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20 RULES OF CLOSING A DEAL

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G R A N T C A R D O N E


01. Always remain seated.


This is a policy that is frequently violated and missed, even by seasoned professionals. You will hardly ever close someone while standing up. The saying goes, “present on your feet, close the terms from your seat.”


In addition to making sure you are seated when you close, keep your buyer seated as well. Even if your prospect stands up, remain seated suggesting that you are not done. Do not overreact, stay seated, stay calm and enforce your confidence in your ability to come to agreement.

Going from a seating position to standing up suggests that something has changed and allows your prospect to exit and remove themselves from the close.



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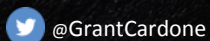
02. Always present your proposal in writing.

People do not believe what they hear, they believe what they see. That which is written is more credible and more valued than that which is simply spoken.

The old saying, “talk is cheap” plays here. Always have a contract available and a writing pad on which to make or take your points. Anything offered or points of value that are included or expected should be written down for all to see.

Example: If your product or service has a warranty that is standard in your offering, still write it down as something the buyer gets when they buy from you. 99% of all negotiators don’t establish what is included in the offer because it is included, they forget to disclose it again in writing and use it as a closing point.

Anything of value should be accentuated, re-established, made real in writing, and used to build your reasons why someone would do business with you and close with you.



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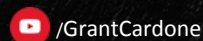
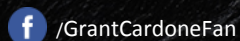
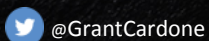
03. Always clearly communicate your proposal.

It's important that you rehearse and clearly communicate what your offer is. Don't mumble, don't chew anything, and don't cover your mouth.

Speak clearly and confidently so that your offer is communicated in a manner that suggests confidence, optimism, pride, and credibility. Make sure your communication reaches the buyer.

No one will trust a person who cannot communicate clearly and confidently and has enough energy to make sure your words reach the buyer. Practice your delivery and work on getting the communication and all its parts all the way to the buyer with confidence. For years, I practiced using recorders and video to ensure I was confidently presenting my offer.

If you want to be a real pro closer you will take the time to practice communicating clearly all the terms of your offer to the buyer.



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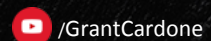
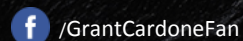
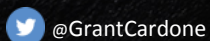
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04. Always maintain eye contact.

It's very important that you learn to maintain eye contact with your prospect, avoid wandering eyes, looking around them or over their shoulders—look directly into their eyes.

This is a discipline instilled only through practice, and you can get better at it by recording yourself. Most of the population on this planet today does not make eye contact. All you have to do to prove it is walk into a coffee shop and say hi. Walk down the street and ask someone a question, and watch them look away.

If you want to be believed, it is vital that you make eye contact with your prospect. It suggests interest in them and confidence in yourself, your products, your services, and in what you are proposing. The customer will close when they are certain. Wandering eyes don't make people certain. Never break eye contact with your buyer.



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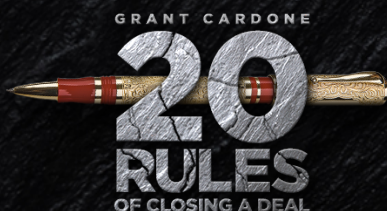
05. Always have a pen available for signing.


“Always Be Closing” is great except for the closer who finds himself without a pen and contract. I remember once I was closing a deal on which my prospect had just agreed, and I reached for my pen in my jacket, but it was gone.


The prospect took this as sign that he shouldn’t sign and close—and didn’t! I was devastated, and now I refuse to go anywhere without being ready to ink a deal and close it.


All agreements require signatures and that requires ink. If you are able to use electronic signatures then make sure they are readily available, not close by, but in hand ready to swing into action. Keep a pen or electronic signature available on you at all times so that when the close is ready so are you.

In fact, you should always have a backup pen and consider keeping a really nice professional pen that portrays you as a pro. Invest in nice things and you will have nice things and close more deals! (Tax deductible too.)



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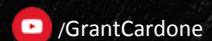
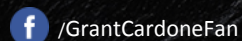
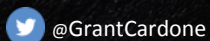
06. Use humor to relieve pressure.

This is an absolute art used by all the great closers! Life sometimes reveals itself through stories, and everyone loves a good story, especially ones that relieve pressure and are humorous.

If the story contains humor, it can cause your buyer to relax. Be careful that your humor cannot offend or be off-color. It should tell a story, make your point and relieve the sense of pressure in the close.

Avoid using humor that makes fun of others. Use humor that causes your buyer to feel good, to feel positive and that reminds the buyer that life is to be enjoyed, not endured. Any humor that can make people feel good, inspired, or hopeful is always appropriate! People are more likely to make decisions when they are less serious than when they become very serious.

People pay more for entertainment than they do for an education. Why? When the buyer is concerned about the money, I might try, "better to live rich than die rich." The buyer laughs a little during the close and puts the money in the right context. Humor combined with the right techniques on how to close will make you unstoppable.



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07. Always ask one more time!

This is what separates the closers from the sellers, and the big money from the average producer. To continue to ask, persist, and to figure out another way to circle back after being told no and reposition yourself to ask again is ultimately what will make you a great closer.

This requires you have a deep arsenal of techniques and a complete understanding of all the closes in order for you to continue to persist. The only way to wear out resistance is through persistence and this requires you to use all the closes until the buyer is finally saying yes!

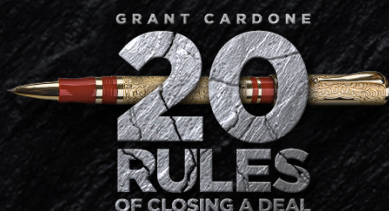
This area of persistence is a social issue. You were told as a child that persistence was a bad thing because it was rude. "Can't you listen," "don't ask me again," and "you are so stubborn," are common negative responses to persistence. Asking again, and again, and again is the sign of someone who knows how to get what they want in life. Persistence is the sign of success and prosperity.


"Winners never quit, and quitters never win." To persist and ask another way means you are sold on your offer and others should be too. Quitting is encouraged in society today, but that doesn't make it right. The closer doesn't quit until they close.


Role play using the closes and try one more time even after they have said they are done and you have tried ten different ways. See how strong you can get this persistence muscle, and like any muscle, it will get stronger! Drill it until you are not being obnoxious, rude, or ill-mannered but professionally persistent, smooth and confident.




One More Time



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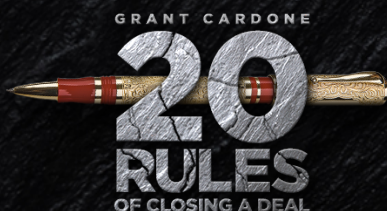
08. Always have an arsenal of closes available so you don't repeat yourself.


Most sales people quit because they lack variations of closes. You need a large variety to handle all the various customer types and objections.

Remember: you need a correct estimation of effort! It is said that most prospects close after five attempts, but the average salesperson only has four closes available. I don't want four or five, I want hundreds—just in case.


Also, you need a complete understanding of your arsenal, not just a familiarity. One of the best ways to get complete understanding is through listening. In addition to keeping these rules with you and referring to them daily, you would benefit by ordering my program on audio, and online CardoneUniversity.com or CardoneOnDemand.com for the Automotive Industry. These programs have helped thousands of deal makers and dreamers. Listen to them until you can duplicate my every word and are sick of listening to me. I know sales people who, on these programs, have 10X'd their income.

Become a MASTER through repetition. Know them so well you can use them in any order and with complete confidence.



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09. Always stay with the buyer and reduce the number of times you leave the buyer alone.


It's important that you continue to create and leverage credibility and believability with your customer. Each time you leave the customer to check on something or leave them with someone else, it creates doubt and uncertainty in the mind of the buyer. Car salespeople are notorious for leaving their customers and going back and forth to their managers to check on one thing or another. This is the greatest pet peeve of car buyers. This back and forth creates undue antagonism in the negotiations, lowers perceived value, reduces customer experience and extends the closing time.

NOTE: This does not mean there is not an appropriate time to leave a buyer and use an authority for a close, as this can be very powerful as long as it is not overused.



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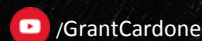
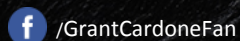
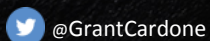
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10. Always treat the prospect like a buyer.

One of the biggest errors made in negotiations, particularly by experienced salespeople, is the mistaken ability to determine who is a buyer and who is not. Every person who reads *The Closer's Survival Guide* can think of multiple times when they made this error and it cost them business.

I have been in hundreds of transactions when I was told there was no way the person would close and because I treated them like they would, they did! Regardless of the circumstances: no money, no budget, taxes, not the decision maker, can't make a decision—regardless of what you hear, always treat the buyer like he is a buyer.

I have this little trick that I play on myself when I am in a close: I survey the prospect for all the signs that demonstrate that they have bought in the past. The watch, the shirt, the suit, the necklace, the car they drove, the house they live in, the credit card they use, etc. All are evidence that this prospect has actually demonstrated the ability and history of closing. Regardless of what they say, I always tell myself, "Every buyer is a buyer. Treat them as a buyer and they will turn into a buyer."



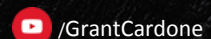
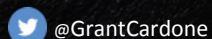
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11. Always know you can come to an agreement.

This is a mental attitude that has to be further developed in all of us and that attitude needs to be protected like all the gold at Fort Knox. I continue to maintain that we can come to an agreement, no matter what I am told by the buyer or by those around me. The saying goes; “Where there is a will, there is a way.” This mindset of knowing you can and will reach an agreement requires you to eliminate all the negativity that comes your way from your environment as though it were a disease that kills, and be assured, it does.

People spend billions of dollars trying to protect their bodies from diseases and spend next to nothing to protect their minds from the endless viral infections of: “we can’t do that” — “it’s not possible” — “there is no way” and on and on. Newspapers, television, and radio are the disease carrier and cancers of our day, spreading misinformation and mental contamination that wrecks marriages, careers, finances and people’s dreams. The ‘Rules of Success’ (available on DVD/CD and On-Demand) program is a great tool for making sure you always maintain a positive mental attitude throughout the close.



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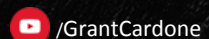
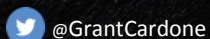
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12. Always maintain a positive demeanor no matter the response from the buyer or, for that matter, from your own management.

It's critical, that you maintain an attitude of being positive no matter how the buyer responds, no matter how ridiculous the buyer or their offer may be. Keep it light, stay positive and maintain a positive, professional can-do attitude throughout the negotiations. In my marriage, my wife and I do everything we can daily to keep life light and easy, fun and flowing so that we can excel in our marriage and in our lives.

We strive to do the same thing in our offices, regardless of results, so as to continue to keep things positive, upbeat, even game-like. It is said that you can't always control what is happening around you, but you can control how you respond to it. When you are closing, it is critical that you control your attitude regardless of the customer's. When you go negative due to the buyer being negative there is only one outcome and it's not good. When they are negative and you stay positive, it only makes you look that much better and more attractive. Negativity always succumbs to positivity, always.

This has to be practiced by both new and seasoned salespeople, but a word of caution to the most successful and seasoned professionals—you, of all the groups, need to practice this more than any other. Due to your years of experience and hardening, you can come off as intolerant and arrogant in your responses. Be careful, "old pro," not to rest on past successes as it can cost you future sales. One great book says, "The meek will inherit the earth," and I say, "Those that can stay positive no matter what is happening around them will inherit the treasures of the earth!"



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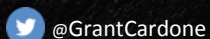
13. Always smile no matter the outcome, response, objection or communication.

This is not just about your internal positive attitude, but also this is regarding your physical manifestation. You have to practice this until you are able to genuinely smile regardless of the situation. The six-month-old child does this and melts everyone in her path. Walk around and see how children smile, and you will see the financial value that awaits you by rehabilitating this ability.

For the next week practice smiling with everyone in every situation you encounter including arguments, disagreements, when you don't get your way, and every time you receive poor service.

SMILE BIG AND SMILE ALWAYS!

Do this until you are able to argue with a smile, disagree with a smile, negotiate, overcome objections and close with a smile. Have you ever noticed that very successful people are smiling all the time? It is not because they are successful that they are smiling, it's the reason they got successful. This is a million dollar tip—SMILE!



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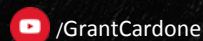
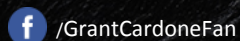
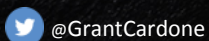
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14. Always treat the buyer like they can!

I have always said if you treat someone like they have money they will act like they have money! Treat me like I won't buy, and I assure you I will not buy! All of your words, responses, actions, facial expressions, your handling of objections need to communicate that you are treating your prospect as someone who is going to buy, who is going to say yes, and who will ultimately go along with your proposal. Treat 'em like they are going to play and they will play.

In *Sell to Survive*, I told a story about how I closed my wife. I used this exact premise whereby I always treated her like she would be my girl and never stopped acting in such a manner, regardless of how she treated me, even when it wasn't so positive (which was the case for over thirteen months). Even today when she gets mad at me, I treat her as though she loves me, admires me and as though I can do no wrong in her eyes. Sooner, sometimes later, I close her on this. You will create the buyer you believe them to be—every time!

Treat 'em like a buyer no matter what!



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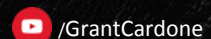
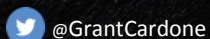
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15. Always acknowledge the buyer for any offer or communication they make.

Regardless of what the buyer offers in the negotiations, even if it's absolutely not acceptable, take the time to acknowledge them for that offer. The rookie closer doesn't take the time to acknowledge the prospect's offer because he is so intent on selling his proposal and fails to acknowledge what was offered.

When you do not take the time to acknowledge, you only make matters worse because your prospect feels unheard and becomes more resistant to your proposal. Take the time to say, "thank you, I appreciate that, and I want to congratulate you for making this suggestion" and anything that demonstrates that you are listening to the buyer.

Want to make a buyer really tough – act like you are not hearing the customer and you will see the smallest of negotiating points become deal killers.



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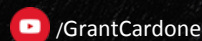
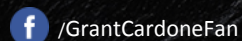
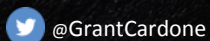
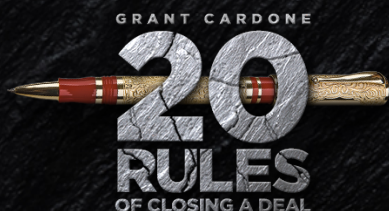
16. Always agree with the buyer.

This is one of those absolute truths when negotiating that if violated will crush you. Always agree with your prospect no matter what.

This is different than the old saying, “The customer is always right.” I don’t believe that to be true, but rather some old saying that got confused with ‘always agree’. Whether the buyer is right or wrong is not the issue! To resolve conflict and disagreement, it only requires one person to agree to the other’s point of view. For disagreement to exist it requires two sides. Once one side agrees with the other’s view, disagreement is over!

Disagreement only results in not closing deals!

Lose the battle, win the war!



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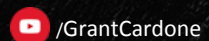
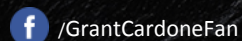
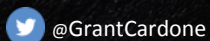
17. Always look for a solution.

The world is filled with “can’t do” people, and then there are the few “can do” people. Those that can do, do. Those that can’t do, don’t do anything except keep telling others they can.

No one cares what you can’t do; they only care what you can do and how it can be done. This again is about attitude and mental conditioning so that you can always keep things moving forward and not hold up the negotiations. Find a way, figure it out, and look for solutions. We aren’t attempting space travel here. We are trying to close a deal! Come up with an earthly solution of how it can work and ask them to participate in finding a solution. “There has to be a way, let’s figure this out together.”

Some great lines you can depend on are always: “How can we make this work? What can you do to make this go right? Help me out here I am doing everything I can to make it work out for both of us....” People appreciate those who never give up, those who always look for the solution.

Note: If the people you are closing aren’t offering you a job, it’s because you are not using this information.



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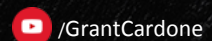
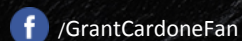
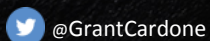
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18. Care so much you refuse not to close.

This is beyond selling now and more on the line of purpose. An individual will reach incredible heights in their life if what they are doing lines up with their purpose. That is why you see the missions and charity workers working tirelessly day and night to make a difference. This is missing in sales as most people don't correctly and completely align selling a product and closing a sale with some higher purpose. At the end of the day, your true purpose will carry you through.

An employee of mine watched me handle a customer over the phone from my office in LA, and when the call was over he stated, "the difference between your call and mine is the amount of care that you communicate in helping people."

It is not how much you want their money or the close but how much you care and how much you want to help another that ultimately will get you what you want. Care more and you will close more!



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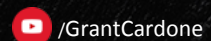
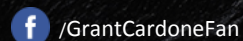
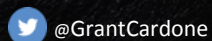
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19. Use the full arsenal of closes.

Never depend on or get comfortable with one or two closes but be versed enough to use them all. It is critical that you don't just get familiar or comfortable with a few of your favorite closes, but prepare yourself to be able to use them all.

True pros know how to use a complete arsenal of tools, not just one or two. There is a time to be surgical and there are those times when you have to just hammer down. To become a GREAT closer you must become familiar with every one of the tools available to you and then become confident to use them all.

Warning: Just because a particular close might not work on you doesn't mean it won't work on the customer.



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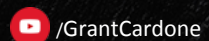
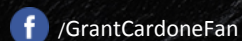
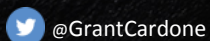
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20. Always know you don't provide a service until you close!

Selling, presenting, demonstrating, promoting, marketing, building trust, etc. are all very commendable and admirable actions but in no way compare to finally closing the deal. Closing is the first time you benefit the customer. The close is when you finally benefit your buyer.

Closing allows you and your company to expand, all the things that took place prior to the close were necessary to get to the close but will not allow for expansion and survival. Close the deal, be willing to do whatever it takes to close the deal, and know that only when you close do you provide any real value to the customer.

The close is ultimately for the buyer not for you or your company. Until the customer closes they can not benefit from your service or offer.



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