

Admit it. Sometimes you oversell and you realize it when you lose the sale! And then you think, “how am I supposed to get from selling to asking for the order without it sounding pushy?”

Stop selling and close! Recognize customer clues and use a transition statement takes the customer by the hand from selling to closing. It’s the set up for the order and it’s really easy!

CUSTOMER CLUE: “Sounds like that might work”

SAMPLE TRANSITION: “Great! Let’s schedule the next step so we can get this in your hands.”

CUSTOMER CLUE: “I don’t know. I might need another department to review this.”

SAMPLE TRANSITION: “That’s great news! I want to make sure everyone that needs to be in on the decision is informed. Let’s get that meeting on the calendar.”

CUSTOMER CLUE: “Hmm...I didn’t think of it like that.”

SAMPLE TRANSITION: “I can see you recognize the value of this solution. The next step is a demo and then installation. How’s next Thursday at 10 for the demo?”

HERE ARE SOME OTHER SAMPLES TO GET YOU MOVING FROM SELLING TO CLOSING.

- “That’s a great question. Let’s get the Account Executive on the phone to answer any other questions you may have.”
- “Sounds like you’re ready to make a decision. We can move on this quickly. What’s a good date for the install?”
- “If we’ve exhausted your questions, why don’t we get that P.O. started?”

THESE ARE KEYS TO TRANSITIONING TO CLOSE:



Listening For
Customer Clues –
Open Ears, Shut
Mouth



Recognize The
Customer’s Need To
Move Forward And
Help Them Get
There



Using A Simple
Statement To Set Up
The Next Step Helps
You To Stop Selling
And Them To Start
Buying