

Closing Made Simple:

8 Steps to Improve your Closing Ratio



Presented by:

PROTECT YOUR GOOSE

We Take The Guesswork Out Of Insurance



■ **Step 1. Do I have the closing attitude?**

Closing is an attitude. You must want to be a leader. Leaders are natural closers. People want to follow their every move, and they want to be followed. Leaders speak and act with confidence. Remember, it is not what you say; it is how you say it.

■ **Step 2. What Do I want? Are my goals clearly defined?**

Often a salesperson's failure to close is because they assume the prospect will volunteer a favorable response. They beat around the bush because they're afraid to ask for what they want. Remember, if it feels uncomfortable, it's probably a good thing.

■ **Step 3. What Do They Want? Do I understand my sales prospect?**

A sale is an agreement between two parties. Unless you're fulfilling a need for a client, you'll fail at closing.

This is a two-step process:

1. Addressing your client's need,
2. Alerting your client that you're addressing his or her needs

■ **Step 4. The Formula for Handling Objections – Am I prepared for rejection? Does rejection take me by surprise?**

A closer knows rejection is coming. They look forward to it, and they are prepared. As they overcome each objection, they know they inch closer and closer to the sale.

1. Agree with the statement. Turn a "NO" into a "Yes." Hint – Just repeat his objection back. This tells the prospect you're listening
2. Turn the statement into a ridiculous statement. Make the prospect laugh. This is a chance for you to show your personality. Look for words like "always", "never", "can't".
3. Back up with Facts – you briefly diverted your prospect's attention with humor, now tell him or her why they need to buy what you're selling.
4. Ask for the order

■ **Step 5. Assume the Sale. Do I recognize my prospect's buying clues?**

Questions most often indicate interest. Answer questions, with additional questions concerning your prospect's level of interest.

1. If I provide you with the information you're requesting, then what will you commit to?
2. What can you afford to do?
3. Can you agree you need this coverage?



■ **Step 6. Closing requires Training. Does my client understand the closing process?**

Part of assuming the sale is training your client for the close. Making sure your client is ready for the inevitable. Make sure your client understands what will happen after the close. The faster you get to the post-close process, the sooner you'll get to the close.

■ **Step 7. Am I Prepared for The Close?**

Many salespeople don't know what to do when they close. It sounds odd, but many fear success. Success breeds responsibility. Are you someone who subconsciously sabotages a close? This takes many forms but typically is defined by delays. I have found many salespeople who are all too comfortable with "pending deals." Prepare yourself for success, and success will happen.

■ **Step 8. Am I looking for repeat business?**

You have worked hard to close the sale. Now is the time to milk it. The request for repeat business reaffirms the relationship. Ask for a referral.

For more ways to improve your closing ratio quickly, contact us today!

800-749-9900 Ext. 129



PROTECT YOUR GOOSE

We Take the Guesswork Out of Insurance