

# MASTERING THE CLOSE

## HOW TO BE A CLOSING MACHINE

Master the art of closing with simple, repeatable strategies that help you seal more deals with confidence and ease.



# HOW TO BE A CLOSING MACHINE

When it comes to closing, there are two groups of people. One group of people says “Oh, I’m a closing machine...I love closing!” and the other says “Well, I just explain my services and help people buy. I don’t really believe in ‘closing.’ I’m not a high-pressured salesperson so I don’t really do it.” Which group are you in?

Would it surprise you to hear that you need a balance of the two to really understand the art of being a closing machine and a successful salesperson?

## 1 WHAT DOES “CLOSING” REALLY MEAN?

The first step is to realize what closing is, and what it isn’t. In other words, what does a good salesperson do and what does a bad salesperson do? We’ll start with the bad.



### A BAD SALESPERSON

- + Has a set script, regardless of the client’s needs
- + Talks too fast.
- + Ad libs and bends information to win a sale.
- + Pressures people to make a decision.

### A GOOD SALESPERSON

- + Asks questions
- + Listens.
- + Talks low and slow.
- + Creates a “buying atmosphere.”

A good salesperson lets people say “No,” and they help people get what they want faster. In fact, a good definition of closing is: **Closing is the act of helping someone go from Point A to Point B faster.**

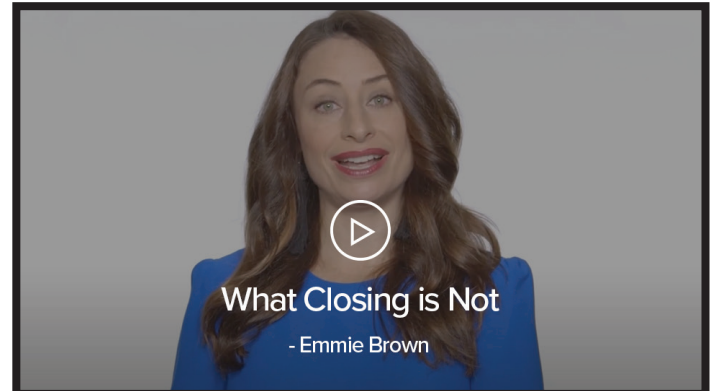
You are very good at helping people identify what they want, shortening the sales cycle and their decision-making cycle. That’s it. And when you wrap your mind around that, closing becomes a “service,” and it eliminates a lot of the barriers you put on yourself. We have a saying at Southwestern, It’s hard to be nervous when your heart is on service. And it’s true.



## 1 WHAT DOES “CLOSING” REALLY MEAN? (CONTINUED)

The wrong mindset to be in is thinking about the sale from a selfish standpoint or how much commission you’re going to make off the person. In order to become a closing-machine, you need to eradicate that thought from your mind. You should only be thinking about “How can I help this person?” or “Is this person a fit for what I do?”

Professional SWC Sales and Leadership Coach Emmie Brown explains more in this quick video.



## 2 HOW TO DEVELOP A “CLOSING INSTINCT”

Many times we’re reluctant to ask for the sale because we don’t like to be rejected. This is understandable, but the biggest mistake people make when closing isn’t failing to answer objections. The biggest mistake is not asking people to make a decision...at least, not in the proper way.

Not asking for a decision at the end of the sale is right up there with asking too aggressively for a decision, closing too soon and too often. To be a great closer, you have to develop a “closing instinct.” What does a “closing instinct” involve? Truly great closers share several common characteristics:

- + A desire to close the sale
- + Truly believing the prospect is going to buy
- + Listening for valid objections...and not dismissing them as trivial
- + Refraining from arguing with the customer at all costs
- + Using other client’s stories to overcome objections
- + Using the power of momentum (getting a “yes” every few minutes) to propel them into the close

Listen to SWC professional Sales and Leadership Coach Gary Michels explain more on this here:





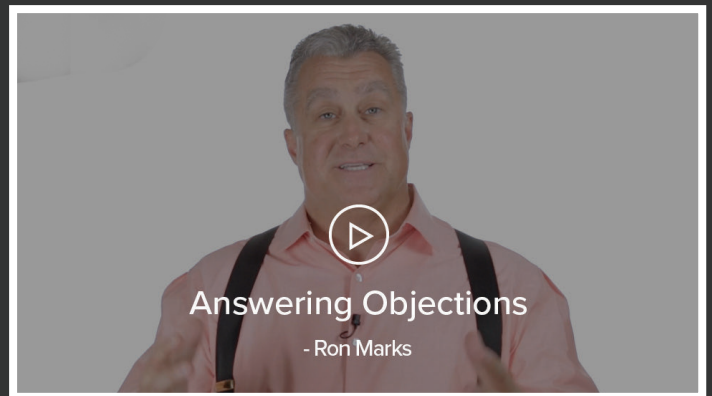
## 3 ANSWERING OBJECTIONS WITH EASE

What if you could answer every objection you ever got from a potential client? As a sales professional you have to learn to love objections. Why? The bottom line is, if they aren't bought in to what you're presenting, if they don't object, they're not going to buy. And navigating objections successfully are the key to successful closing.

There are three strategic ways in which to respond to any object you hear:

- 1 If the objection comes up too early, bypass.
- 2 If it's a very common objection, bring it up up front ("pre-emptive strike").
- 3 "Process" the objection.

Listen to SWC professional Sales and Leadership Coach Ron Marks explain how this is done here:

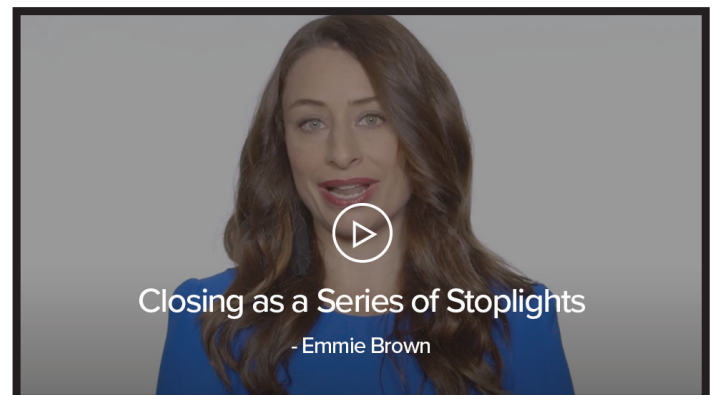


## 4 HOW TO LOOK AT CLOSING AS A SERIES OF STOPLIGHTS

Closing is never just one question. It's not getting to the end of your sale and asking, "So, what do you think?" Closing is about asking a series of incrementally more committal questions that logically funnel someone towards a decision.

Closing is a process, not an event. SWC professional Sales and Leadership Coach Emmie Brown explains more in this quick video, including the types of questions used during closing:

- + "Yes" questions
- + "Tie-down" questions
- + "Choice of two positive" questions
- + Assumptive close

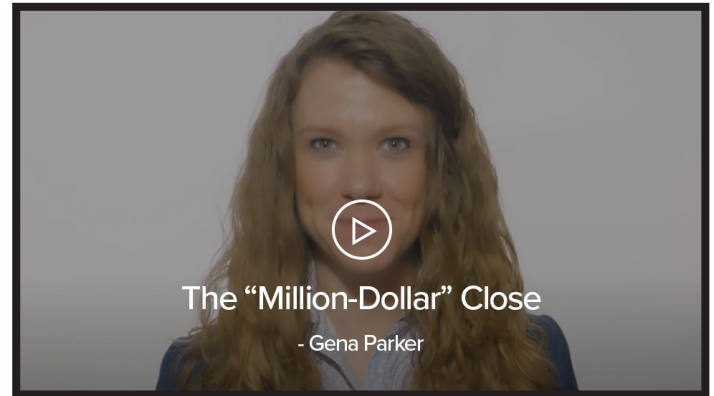




## 5 THE “MILLION-DOLLAR” CLOSE

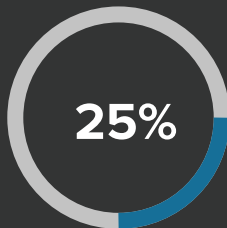
Mediocre closers ask “Do you want to?” Expert closers ask “Can you think of any reason why not?” When you’ve answered every question, every objection, and the prospect still drags their feet, there’s one more technique you can try. At Southwestern, we like to call this “The Million-Dollar Close,” because it’s so effective.

What does this look like in practice? SWC Professional Sales and Leadership Coach Gena Parker explains how to use The Million-Dollar Close to close more sales here:

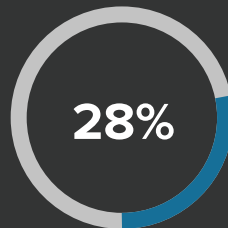


### DID YOU KNOW...

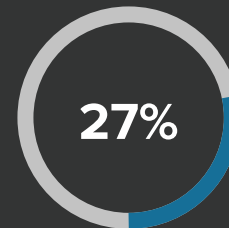
Working with a professional sales coach can **increase your income by 46%**, as well as the following:



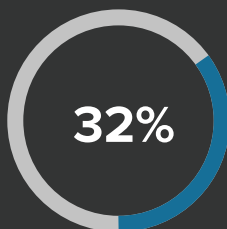
Improvement in Sales Presentation Skills



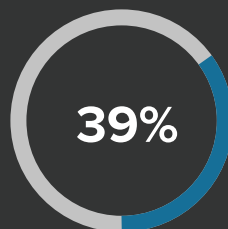
Improvement in Answering Objections



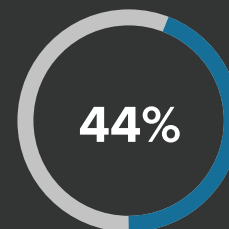
Increase in Closing Sales



Increase in Confidence



Improvement in Stress/Anxiety



Improvement in Achieving Goals



## **BONUS: 8 TYPES OF CLOSING QUESTIONS**

Work these closing questions into your sales script to close more sales and help the customer come to a decision!

### **1. If/Then Close**

- “If we can do \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_, will you be willing to move forward today?”

### **2. Tie-Down Closes**

#### **Leading questions with agreements attached:**

- “If I’m reading you right, it seems like you think this is a good idea, right?”
- Looks like a winner, doesn’t it?”
- “This would be super beneficial, wouldn’t it?”
- “This could save you a massive amount of time, couldn’t it?”
- “This should be a no-brainer, shouldn’t it?”

### **3. Trial Close Checkup Questions**

- “You with me?”
- “Sound good?”
- “Makes sense?”
- “What are your thoughts so far?”
- “How does that sound?”

### **4. The “1-10 Close” Ranking Questions**

- “On a scale of 1-10, with 10 being “sign me up right now,” and 1 being “I’m not interested at all,” where are you? Tell me why you are at a (#) and not (one # higher)? ... What would it take to get you to a 10?”

### **5. “Product, Price, Performance”**

#### **Close with a Logical Closing Statement**

**Product:** “Do you think the (product/service) is something you will use?”

**Price:** “Do you think based on the (value) you’re receiving that the investment is fair?”

**Performance:** “Based on our conversation so far, do you believe (I/we) will follow through on the customer service and deliver on what we’ve discussed?” (In other words, “Do you trust me?”)

#### **Logical Closing Statement**

- “This is a no-brainer.”
- “There’s nothing else to think about.”
- “You will be glad you made a decision to do this.”

### **6. “Yes” Question Close**

- “Based on what you’ve been telling me, this what you wanted, right?”

### **7. “Choice of Two Positives” Close**

- “What works better for you, (Day 1) or (Day 2)?
- “Would you rather meet at your office or (local meeting place)?”
- “Would you rather (Option A) or (Option B)?”

### **8. “No” Really Means “Yes” Close**

- “Is there any reason why we shouldn’t move forward today?”

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Take your sales skills to the next level with this Southwestern Consulting course on closing. Taught by some of Southwestern Consulting's top coaches, this course will help you generate more sales by arming you with the tools needed to be a better closer, get more referrals, and create an atmosphere that will make customers want to purchase from you. This self-paced online course contains 2 hours of video and 19 interactive modules that will help you grow your business in no time.

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- ✓ What Closing is Not
- ✓ Developing a Closing Instinct
- ✓ Buying Signs
- ✓ Overcoming Objections
- ✓ Closing as a Series of Stoplights
- ✓ Lead Generation Methods
- ✓ Gathering Referrals
- ✓ Prospecting Creatively
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