



The 5 Responses You Will Hear From A Prospective Client or Buyer When You Go To Close the Sale... *And What To Do When You Hear Them*

*A Free Sales Training Report by John Boggs,
Founder of Maximum Sales Power*

Most salespersons suffer anxiety and nervousness around the closing process.

When it's time to ask for the order, our heartbeat goes up, we start breathing shallow, and we get nervous. We might even get sweating palms or flushed faces when we have to say the words, "Can I welcome you aboard?" or "Who has the best handwriting?" or one of a thousand other closes.

The reason we get nervous is really quite simple. We are afraid they are going to say something we can't handle! Most human beings have a fear of the unknown, and this fear is natural.

The amazing thing that many salespeople don't know is that there are really very few things a client can respond with when you ask for the order! In fact, there are only **5 possible things a client can say** when you ask them to buy! Knowing what these things are, and how to handle them can make the difference between mediocre and outstanding results.

In this report, we cover the 5 possible responses to a closing question. We will give you tips and strategies on how to deal with each one, and put you in the position of **Maximum Sales Power!**



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POSSIBLE RESPONSE'S TO YOUR CLOSING QUESTION

1) YES!

This is the response we are looking for, but it rarely comes easily. Of course if you get this response, you have done a great job, and your anxiety will subside as you write your deal!

2) NO

Clients almost never say this. Most salespeople really dread asking for the order, and the thing they fear most is the rejection that comes from the word "NO". The irony is that clients rarely say "No" to the first attempt to close a sale. It is incredibly important for you understand that there is nothing wrong with "No". The sales industry is a "mining" process. We can't get to the yes's without going through the no's. In the end, a simple yes or no is really a victory on every sales call. Be willing to hear "No", be willing to accept rejection as a step towards your ultimate success. Remember, don't quit when you are 3 feet from gold!

3) BUYING QUESTION

This is a great sign. A buying question is simply a question the client asks that you can identify as a signal of interest, moving them closer to actually purchasing your product or service. If you ask them to purchase, and they ask you a question indicating they are interested, but need clarification, you are on the right track. Get excited, and stay in the "zone". One thing you can say is this; "Great question, I can see that this would be important to you, and you're on the right path with this question."





4) OBJECTION

An objection is a concern or statement by the client expressing the reason they don't think buying is the right decision at this time. An example of an objection could be "I can't purchase because the timing isn't right." The important point regarding objections is that you need to identify the real situation around each objection, and isolate the issue and use it as a chance to close the sale. An example could be; "So if the timing were better, would there be any other hurdle you have keeping you from moving forward?" This isolates the concern, and you can start working on the timing, dealing with the real concerns and moving closer to your sale.

5) I NEED TO THINK ABOUT IT

This response is the most common. Clients have a real difficult time divulging their real concerns, issues, and thoughts around the purchasing process. They are afraid you are going to use it against them, and for GOOD CAUSE. That is exactly what you are going to do! "Think about it" is the default response when the connection between client and salesperson hasn't been solidified with trust and rapport. The best response to this is the famous "FEEL, FELT, FOUND". I understand how you feel, I've had clients that felt the same way, and what they found was..... Ask them, "Since you are going to take more time to give this some thought, and I appreciate you doing that, I'd like a chance to prepare and send some helpful material with you. Which aspects of what you've seen today are you going to focus on while thinking?.... Would it be better for us to get back together on Monday or Tuesday? (choice close)





SO THERE YOU GO!

That's it. There are only 5 possible responses clients can give you when you ask them to buy. This can truly be an empowering thought! Think about that for a minute. If you ask your client to purchase, there are only 5 things they can say. You can work on how to handle each of these responses. The key is putting in the time needed to learn what the most common responses in your industry are regarding these key principles and refine them. Once you have determined the common responses and have refined them, you can work from a place of confidence and inner peace. Your confidence and peace will subconsciously help your connection and rapport, and in the end, this is what your client is really buying. Refine your responses, your energy and confidence and move forward with **MAXIMUM SALES POWER!!!!**

Sincerely,

John Boggs

Founder of Maximum Sales Power

Visit MaximumSalesPower.com for Tips, Tools and Trainings for Maximizing Your Sales!



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