

Closes! Who Has Them?

June 2021

Every time I do a sales training class, I ask people how many closes they have. Do you know what most people tell me? Zero or one- that's it! So, I thought I would offer one of my favorites this month. If you would want me to send more, let me know — I have many that may help you.

This month let's talk about the **Balance Sheet Close**. This is a common sense close I use often and yes, it works. See what you think and let me know.

When the decision is weighing heavily on your prospect's mind and you can't seem to pinpoint the final objection, help them weigh the facts involved.

Say "History has proven that most great decision makers believed that a good decision was only as good as the facts. The last thing I want to do is encourage you to make an unwise decision. However, if it proves to be a good decision, you would want to make it, wouldn't you?"

"Fine. Do you mind if I help you?"

"Let's draw a line down the middle of this pad and on this



side, list the facts favoring the right decision today. Then over here, we'll list the reasons against it. When we're through, we can count the columns and at that point make the right decision."

Help them come up with as many pluses as possible. After, lay the pen down on the pad and let them come up with the reasons against.

"Okay. Let's add up the columns and see what we've got. Now that's _____ for it and _____ against

it. The answer seems obvious, doesn't it?"

"Let's go ahead and get this installed and protect everything that is important to you. Would you like Tuesday or Wednesday?"

Do not help them with any reason against the purchase, but be very certain to help list the many reasons they should buy. Make sure the reasons for getting the security system is larger than the reasons not to.

Good luck and happy selling!