WHAT’S MY CLOSE v4 WORKBOOK

training & development

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INSTRUCTIONS

What's my close is a game you can play with two or more people, in a sales meeting or even on your own. It is designed to fine tune your immediate skills on closing the sale, dealing with any objection and then reclose.

WHAT YOU NEED:

1. WHAT'S MY CLOSE playing cards.
2. A customer and a salesperson (A manager can be involved if you use a double close).
3. The salesperson presents the deal. Use the secondary question close or similar.
4. The customer picks up a card and reads the objection.
5. The goal is for the salesperson to DEAL WITH THE OBJECTION and reclose if possible.
6. The customer picks up another card and reads the objection.
7. Overcome three objections without bringing in the manager to assist.

ASSUMPTIONS

1. The CUSTOMER AND salesperson have been on a test drive.
2. The salesperson has presented the new vehicle with passion.
3. There is positive feedback from the CHECK IN trial closes.
4. Cooking the frog trial closes have been positive.
5. Customer wants to buy.
6. THE OBJECTIONS STRATEGY IS UNDERSTOOD AND HAS BEEN COVERED IN TRAINING
7. THE AIM OF THE GAME IS FOR THE SALESPERSON TO WIN

It is your game so play it however you like. One thing is practise first:

OBJECTIONS MADE EASY FORMULA

Objections are buying signs, welcome them. The sale doesn't start until the customer says NO

In the good old days we learner a strategy called FEEL/FELT/FOUND. When you get an objection you say:

I think I know how you feel/I have had customers that felt the same way/This is what we found…

The strategy was to relax you and the customer, re-engage them and then redirect to another strategy or close.

The following is a modern way of using the strategy by developing your own way. The objective is to develop your own word tracks. The examples here are to get you started.

The disclaimer is a way to further soften the words and strategy.

THE PHRASES ARE INTERCHANGABLE AND YOU CAN ADD YOUR TAKE AND CHANGE THEM. THE GOAL IS FOR YOU TO DEVELOP YOUR OWN UNIQUE WAY OF DEALING WITH COMMON OBJECTIONS INCORPORATING THE LEADING AND LINKING WORDS.

HAPPY SELLING

CHEERS GT

SECONDARY QUESTION CLOSE

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

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 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 this month
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.

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
6. CHECK COLOUR, AVAILABILITY, AND ANY FURTHER ASSISTANCE THAT MAY BE AVAILABLE.

Summary Close with Payment Focus:

"Based on everything we've discussed, the monthly payment for this vehicle will be … If you're happy with this number, we can move forward and okay the paperwork. Would you prefer to have the vehicle delivered to your home or would you like to pick it up from the dealership?"

Summary Close with Trade-In Emphasis:

"We are in a position to offer for your trade-in $…which gives you a great changeover number of … Let's go ahead and finalise the paperwork. I can check on the colour and availability to ensure everything is perfect. It is the blue isn't it.

Summary Close with Delivery and Customisation:

"The changeover which includes 1,2,3,4 is… Just okay the paperwork to secure everything. Is delivery next Monday after 4pm still okay.

These closes are designed to reinforce the value proposition, confirm the customer's satisfaction with the terms, and smoothly transition to finalising the sale while addressing any last-minute needs or preferences.

RE-FRAME TECHNIQUES

1. RELAX
Softening statement

2. RE-ENGAGE - Universal
It's okay to think that way

3. RE-DIRECT - Back to Process and WIIFT
Our vehicle Their vehicle Terms Accessories

RELAX	RE-ENGAGE	RE-DIRECT
That's fine Of course Seems reasonable How exciting is that No problem I understand That's interesting Sure Makes sense Good question	I hear that from time to time That's worth considering Occasionally some customers feel that way initially Some customers have felt that at first That is not an unusual thought Tell me more	May I suggest… Let's assume for a moment that everything works out is there any one thing your concerned about Please allow me to make sure we have everything covered My manager will ask me what stopping you, what shall I tell them? Tell me if this will work. Are you happy with the vehicle, the trade price and the change over? Let's take a moment and re-check the package

DISCLAIMER
The figures are the easy part If you're not happy just tell me no. If you're not happy we are not happy Let me check with my manager I have an idea, give me a moment

LEADING WORDS

Based on what you have told me

It's probably sensible to

You will start to notice

You will probably find

I am not sure this will work for you; if it is yes /no at least we have tried.

REDIRECTION AND SOFTENING WORDS

By the way

Just a thought

Funny you should say that

Here's a thought

Thinking about that

What do you think?

I was just wondering

Am I right in saying this?

TIE-DOWN QUESTIONS

Tag questions can be used to turn an uncertain question or statement into a more certain question or statement. We use tag questions to invite people to share our certainty about something.

Examples: isn't it?, doesn't it?, hasn't it?, wasn't it?, aren't they?, shouldn't it?, wouldn't it?, won't it?, couldn't you?

QUICK CLOSING TECHNIQUES WITHOUT GIVING MONEY AWAY

STALL	RELAX	RE-ENGAGE	RE-DIRECT
1. LISTEN ISOLATE TEST COMMITMENT	That's fine	If that was not an issue. Putting that to one side for a minute.	Are you happy to go ahead? Are you happy with everything else? *If there is nothing else let's get the paperwork done so you can get your new car ready, what do you think?*
2. BUILD VALUE CLOSE	We sell over 100 vehicles every month because…	The advantage to you is… The real value is…	Taking that into consideration it seems to make sense to go ahead doesn't it. What do you think?
3.REDUCTION TO THE RIDICULOUS	Is it fair to say you have wanted this type of vehicle for a long time.	$2000 divided by the days of the length of ownership (5 years 1800 days) compare the amount to a small daily purchase (coffee)	Based on what you have told me a few dollars per week is not going to stop you going ahead is it? It is probably the price of a cup of coffee?

COMMON OBJECTIONS

STALL	RELAX	RE-ENGAGE	RE-DIRECT
1. JUST LOOKING	That's fine	That's where it all starts.	We have a fantastic selection here for you. Have you been looking for long?
2. JUST STARTED LOOKING	How exciting is that	What a great time to buy a new car.	What is the most important thing for you in the purchase?
3. ANOTHER CAR TO LOOK AT	No problem	I'll make sure we give you all the information so you can make an informed comparison if you need to.	But may I ask you what do you think you might find in the other vehicle that we have already identified and your happy with in our vehicle here
4. FREE 5 YEAR WARRANTY	That's interesting	If the length of the warranty was not a concern which vehicle, do you prefer?	May I ask how long will you own the car for? If less than 3 years what's the point you're going to sell the car anyway.
5. THE OTHER CAR IS CHEAPER	No problem	If both cars were the same price which one, would you prefer?	I am glad you said that (ours) may I ask why? So why not do it and get the car you want. You will be so much happier in the long term.

STALL	Relax	Re-engage	Re-direct
6. $10000 LESS FOR THE OTHER CAR IS A LOT OF MONEY	I understand	That initially may look a lot, but you get what you pay for don't you. You have to expect to pay more for a premium brand.	But think of the quality and the value which is retained over time. Are you paying monthly?
7. $10000 IS A LOT OF MONEY	Sure	I can't argue with your taste. Quality is quality and always cost a little more doesn't it?.	Would you agree money is soon forgotten when you're happy with the drive, comfort and safety, not to mention a great resale.
8. I WANT MORE FOR MY TRADE	Of course	Most people do, but we don't make the market we only work with it. Our buyers are usually up to date with values	They may offer a bit more if your vehicle is for sale. If we can get an additional $250, can I tell them it is a deal?
9. I WANT A BIGGER DISCOUNT	That's fine	Most people do. Those were the good old days.	Since the internet prices have to be sharp or you would not come in. Let's look at an alternative which could save you $3000 or $50 a month.
10. I WANT TO THINK IT OVER SLEEP ON IT	I think I understand	That tells me is maybe I have not covered everything. When I consider buying something it usually comes down to four things…	The company, the salesperson, the vehicle the deal, which one is the biggest concern?
11. IT IS MORE THAN I WANT TO SPEND	Seems reasonable	Would it be fair to say that this will not be the first time or the last time you pay a little more than you planned because you knew it was the right thing to do.	Why not do it anyway and you can get on with the weekend.
	Sure	Here is a good thought; always buy as a seller. Most people will pay a little more to improve their position and get the car they really want.	Let me see if I can ask the manager if we can offer you a… will that help? They will ask me if they agree will you buy the vehicle now?
	No problem Sure	Okay, it looks a little more than you initially planned but why not leave it up to the specialist, if it is not affordable, they will tell you.	If the figures don't work, we would not expect you to go ahead, but I am confident our BM can make this work.

STALL	RELAX	RE-ENGAGE	RE-DIRECT
14. I WANT TO TALK IT OVER WITH MY…	Of course	That makes sense, may I ask if they say yes will you do the deal?	Why not sign up and surprise them. Secure the vehicle now and we can firm everything up in the morning.
		That's understandable. You want to chat it over before deciding. Just so I can help make that conversation easier, what's the main thing they'll want to know, price, safety, or how it fits your needs?"	"Perfect, how about we jot down the key details and figures so you've got something clear to show them? Or if it helps, we can arrange a quick call or visit when they're free so they can ask any questions directly."
15. I WANT TO SHOP AROUND FOR A BETTER PRICE ON THE SAME BRAND	I understand	We all buy the cars at the same price but any dealer can beat any price by a couple of hundred dollars.	Would it make sense for me to let you go knowing that our price can be beaten by more? I tell you what let me see if I can get that for you now. Just okay here.
16. I WANT TO WAIT	No problem	The prices may go up, interest rates are going up and stock is the best it has been for years.	Would you rather pay less now or more later. Sell your vehicle before it goes down in value.
17. WHAT'S YOUR BEST PRICE	Good question	The price is the easiest part.	My job is to help you find the right car, with your budget in mind. To help with that we offer financing, insurance and lease deals on our vehicles because we want the experience to be easy, simple and convenient.
18. WHAT'S YOUR INTEREST RATE	Good question	That depends on certain criteria which is changing all the time	We have a specialist business manager here who can go over all the options and help you select the best one for you

STALL	RELAX	RE-ENGAGE	RE-DIRECT
19. WE ARE IN A RECESSION	That's interesting	How many times have we heard that?	Recession, maybe, maybe not. Only we can control that, and we just got to get on with life. There is no better time to buy, prices and interest rates are going up and stock is the best for years, At worst it might a few dollar a week more.
20. IT'S THE FIRST PLACE I'VE BEEN TO	That's fine	Most people like to check out a few places before deciding. Out of curiosity, what caught your eye about this model that brought you in first?	Awesome, well since you're still exploring, let's take this one for a quick drive so you've got something solid to compare the rest to. You'll know straight away if it is what you want or not.

TAKE AWAY

ABOUT US

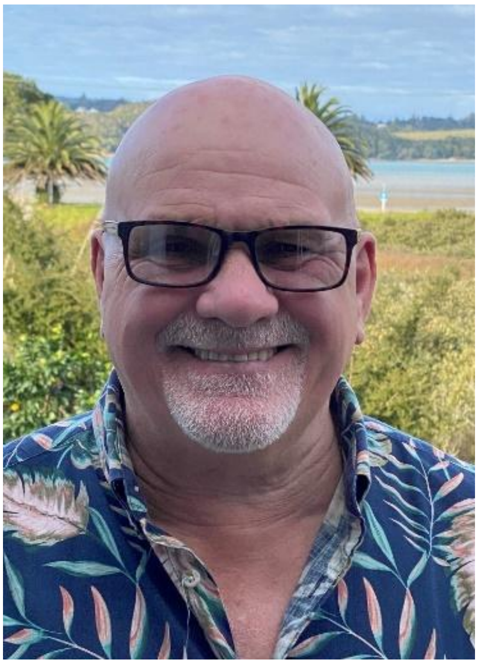
Graham (GTE) leads over 100 workshops annually, focusing on leadership, sales, fixed operations, and customer experience. He's the founder of Success Resources International, a Registered Training Organisation based in Brisbane, and the Managing Director of GTE Training and Development in New Zealand.

Originally from North Wales, Graham has spent 17 years in Australia (2001 – 2018) after more than two decades in New Zealand. His background includes service in both the Royal Navy and the Royal New Zealand Navy.

He's married to Shelley, a Kiwi from the Bay of Islands, and together they have two children Mackenzie and Gareth, along with four grandchildren: Hudson, Avyana, Reo and Vivienne.

Graham (GT) is a highly regarded coach and workshop facilitator specialising in leadership, sales, service and customer experience. He brings a wealth of expertise with the following qualifications:

- 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
- New Zealand Certificate in Marketing
- NLP Practitioner



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