

10 Steps to Solution Selling

Step 9

Everyone is selling something to someone!
How to sell solutions and get win-win outcomes

Closing with Confidence

How to Confidently ask for commitment by managing your internal dialogue.

Once again – in this step, we really need to be aware of our internal dialogue! If not, it will reflect in our non verbals. And just to remind you - our non verbals reflect 93 % of the message we communicate! To illustrate this, I'd like to share an experience with you.

How we nearly bought a Time-Share!

My family and I went to Coffs Harbour on a family holiday. At the reception, when we checked in, we were given the option of attending a presentation on “holiday time share” in return for a Coles shopping voucher. My hubby said “lets do it and get the voucher BUT WE ARE NOT BUYING ANYTHING!”

We duly attended the presentation and the sales consultant was brilliant. In fact, she followed the previous 8 steps, that I have shared with you, to a tea! She had my husband eating out of the palm of her hand and had overcome every objection with grace and ease AND believe it or not – we were now seriously considering buying a time share! Then she made ONE fatal mistake. She offered to make us some tea and bring us muffins – which was simply a ploy to bring in the closer!

(What a ridiculous notion! The idea that closing is a technique that only some people master – rather than leaving it up to the person that has asked all the right questions, overcome all your objections AND built the trust and respect you need to do business with.)

“The closer” sat down with us and went into the financial sales pitch. But before he did, his non-verbals betrayed him. When my husband raised a question about the financials – his ‘non-verbals’ betrayed him again. His ‘non-verbals’ gave him away. I noticed an ever so subtle tightening of the lips and stiffening of the shoulders, that betrayed his internal dialogue of what I can only imagine went something like this

“Oh shit – this is a bit tougher than I thought. Or I desperately need to close this !”

The end result was we ended up walking away as the conversation went downhill from there, with the CLOSER getting more and more rattled, until the Titanic finally sunk and the sale was lost.

She had not learnt the art of ‘Closing with Confidence!’

Jacqui
Perkins.



So let us examine the role of the INTERNAL DIALOGUE, when it comes to closing!

We need to choose to think thoughts such as these ...

"I am confident that I have uncovered all their needs"

"I am confident that I have a solution to meet their needs / address their challenges / overcome their obstacles"

"I am here to help this person to make an informed decision – I am not here to sell them anything"

"I know that I have presented a good solution to meet their needs so I am confident that they will want to make a commitment to work with me"

"I am a trusted advisor I want them to be successful"

Once we have this confident and assertive thinking – the confident and assertive behaviour will follow.

Remember – you cannot change the way you behave until you change the way you think!

Some additional tips around closing with confidence, is to use language that implies that the decision is already made .. such as

"So WHEN will be a good time to go through all the paper work"

"What day next week works for you to complete the paperwork"

"So which option do you prefer, so that I can finalise the last few steps for you"

OR you may want to ask what I consider some Tension Questions – if they are fence sitters and have been taking up a lot of your time – you might want to get them to think of the consequences of not making a decision.

"If you don't go ahead with this – what options do you have in place as a back up?"

"What are the benefits of delaying this decision – what will change in the next 3 months"

"What are the consequences of delaying this decision? Are you in a position to wait that long?"

Whatever language you use – remember it is your internal dialogue that is the most important.

You have done someone a great service by offering them a solution that will enhance their situation, solve a problem or leverage off an opportunity that will benefit them. Therefore you can confidently ask for their commitment and you'll be 'Closing with Confidence!'.

Join me for the final STEP TEN

Review and Revise – where we will look at a complete summary of all Ten Steps to Success Solution Selling!

**Until next time.
Be Bold. Be Curious.**

**Jacqui
Perkins.**

