

Closing Statement Guidelines & Questions

GUIDELINES:

- 1. Always Invite customers to move forward. Gain agreement on each step of the sales process. If you start with handset related qualifying questions and agree on a particular handset, then say something like, “alright, now that we have your phone picked out, let’s move on to our rate plans.” Once you gain agreement on a phone(s), rate plan, accessories, then use one of your closing statements to close the sale**
- 2. Test close – test the waters, use a closing statement to see how they react. They may need more questions answered or they may be ready to move forward with the purchase**
- 3. Alternate options – if one closing statement does not work, they may need more questions answered. When you feel the time is right, use a different closing statement on your 2nd attempt**
- 4. Do all you can to keep a customer in your store. If they leave without buying, there is an incredibly good chance they will not come back even if they say they will. That means we did not answer all their questions sufficiently, they were not comfortable with their experience, they weren’t confident in your knowledge of the product and/or the information you were telling them. With that being said, there are times that customers do need to wait for pay day etc. to make their purchase and will need to come back. That is when a perfect sales process and customer experience is crucial. You must leave a positive, memorable impression on a potential customer in order for them to actually come back. Make sure you set an appointment and get their contact information as well for a call back.**
- 5. Ask early and often (many yeses)**
- 6. Using the word “Alright” or “Ok” in your closing statement is always good. Examples: “Alright, let’s get you going” or “Alright, you ready to get started?” or “Ok, let’s get you rung up, I will meet you right over there at the counter”. There are many ways to use the word “Alright” or “Ok” when assuming the sale. They are great to use when gaining agreement and/or moving on to the next step/finalizing the transaction. It signifies you have all the information you need, you understand what they want and they have all the merchandise picked out; it’s now it is time to move forward with the checkout process.**

Closing Statement Examples:

- **What's holding you back from doing this today?**
- **Use an assumptive close - "Alright, I will grab your phone(s) and accessories and meet you up at the counter."**
- **T Chart (Save some cash, does that sound good you?)**
- **Whose name do you want on the account?**
- **Alright, let's get you going, I will meet you up front**
- **Ok, let's get you rung up, I will meet you right over here at the counter**
- **Does everything look good to you? You ready to get started?**
- **Unless you have any more questions, let's get this started.**
- **Seems like this will be a great fit for you and your family. What do you think?**
- **Ok, I understand there are still concerns, lets get you in the computer and see what we can do**
- **Save offers and discounts to close the sale. "If we can go forward today, I can do _____ for you or give you _____ discount."**
- **Does what we talked about sound good to you?**
- **Let's get you in the system and see what your qualified for. "Good News...."**