

Chapter 15 Closing the Sale

Section 15.1 How to Close the Sale

Section Outline with Content and Academic Vocabulary

Section Outline

Closing Concepts and Techniques

Timing the Close

Buying Signals

Trial Close

Tips for Closing the Sale

Recognize Closing Opportunities

Help Customers Make a Decision

Create an Ownership Mentality

Avoid Threatening Words

Get Minor Agreements

Pace Your Closing

Specialized Methods for Closing the Sale

Which Close

Standing-Room-Only Close

Direct Close

Service Close

The Service Close in Business-to-Business Situations

The Service Close in Retail

Failure to Close the Sale

Maintain a Positive Attitude

In Retail Sales

In Organizational Sales

Feedback

Chapter 15 Closing the Sale

Section 15.1 How to Close the Sale

Section Outline with Content and Academic Vocabulary *continued*

Content Vocabulary

closing the sale Obtaining positive agreement from a customer to buy. (p. 345)

buying signal Something customers say or do to indicate a readiness to buy.
(p. 345)

trial close An initial effort to close a sale. (p. 346)

which close A closing method that encourages a customer to make a decision
between two items. (p. 348)

standing-room-only close A closing method in sales used when a product is in
short supply or when the price will be going up. (p. 344)

direct close A method in which the salesperson asks for the sale, when the
buying signal is very strong. (p. 348)

service close A closing method in which services that overcome obstacles or
problems are explained. (p. 349)

Academic Vocabulary

commit To give entirely to a specific activity or cause. (p. 346)

perseverance The act of persisting; continuing or repeating behavior. (p. 350)