



What are Some Effective Business Development and Relationship Building Closing Styles (7-11)?

How Do You Ask for a Person's Business?

The best way to ask for a person's business depends on how you were introduced to your prospective client, how you presented, what your relationship is to the person, if they are ready for our services, and your personality.

The close is the step within the business development / selling cycle whereby the person is ready for a close.

Some Closing Styles

Direct Question

This is when you ask the person directly for their business.

Earned Your Business

This is where you summarize all the work you have done for your client in the past (this is for existing clients).

Ben Franklin

This is the pros and cons written down on a piece of paper, email, or project outline in electronic format – the pros (why they should buy) on the left and the cons (against why they should buy) on the right side.

Partnering

This is where you join forces with the person, your prospect / client, and partner with them.

Downsizing

This is where you suggest a solution that is too expensive for your client's budget and downsize the solution to fit your client's real needs.

Assumptive Close

This is where you assume the person (your prospective client) has already made a buying decision.

Time Out

This is where you set a deadline for their buying decision.



Referrals

This is where you describe the benefits your clients have realized after implementing your presentation, services, and products – you propose the same to the person / people you are desiring to become your client.

Personal Appeal

This is what you can use with client who is susceptible to personal appeals such as “If I get one more sale this month...”

Cost-Justification

This is where you assume your client will make a buying decision if the cost is right.

Benefits Summary

This can be used when your prospect is on the fence. By reviewing the benefits of buying, your client will buy.

As you go through the prospecting process and relationship development process, you will become better, more polished, and more natural with each method.

Practice does make you better.

Prospect Right, Follow Up, Build Relationship, Communicate with a Sincere Close, and Do the Right Thing for Sustainable Results!

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