

“**Closing** is a **sales** term which refers to the **process** of making a sale. Salespeople are often taught to think of targets not as strangers, but rather as prospective customers who already want or *need* what is being sold. Such prospects need only be “**closed**.”

-Wikipedia

Need. Solution. Emotion.

Become a Relationship Expert

Create emotional connections by building relationships.

- **Building strong relationships builds trust.**
- **People buy if they trust and feel a strong rapport.**

You Control the Conversation

It's not their job to buy, it's our job to close the sale.

- **They *want* and *need* what we know is best for them.**
- **And what's best for them is best for us.**

Closing Philosophy...

10 Facets.

1.

Always close on same slide, same way and on the same line.

- After Monthly Payment

Smart Energy Loan

Total Qualified Work: \$23,955.00

Total Rebate: \$1,198.00

Estimated Annual Energy Savings: \$1,329.00

Estimated Monthly Savings: \$110.75

Total Smart Energy Loan Amount: \$22,757.00

Financing Payment Term 15 years/180 months

Monthly Payment: \$191.91

2.

“So that’s everything with regards to your project and numbers.

So what do you guys think, does this sound like something you want to do?”

3.

If I get a YES I go right to pulling out the paperwork and signatures!

4.

If an objection...The goal is to get them talking.

5.

“We have to think about it...”

I understand, let me ask you what are the things you need to think about, what goes into your decision making process?

6.

“We need to talk about it...” or “We never sign right away...”

I understand, what do you guys think overall though, is this something you want to do?

7.

“Do we have to tell you now...”

Yeah you definitely do! No, of course not. But yeah if we could talk through everything and you could let me know now that would be great.

8.

What they are really saying is: they want time to feel more comfortable with everything.

So provide for that time, it does not need to be 3 days or a week, what about 10-30 mins.

9.

I want you guys to feel comfortable with everything. After kind of talking through things, what do you think, is this something we can move forward with today and get the process for the program started?

10.

Have to ASK for the business again!

Referrals

**91% of customers say they'd give referrals.
Only 11% of salespeople ask for referrals.**

- Dale Carnegie

Referrals are gold.



Referral Process

1. Ask at the Audit
2. Ask at the Final Job QA or Walk-through
3. Post-job email to clients
4. Follow-Up Call