

4.5 Closing

Introduction :

You build the foundation for an informed, mutually beneficial decision by understanding a customer's needs and helping the customer by understanding a customer's needs and helping the customer understand how your product and organization can address those needs. If you do a good job of probing and supporting, both you and the customer will be ready to move ahead, and closing will be a natural next step in your dialogue.

Your goal in closing is to reach agreement with the customer on the appropriate next steps, if any, for moving a mutually beneficial decision forward.

Q. When to use the skills of Closing?

Ans. You use the skill of closing when:

1. The customer signals a readiness to move ahead
2. The customer has accepted the benefits you've described

Check the situation (s) described below in which you would use the skill of closing

- You've explored and supported several needs. The customer has accepted the benefits you've described and indicated that he has no additional needs or concern.
- You've discussed the first need revealed by a customer and the customer seems impressed with the benefits you've described. You don't know if he / she has additional needs.
- Towards the end of a call, the customer says " Sounds like you may be able to help us."
- You've supported three needs. The customer is smiling and nodding

To close a call or sale,

- Review previously accepted benefits
- Propose next steps for you need and the customers
- Check for acceptance

Check the appropriate statement (s) below:

In the first step of closing, you review:

- All the benefits you've mentioned in your discussion.
- The benefits that has been accepted by the customer
- The features that make your product and organization unique
- The needs that are most important to the customer

Q. What steps do you follow when you Close an Order?
