

Some interesting selling points by JustSell.Com are worth considering when making a sale.

Consider these points in your closing checklist:

- Is there value in my product or service for my prospect?
- What is the hard dollar value? (*return on investment, money savings, etc.*)
- What other value is there? (*prestige, safety, non-monetary improvements, etc.*)
- Does the prospect understand and value the benefits of my product or service?
- Is a decision to buy my offering better than a decision to create my offering in-house?
- What risk to the prospect must I minimize or alleviate in regard to this buying decision? (*financial/time of implementation/oppor.cost/prestige*)
- What urgency have I created to encourage the prospect to move forward now? (*time to market, discounts, delivery incentives, guarantees*)
- Why is buying my product or service a better decision than moving forward with my competitor or taking no action at all?

Action-oriented sample closing statements:

- ▶ Would you like to move forward?
- ▶ Are you ready to get started?
- ▶ Can we go ahead?
 - ▶ We can start the process today with a credit card if you'd like.
 - ▶ We can deliver it to you by the close of business tomorrow if you'd like.
 - ▶ We can have it delivered by the end of the month if we can get a signed contract into the implementation department by Thursday.
- ▶ Should I forward a contract so you can get started?
- ▶ Would you like to try it for a quarter?
- ▶ It'll take a few weeks to process and ship the order so if you're interested in moving forward, we should start the paperwork now.
- ▶ Let's get this off your plate and start the paperwork. What do you think?
- ▶ Let's start the process so you can get onto your other priorities. Sound good?

Note: Any closing statement should be delivered or asked with confidence and an expectant attitude

Now . . . Sell, Sell, Sell!