

Sales Strategies: 4 Techniques for Closing the Sale

Video Script



Get a four-step process for avoiding objections, delivering stronger value to your clients, and closing more accurately and faster.

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Clarity Advantage Corporation is a business consulting firm. We help banks implement and execute sales strategies to generate more profitable relationships faster. Banks accelerate sales by focusing on their value propositions, improving sales processes, and boosting sales manager effectiveness.

Clarity Advantage Corporation
28B Junction Square Drive
P.O. Box 1429
Concord, MA 01742-1429
978-369-4755
www.clarityadvantage.com

Hello, Nick Miller, Clarity Advantage, welcome back. This time, closing, asking for the business.

Lots of people are concerned about “closing” and “objections.” Here are four steps that will help you avoid objections and close more accurately and faster.

Close on the facts, first. Then, close on the benefits. Then, close on the solution, and finally, close on the next steps. Four steps, one after the other.

First, close on the facts.

For example: “Dr. Smith, you receive 300 checks per week. All told, 10 hours of staff time weekly to open the mail and drive to the bank. Costs you roughly \$15,000 per year. Do I have that right?”

If he says, “no,” then we go back to make sure that we have the facts correct, avoid a later objection. Let’s say Smith says, “yes.” That’s the close on the facts.

We continue: we closed on the facts.

Now, we close on the benefits.

“So, best case, you would like to shift staff time from incoming checks to patients, compliance, and other issues. Do I have that right?”

If he says, “no,” we go back to address the benefits that Dr. Smith wants to address, avoiding a later objection. Let’s say Dr. Smith says, “yes.” That is the close on the benefits.

So, we closed on the facts. We closed on the benefits.

Third, we close on the solution.

Dr. Smith, I recommend that your office manager deposit the checks directly from her desk using a scanning machine. This would free about \$7,000 of staff time a year. Our fee is \$2,500. Net benefit: roughly \$5,000 and better sleep. How does that sound?”

If he says, “no,” we discuss Dr. Smith’s questions. We recheck the facts, we recheck the benefits, and we change our recommendation to make it fit. That is the close on the solution.

So, close on the facts. Close on the benefits. Close on the solution.

The final step is the close on the next steps to make that happen.

“Dr. Smith, here are the next steps.... How does that sound?”

Four steps to close. Facts. Benefits. Solutions. Next steps. Fewer objections and stronger value for your clients.