

The Only Closing-The-Sale Technique You Will Ever Need



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The Alternate Choice Closing Technique

This is really the only closing technique you need to know. It doesn't hurt to know others, but this one can cover about 80-90% of all situations. You may already be applying it and not even know it, but I'm going to share some subtle points of it too that will help you increase your sales percentages even more.

So what is it? The alternate close is simply asking the prospect for the sale by giving them a choice of two or more options. For instance, "would you like package A or B?" Or something that perhaps we can more easily relate to is a fast food menu, "would you like combo 1, 2, 3, etc.?"

The idea behind this technique is that you are not asking the prospect if they want to buy your product or service. They don't get the chance to say 'no'. You are assuming they already want to buy your product or service and then you are just giving them an option. This technique helps move them along the path of least resistance to buying your offer.

No matter what you're product or service is, there is a way to create two or more options you can offer. Consider the prospect, their situation, and then make the offer. I and many others have found that in most instances, two or three offers work the best. Any more than three options and the prospect has difficulty in remembering or processing all the information at once. Remember, buying from you needs to be easy and simple.

A final thought regarding this technique... If you can customize the options for the individual prospects you have or give them the impression that the options have been customized for them, they will be much more likely to take advantage of your offer. Do not underestimate this concept of customization or perceived customization for your customers and prospects. Prospects consider customization a significant benefit and it is one that is very difficult to say no to.

About The Author

Scott Cantrell travels all across the US delivering custom presentations to business associations and corporate organizations providing them the tools, techniques, and concepts to attract more clients, maintain client loyalty, and discover hidden assets they can leverage for growth and higher profitability. He also works directly with Chambers of Commerce and other associations in developing member acquisition and retention programs.

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