemise point by point what the client requested?) I think we have been able to do that for you, haven't we Mr Jones? Can I confirm some of the details to complete the paperwork for you?
- How does delivery on the 30th of March fit in with your national promotional plans for the second quarter of the year

If they agree with you they have confirmed their wishes or requests to act on the advice from you. Then you can close the deal and seek commitment to complete paperwork or gather data that secures the sale.

Make it easy for people to make decisions. Give them choices. Give them choices on colours, models (service), delivery times, ownership options, ways to pay for the product or service, instalment/installation methods or special features for specific times of purchase.

Activity

Create your own confirmation closing scripts that apply to your industry, service or product that can be used to help you close the sale.

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