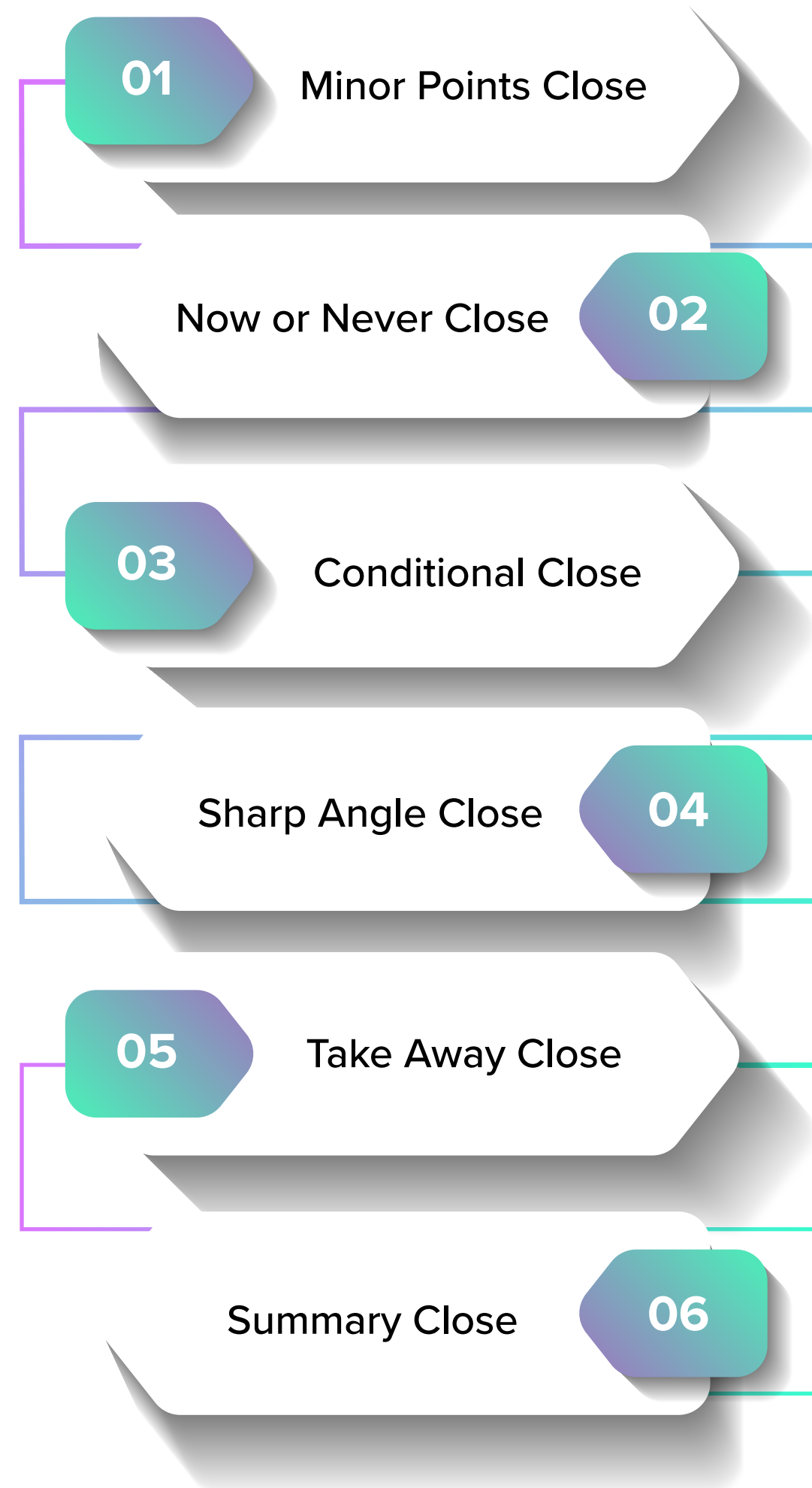


CLOSING TECHNIQUES

TYPES OF CLOSING TECHNIQUES




MINOR POINTS CLOSE



- In this closing we tell the customer about the minor points of the sale and try and close the customer on each individual point first
 - You can share configurations, size, shape and close on these first
- The aim of this close is giving them a choice in a variety of factors to choose from.
- After giving the customer multiple closings on minor points we can then close on the major points.

NOW OR NEVER CLOSE

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- This is where we prompt the customer with an immediate scenario
 - E.g.- if you book right now you get a flat 20% discount
 - This is used to create a sense of urgency and provoke a promptness of Action
 - This technique works best if the customer is on the fence and cannot decide if he would like to buy or not.



- Conditional Close is based on a Give and Take Policy
- If the Customer offers an objection, make it a condition that if you resolve the objection, they will need to make the purchase.
- This is an – “If I do this..... Then will you....??”, type of statement
- Beginning statements with ‘If I....??’ causes psychological closure
- The conditional close uses the exchange principal to build a social agreement
- The conditional close is best used in big objections that the customers may have.

SHARP ANGLE CLOSE



- When a customer asks for discounts or add-ons, it is usually because they have the upper hand
- The way to tackle this is to counter with a conditional close approach but in a reactionary manner.
- E.g if a Customer asks- “Can you give me a discount on Floor Rise?” we can say, “ I understand Sir, but if I do that will you give me 10% today itself?”.



- If one has kids, we have likely noticed if we take a toy away from them - they'll want it more than ever.
- Use this similar psychological practice on prospects.
- E.g. When they ask, "Could you give off on BSP?" reply, "Sure, will give Rs 200 per sqft discount, then you have to opt for west facing apartment which is not even facing a lake?"
- If they're balking on price, remove a feature or service and present the discounted offer to them. It's likely, they'll be thinking about the part you removed rather than the discounted price.



- Salespeople who use this closing technique, reiterate the property to the customer who is hopefully purchasing, stressing the value, USPs, benefits, returns in an effort to get the prospect to book the property.
- E.g. So we have the reputed builder Godrej, with No Pre EMI Schemes, you only have to pay 50K to book the unit, its a logical investment that can give you 500% returns in near future. When would be a good time to finalise it?
- By summarizing previously agreed-upon points into one impressive package, you're helping prospects visualize what they're truly getting out of the deal.

eLuminate

■ square
yards

THANK YOU