

BUILDING VALUE IN THE CLOSE WORKBOOK



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WORKSHOP OBJECTIVES



It is critical you have rapport and trust with the customer and understand their buying motivations and criteria. To close on money spoils the customer experience and costs you money.

You have earned the right to ask for the business and if you have delivered your soft trial closes and are in position to write up a deal do so with confidence.

AT THE END OF THIS WORKSHOP THE PARTICIPANT SHOULD BE ABLE TO

1. DELIVER QUALITY TRIAL CLOSES
2. ESTABLISH THE WRITE UP ENVIRONMENT
3. DELIVER A SUMMARY CLOSE
4. HAVE A CONSISTENT STRUCTURE IN THE CLOSE
5. DEAL WITH INITIAL OBJECTIONS WITH CONFIDENCE

WHEN A PERSON IS EXCITED AND ENTHUSIASTIC ABOUT SOMETHING IT IS CONTAGIOUS

You are really going to enjoy the way this car handles on the road, safe and smooth. You mentioned the trip to mars next month; imagine how good that trip will be?

On the test drive you can gauge the level of excitement from your check-ins and your cooking the frog trial closes.

MOVING TO WRITE UP

PROVIDING THE CHECK INS AND THE TRIAL CLOSES ARE ALL POSITIVE WE CAN NOW MOVE TO THE WRITE UP STAGE.

CHECK IN DURING THE PRESENTATION AND TEST DRIVE

1. Have I explained that okay?
2. Is that a good feature for you?
3. What do you think so far?
4. Is this what you have in mind?
5. Are we ticking the boxes?
6. Can you see the benefit TO YOU in that?

COOKING THE FROG



1. Based on your experience is this a consideration?
2. Are you leaning toward the red or the blue?
3. Let's make sure the money works and organise delivery
4. Let's grab a coffee and work out a deal for you
5. My manager will ask me if you like the car enough to buy it, what do you think?

STAGING: in the dealership where do you do the write up?



<input type="checkbox"/> Desk	
<input type="checkbox"/> Closing room	
<input type="checkbox"/> Coffee lounge	
<input type="checkbox"/> Round table in showroom	
<input type="checkbox"/> On computer	
<input type="checkbox"/> Write up form	
<input type="checkbox"/> Contract	
<input type="checkbox"/> Write Pad	
<input type="checkbox"/> Offsite	

REFERRAL PROCESS



- ☐ Face to face with manager (Referral with manager away from customer)
- ☐ Phone close (Negotiation on the phone)

REFRESHMENTS



1. Choice of refreshments, milk, herbal, special biscuits or bread
2. Real coffee
3. Do it together
4. Personal waiter (AM/BM/SM)

TRIAL CLOSE AT WRITE UP



1. What name is the new car going in?
2. Check date (Morning only) spelling of name and street and suburb

Notes

SUMMARY CLOSE WITH SECONDARY QUESTION

When you summarise the benefits and value of the product your offering, it's easier for a customer to see the value. The second question is easier to answer and carries the close.

For example

1. We have the Compact Pixie Deluxe espresso machine that takes up very little counter space.
2. It comes with a built-in frother and it has a 2-year warranty.
3. We also offer free delivery
4. Which is 00000
5. Do you want the red or the blue?

If you help the customer visualise what they're purchasing — and sum it up in a concise way — it's easy for them to understand they're actually getting what they want.

Your example

Close

Secondary question

HAVE CONFIDENCE IN THE CLOSE

1. WHAT THEY PAY IS A NUMBER
2. WHAT WE PAY IS A DOLLAR
3. CONFIRM CHANGE OVER (NUMBER)
4. ASK THEM TO OKAY THE PAPERWORK
5. CONFIRM DELIVERY WITH SECONDARY QUESTION OR
6. CHECK COLOUR, AVAILABILITY, AND ANY FURTHER ASSISTANCE THAT MAY BE AVAILABLE.

Example

Close

Secondary question

TURN A NO INTO A YES

1. Without judgment or contradiction, we start to open John's thinking
2. You reframe the situation from a threat into an opportunity for achieving their goal
3. You reconnect John's criteria to achieving the goal

PACE AND LEAD

FOCUS ON CUSTOMER CRITERIA

In all likelihood, this will change John's mind so that he stops acting as an obstacle to the sale and begins supporting it.

- Pressure creates resistance
- Acceptance creates flexibility

BUILD VALUE AND CONFIDENCE



We sell over xxx cars a month
BECAUSE

THE ADVANTAGE TO YOU IS

THE REAL VALUE

"BASED ON THAT IT JUST SEEMS TO MAKE SENSE TO GO AHEAD AND BUY IT NOW DOESN'T IT.
WHAT DO YOU THINK?"

CLOSE ON CRITERIA

FEEL FELT FOUND

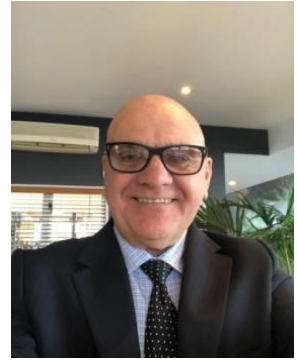
REDIRECTION

GRAHAM TAYLOR-EDWARDS

GRAHAM (GT) is a highly successful leadership, sales, service and customer experience coach, mentor and workshop facilitator.

GRAHAM HOLDS:

- *ADVANCED DIPLOMA OF LEADERSHIP AND MANAGEMENT*
- *DIPLOMA IN AUTOMOTIVE MANAGEMENT*
- *DIPLOMA OF TRAINING AND EDUCATION AND DESIGN*
- *CERTIFICATE IV IN FINANCE AND MORTGAGE BROKING*
- *CERTIFICATE IV IN BUSINESS SALES*
- *NZ CERTIFICATE IN MARKETING*
- *NLP MASTER PRACTITIONER.*



Graham completes over one hundred leadership, sales, fixed operations, and customer experience workshops each year and is the founder of Success Resources International a Registered Training Organisation (RTO) in Brisbane and Managing Director of GTE Training and Development Ltd in NZ

Born in North Wales Graham has lived in Australia for sixteen years after working in New Zealand for over 24 years.

He has served in the Royal Navy and Royal NZ Navy and is married to a kiwi girl Shelley from the Bay of Islands.

They have two children Mackenzie and Gareth and grandsons Hudson and Reo and granddaughters Avyana and Vivienne.

They live in Paihia in the Bay of Islands.