

## Gaining Commitment

Never pass up the opportunity to gain commitment



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## First and Foremost: EARN IT

- Closing should be the next natural step of a well executed sales approach.
- NOT.....
  - A random question
  - Out of the blue question
  - A sneaky trick

**If asking for the business is a terrifying experience then you are probably doing it wrong**

**If it feels dirty – it probably is**



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## What do you ask for?

- First, make it specific...
  - **Primary Goal:** outcome that gains a reasonable next step from the buyer
  - **Visionary Goal:** outcome that gains a highly positive next step from the buyer
  - **Fall-Back Goal:** outcome that keeps the situation alive and moving toward better outcomes
    - Should often have multiple fall-backs
    - Another meeting is often a weak fall back unless this meeting has a specific purpose and proposed outcome



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## The Triple A of Closing

- **Assume**
  - Assume you will ask – this should be no big surprise to either party
  - DO NOT assume they said yes.
- **Ask**
  - In plain English, ask directly for something specific, then SHUT UP and wait for their response
- **Assert**
  - Don't take no for a final answer – be assertive and find out what is holding them back



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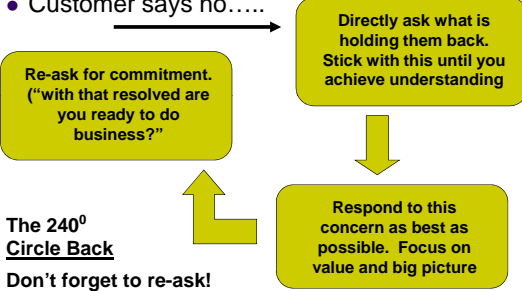
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## Circle Back: No is Temporary!

- Customer says no.....



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## Dealing with the Stall

"Let me think it over and get back to you"

- **Circle Back (Primary Response)**
  - First, directly ask what is holding them back
- **Check Pulse (First Back-Up Plan)**
  - "If you had to decide right now....."
  - "What would you recommend to the buyer?"
- **No Commit + Meeting**
  - "Can you promise not to make any other commitment until we have spoken again" (plus set up meeting)
- **Communication Commitment**
  - "Will you promise to call me with any questions, concerns, better offers or such. Here is the best way....."



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## Barriers to the Close



- **Did Not Earn It**

- ID the buyer's needs, present targeted, value based solutions, directly deal with the buyer's objections and then asking is the next natural step. This is EARNING the close.

- **Fear!**

- This is often a result of not doing on-going closes (issue closes, objection closes, etc.) thus the final ask seems large and looming. Ask early, ask often to set up the final close.

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## Closing: Final Thoughts



- **Prepare**

- Think about closing options before interactions

- **Practice**

- Before an interaction and in your day-to-day life

- **Point**

- Point to a specific solution by asking directly

- **Plain**

- Use plain-English and avoid extra words

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