

# STANDARD CLOSES

THE TIMESHARE COACH

## **ASSUMPTIVE CLOSE:**

The most powerful close that is used by every sales leader in every industry

You are assuming they said "YES" to purchasing and say something similar to the following:

"Congratulations! Welcome as our newest member/owner!" And extend your hand for a handshake.

"I'll get started on the paperwork now and you folks can begin filling out the credit application."

Usually the assumptive close is preceded by a series of favorably answered trial closing questions and a buying signal, or signals, have been detected.



Best used when you have a firm buying signal.

## **ALTERNATIVE CLOSE:**

Including questions suggest two answers and both answers ASSUME your Guest is going to purchase. If the question is a closing question and the Guest answers “yes” to just one question, they are an owner.

This is the most popular close because it’s less threatening for both the in-house sales executive and the Guest; AND regardless of the answer, it’s what you want to hear.

“Would you be paying cash or by credit card?” (BE SILENT)

“Would you like to own 20,000 or would 30,000 better suit your vacation needs?”

Sometimes the Guest can agree to a smaller detail rather than a larger commitment issue that brings you to a sale.

“Well, you seem to like both the use and exchanging aspects of owning. Which will you be doing first as an owner?”

When you have a strong buying signal, this is a great close to use depending on social styles.

## **DREAM VACATION CLOSE:**

This is an excellent close when the guests are stuck, hesitant or even in the “think it over” mode. It requires four key elements. (1) During the Discovery, the in-house sales executive must have drilled down to identify the history of the guests dream vacation and how important it was to them (2) The guests must have been pretty passionate about their “Dream Vacation”. (3) The in-house sales executive must remember and be able to describe back to the Guest that dream vacation in rich detail. (4) It must be a dream vacation that you can provide to them.

“John and Mary, remember that dream vacation you described for me earlier in our conversation? The romantic trip to (location) where the two of you were going to

(fill in the activities, romantic spots, etc.?) How long have you had that dream? (If years, the closing strategy would be:) What about this vacation is going to change in the future if you choose to do nothing today? Will it still be a dream in 2-5-10 years? Will it still be the wrong time, too much work to make it happen or something else to keep it out of reach?

Or will you join and make that dream a reality by beginning to plan for it starting today?

## I'LL THINK IT OVER CLOSE:

Everybody, across the Timeshare world, has heard those words...*"We need to think about it!"* Will they think it over? Yes, all the way - and only to - the front door or checkout, and then they will, unquestionably, forget you, your offer and your opportunity forever. **BELIEVE THIS!**

OPTION #1: "Getting to the money and breaking the pact"

"I feel that I've gotten to know you quite well over the past 90 minutes because you've been kind enough to share quite a lot about yourselves and your family, and what you enjoy. You own your own home, take exciting vacations and I know you both worked very hard to provide all the very best for your family."

Pause for a second, perhaps with a bewildered look.

"Obviously something is causing you to hesitate, and I'M SURE IN YOUR MIND, it's a very good reason. *Knowing in my mind how much this makes sense for you and your family, do you mind sharing with me what is **REALLY** causing you to hesitate today?"*

Objections are signals to keep selling, asking questions and listening.

Throughout the Presentation, you need to constantly refer to owners who purchased through you, that are just like the Guests you are presently touring.

Using Feel/Felt/Found and powerful third party stories will always help you when closing to make the same third party references to past owners who felt the same as your present Guests.

*"Do you like (your resort area)?"*

*"Are you going to vacation in the future?"*

*"If you owned it, would you use it?"*

*Do you see the value in ownership of vacations?"*

"Well none of this is going to change and it will all be the same tomorrow. The same luxurious condominium, the same pristine beach, the same pool, the same golf course, the same tennis courts, and the same bike path. What will change is your INITIAL VISIT INCENTIVE value added to ownership. Since nothing is going to change between now and tomorrow, except your First Day Benefit. You are in the right place at the right time, and THIS IS THE MOMENT to take advantage of the opportunity."

If the guests still take the thinking posture, there is still another opportunity.

"The one thing I want to impress upon you today before you leave, is that the decision of "Yes" is **"Yes"** , the decision of No is obviously No, but "I want to think it over" is a **"NO"**

"You, in your heart of hearts, may truly think you may still purchase the standard package. In reality the business person in you today, will not allow you to pay the same price for less value tomorrow. I understand this, but simply want *you* to understand this."

"So I feel quite confident that you know it is the right thing to do, and more than anything else, *it just makes good sense! So, why don't treat yourselves and become owners?"*

#### **OPTION # 2:**

"Have you ever noticed how some people always seem to be in the right place at the right time? There is a very interesting book called "The Wealth of the World" by David Steris. **Essentially, it demonstrates how many of the mega-wealthy people, over the past 70 years, did not amass their vast wealth because they were brilliant, but rather as a result of "Being At the Right Place at the Right Time."** (timing), **and seized the opportunity after recognizing it as such.** Timing alone isn't enough and the proof of that is that everyone has numerous *"I would have, I should have and I could have"* stories."

"Today you've inadvertently found yourself with me in our sales center. Four weeks ago, if you made a list of 15 things you thought you would be doing in the last four

weeks and had to choose 13 of these things, I'm sure being here today would not have made the list."

"However, somehow, you are here now and in the right place at the right time. Your timing could not be better because of Today's Incentive represents today a total value of "X" dollars. Based on what you've shared with me about how you vacation and the dollars you are currently spending (and activities they have already committed to you), I honestly feel that you should get involved with us simply because **it makes so much good sense** for you and your family to take advantage of being in the right place at the right time. Why don't you try it out and join?" (BE SILENT!)

### **OPTION # 3:**


*"How many times have you heard people say, I have no luck at all; I never get a break?"* I really don't have compassion for those people. In 99 out of 100 cases, luck has nothing to do with it. What it boiled down to was that they just did not recognize an obvious value and great opportunity. Here is the opportunity for you and your family to possess a lifetime of high quality, luxury vacations, made more economical, more efficient and more enjoyable. There is really no reason to ignore this great opportunity. Why don't you seize the opportunity and make a choice that will give you and your family many years of high quality enjoyment while saving you money on your future vacations forever?" (BE SILENT!)

Invite "Think it Over" Guests to speak to owners at the weekly owners party or any other scheduled owner event that is fun if you can. Of course have testimonials from your owners to hand, even a few from an owner who wanted to think and now having amazing vacations. Why not? This is your last chance.

### **TOO MUCH MONEY CLOSE:**

The "willingness" to pay and the "ability" to pay are two entirely different issues.

Cost is often the primary reason not to buy. However, when polled in a study by "Ragetz Research Group", 64% of those who didn't purchase stated that price was not the ultimate reason. They said it was the easiest way out of not having to make



a decision that day. Again, that is why we shouldn't take the head-fake and **"GO THE DISTANCE"** .

With good relating, a thorough Discovery and lots of trial closing, a true Timeshare Sales Professional can and will reveal the true objection....fact!

When your Guest gives **"too much money"** as an objection, what he or she is really saying is **"you haven't sold me on the value I have to pay for...fact!"** The problem hasn't been made large enough - PAIN - or the solution hasn't been made small enough - YOUR PRODUCT.

The real value of gaining commitments throughout the presentation has now surfaced. If you had strong commitments prior to moving forward through each segment of your structured Presentation, you may avoided hearing the Guests do not see a good value for their hard-earned dollars at the closing segment of your presentation. Basically you have not put yourself in a position to review the points that should have been agreed upon previously. You've wasted both your valuable and income producing time, as well as, your Guests time.

When a Guest tells you "the price is too high", do not immediately respond with a knee-jerk question like,

*"Why do you say that?"*

Whether their objection over the cost is valid, or not, first be empathetic and use "Feel, Felt, Found" (3rd party stories) This way you can determine whether the objection is valid, or just a response to throw you off. If the objection is sincere and valid, you need to regroup and concentrate on value relative to their needs and possibly comparing your product to the competition's product.

#### **OPTION # 1:**

"When purchasing things on a daily basis, everything seems to cost too much, isn't that right?" Ten to fifteen years ago, houses, cars, gasoline, and food all seemed to be too much, but what if we could pay and lock in those prices today? We would pay those prices in a New-York minute.

Unfortunately we can't. Yet that's when at the earliest opportunity we purchase our homes. We spread the cost over many years knowing at the end we own it and can pass to our children and grandchildren. That's why many owners purchase. They spread the cost over many years while using it and taking many great vacations

knowing at the end they will own it outright and their children and grandchildren will benefit.

Isn't it worth having, (review 4 or 5 strong benefits you have discovered are of the greatest value to the Guest)

"Let's sit down and figure out how you want to have your names appear on the deed so you can be part of this exciting and economical program, and not have a few bucks a day keep you from this great opportunity."

**(BREAK IT DOWN TO THE RIDICULOUS!)**

You can't be successful until you cope with the money objection that will invariably present itself on a daily basis. Get the numbers and formula down pat and use it.

**OPTION # 2:**

***"When you tell me that the price is too high, are you saying that it is too high compared to something similar to our product?"***

If they identify a competitor's resort, you are again in a position to get yourself back on the rails of selling to present the specific advantages your resort offers.

Advantages you may now present could be ones that they may not have been aware of had you not asked this question.

You need to know your competitor's prices, product and benefits.

(ALL PART OF YOUR PRODUCT KNOWLEDGE)

**OPTION #3**

"What can you purchase for (the price of what they are considering) today will last FOREVER- your lives your children's lives and most likely your grandchildren's lives."

"We already know what you've spent in the past. You don't have a deed to show for that and we have determined what you will spend over the next 20 years (state the figure). **Based on this, why don't we go put your name on the board and try it out?"**

**SUMMARY:**

Keep the facts firmly in mind that the Guest will not pay any price unless they are firmly convinced that the value they are getting is greater than the hard earned dollars you are asking them to spend today....fact!

## **MONEY AND TIMING CLOSE:**

“You know, John and Mary, most things depreciates, Even money itself right? So today you have an easy choice. Do you want to retain all of your spendable income watching it depreciate, or do you want to own something you really want and need, things that provide enjoyment for your family and yourselves and will be an asset as well.”

By the way, I wouldn't be asking you to make a decision if I weren't so sure, from all that you've told me concerning (isolate 3 strong commitments you earned during the presentation); which means to me that you would receive enormous personal benefits in years to come , as well as, for your children and grandchildren. So why don't we start your paperwork so you can go out and celebrate your joining tonight?" SHUT UP.

## **GENERAL COLIN POWELL CLOSE:**

This involves a statement that General Powell made during the Gulf War that relates to indecision - a Third Party Story

“I recently heard something that General Colin Powell, one of the greatest military minds of our era said these are his word: “Indecision has cost American business and the American government billions, even wrong decisions.”


This is a decision, isn't it John and Mary?

What happens if you say yes and what happens if you say no?

If you say No nothing will happen. Everything will be the same tomorrow as it is today. You will spend more money each year guaranteed!

You will pay much more to stay in a hotel room or rooms without the luxury that you've experienced here today.





You won't be converting your vacation dollars to a real estate asset that you can enjoy the rest of your lives and have the treasured value of family memories which you can leave to your children and grandchildren.

You may even miss vacations and the cherished family memories they provide, as well as the medically documented need to unwind and recharge that a vacation provides, whether you vacation here or at any of the 3000+ luxury destinations world wide.

If you say yes, all of the things I mentioned will be a well rewarded value in your life.

People don't plan to fail, they fail to plan.

Redirect the same dollars you have spent on this vacation to a real estate at .....  
SILENCE!

## **MAINTENANCE FEE TO HIGH:**

*"A FEW YEARS AGO WOULD YOU HAVE EXPECTED TO ENJOY AS EXTENSIVE an amenity package as we now offer at similar resorts.? Beautiful architecture, a great amenity package and run like a world class resort costs a little more. You need assurance and guarantee that your condominium will be just as beautiful and well maintained ten years from now as it is today."*

*"We have included every aspect of maintenance and ongoing expense so you will never be bothered with such expenses on month to month basis as you would if you owned your own condo outright. We even have reserves set aside for furniture replacement and to avoid future assessments due to lack of planning for wear and tear."*

*"It's our business as to know and predict these areas accurately.*

*You are vacationing for what it costs to operate your condominium and to get something at the cost is the very best we can ever expect to pay, isn't it?" You always get what you pay for. Please don't forget the old saying: "The sour taste of poor quality lingers longer than the sweet taste of a cheaper price".*

## **SINCERITY CLOSE:**

*"Mr and Mrs ....., there isn't much in life today we can GUARANTEE anymore. Mechanical products? Yes we can guarantee them, but mechanically, there can be something wrong*

with them. Service, we can have this guaranteed, however, human beings are involved and as a result of that, something could happen.”

“But, there are 2 things I can guarantee you today.”

“ONE, if you choose to join our program today, I guarantee you my honesty in presenting our product and my integrity in believing (your product) is an exceptional value that is great for you and your family.”

“TWO, I guarantee you MYSELF at all times. I want you to have my home phone number in addition to my work number. If there is anything I can ever do to help you enjoy your vacation more, I want you to call me. I want to not only be your representative at (resort) but your friend, who you can always depend on at (resort) “

“Let’s give it a try, fill out an owners’ worksheet and be part of our family of owners.”

SHUT UP.

If we really and truly believe in our product, we will want to have a positive impact on the consumer revolution. We want to build our own solid business referral base and not just line sale after line sale. We want the Guest to have the same positive, competent image of us that we have of ourselves. THEN, why not step up to the plate and guarantee the GUEST **“US” and BACK IT UP!** This is the difference between a career attitude and a job attitude - service and integrity.

With a great location, a great product and a great value, it only makes good sense to develop a strong relationship with our owners right at the point of sale and never let it dwindle.

“Make yourself necessary to someone.” - Ralph Waldo Emerson (1803 - 1882)

## SHARP ANGLE CLOSE:

With this close, you must be sure it’s the appropriate technique to use because you risk being annoying to your Guest. It is the technique of answering the prospect’s questions with question of your own, allowing the Guests to provide answers, as well as allowing you to lead into the next step of closing the sale. It can be the perfect opportunity to move you quickly to close a sale. Transition quickly to a sharp angle close, such as “If I could, would you?”

With a sharp angle question versus close, you can obtain valuable information for presenting to their needs. A guest may ask, “do you have boating and/or is golfing

*available?" A "yes" response here provides you with no information. So you should respond, "Is that important to you?" Layer - "How often do you boat or golf?" Further layer with "Why do you like to boat/golf so much?" The same would apply with questions such as "Do you have two bedrooms? Is the condominium all on one level? Do they have a fireplace(s)*

Sharp angles must be delivered in a friendly fashion, not overused or offered as a challenge. Otherwise, you will increase relationship tension. Ask with discretion. The sharp angle is an extremely valuable technique when used properly.

A sharp angle close takes advantages of a condition desired or a demand from the Guests. Your response to the demand is *"If I can....., are you prepared to be part of our program today?"* (SHUT UP!)

## **WE NEVER DO BUSINESS ON SUNDAY:**

This is unusual, but if it does occur, then there are two techniques that can provide solutions.

### **OPTION #1:**

"I can tell that you and your family see the many benefits and advantages of owning at (resort). I don't want you to miss this great opportunity and the INCENTIVES which are available to you today. I'm going to check with our Project Director to see if we can prepare your agreement today but date it on Monday, which then technically makes it a formal contract on Monday rather than on Sunday. So, officially we won't be initiating this purchase until Monday."

**OPTION #2:** Same initial dialog but say:

"If you won't write your check today and date it on Monday, we can draw up your agreement on Monday and you can stop by to sign then and we officially consummate your purchase on Monday. Technically, you will be reserving your villa today, but you will be purchasing it on Monday."

## **WE'VE BEEN STUCK BEFORE BY ACTING TOO QUICKLY CLOSE:**

In this instance, a good approach would be to nod in agreement with a gentle smile and say to your Guests:

“Shake hands with a member of the club, Mr and Mrs Bordeaux; I guess we’ve all, unfortunately, had that unpleasant experience at one time or another.”

*“It’s human nature, I guess, for us to remember those few occasions when we bought unwisely than all the many times that we were quite satisfied, but did you ever stop to think about the number of wise decisions you have made versus the unwise ones?”* Just for the fun of it, add them up sometime; I’m sure you will find that the wise decisions clearly outweigh the unwise ones. Personally, whenever I feel I have made an unwise decision, I try to figure out why and I usually arrive at one conclusion:

Every time this happened, it was because I tried to get something for nothing, or at least an incredible great bargain for the value. Most important of all for you to remember, John and Mary, is this: YOU are not buying uncertain promises, because our reputation and goal is to exceed the Guest’s expectation.”

“You can see with your own eyes the millions of dollars that have already been invested here, along with the comfort of knowing Thousands of families that have already gotten involved as members. Looking at the bigger picture there are over 20 million households worldwide that own vacation ownership and they have spent in excess of 100 Billion dollars to do so. So it’s not a fad; it is an industry that has grown even through wars and tragic world events.

Based on what you’ve shared with me about your family’s vacation habits, where you (summarize 4-5 strong value commitments you’ve earned ), it’s just too good of a custom fit for both you and your family, to allow the opportunity to slip through your fingers, especially since we’ve already determined that you are going to spend the money on vacationing anyway, So **WHY NOT START BY OWNING XXXXXX AND GIVE IT A TRY?”**

## **HARD WORK AND SACRIFICE CLOSE:**

*“John and Mary, has anything good every come to you on a silver platter? NO! I didn’t think so. This is no different than the first house you bought right? Good things always come disguised as hard word, and maybe some initial sacrifice. That’s why should know that it’s good, because that’s how good things always present themselves. People don’t regret what they do. If you think about it, *they regret the things they didn’t do.* Hey John and Mary, let’s get started on your paperwork for a lifetime of exciting dream vacations.”*

If you still experience resistance: "What I am really suggesting is this: Do the long-term benefits and rewards outweigh the immediate or short-term discomforts? And how many things in your lives ended up good, but initially began with some temporary discomfort?" (wait for answer)

"For this reason alone you should know (your resort) is good for you and your family. So why don't we try it out today?" (BE SILENT!)

Great for a guest with affordability issue.

### INVITATIONAL CLOSE:

"John and Mary, do you have any questions at this point about anything that may have been unclear to you?"

#### Low key, class & powerful:

"Do you plan to vacation in the future?"

"Do you like what you saw?"

"Do you see the value in it?"

If you owned it, would you use it?

"Well if you like what I've shown you, why not give it a try today?" (BE SILENT!)

### YOU SOLD YOURSELF CLOSE:

*"Have you ever bought something that was not financially prudent, or even good sense at that moment? Sure you have, but you bought it anyway? Why did you buy it? You wanted it, or needed it, and were willing to make the initial sacrifice for purchasing it. Now, in that situation, did anybody have to sell you? I doubt it. In most cases we sell ourselves and get on with life. So why don't we get the week/points for you so that you can start enjoying what you really want, a vacation more efficiently, economically and luxuriously for the rest of your lives?" (BE SILENT!)*

*"Based on what we've talked about, what we've seen and what we've discussed, why do you think you would want to become a part of something like this?" (Go to the other*

spouse to validate) After one positive from each. "Based on what you've both shared with me about your needs and vacations, I think it makes great sense so let me show you how easy it is to become an owner."

Begin to fill out a worksheet. (BE SILENT!)

It is probable that the Guest has never been asked a buying question in this fashion. It is very effective and should catch your Guest off guard so that a standard "NO" answer is not an appropriate response to this question.

### **CAPSULE OR SUMMARY CLOSE:**

This close can only be used by Timeshare Sales Professionals who have, throughout their entire Presentation, gained commitments on what they discovered to be relevant to their Guest. Simply state:

"Today as we toured (your resort), you found that many aspects of our club that you and your family can benefit enormously from by becoming an owner. Basically you've agreed that (state as many strong value and interest points as necessary that you've already gained commitment on)." "Based on this, I genuinely feel (your resort) is a great fit for your family's needs and you should be members with us. So, why don't we try it out?" (BE SILENT!)

"Indecision is said to be the thief of opportunity. Based on what you've both shared with me about your likes, needs and vacations, this just makes so much sense for your family. Let's not miss out on this great value and fabulous vacation for your future and become members today. Let's give it a try!"

**ENJOY THAT? EMAIL**

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**if you would like a full a-z presentation you can adapt to your style.**