

3 of Our 50 Closing Techniques

- When setting a meeting, one of Mike's favorites is the **Alternative Choice/Calendar Close**. Example: "I'm going to be in Walnut Creek on Tuesday morning at 10:30 and then again on Thursday afternoon at 2:00. Which is the better time for your schedule?" Statistically when you give the prospect two times, with a morning and afternoon option, you've got a much greater chance of getting the appointment. You'll notice the question is always assumptive.
- One Mike uses all day when negotiating and closing is the **Sharp Angle Close**. Example: "If I'd be willing to do a 6-month agreement instead of 9-months, would you commit today?" Remember don't make the concession until you determine you are on the last item. There are times that if there are additional objections, you'll have to extend to a **Smoke Out**.
- Another one of Mike's favorites is the **Summary Close**. You begin the tour/presentation with the most important objectives that you discovered in the Needs Analysis. At the end of the tour or presentation: "I'm confident we have met your three objectives: you're in close proximity to your customers, there is onsite day care which will improve employee productivity, and you'd be able to reduce your cost of occupancy by 10%. With that said wouldn't you agree we should move forward on 1010 Main?"

