



Closing the Sale

LESSON OBJECTIVE: Learn about closing the sale, including how to overcome objections customers might have about purchasing the items they're considering.

ESTIMATED COMPLETION TIME: 2-1/2 minutes for the video. Use the "Additional Discussion" section for a longer lesson.

HOW TO USE: Watch the video, then review using the summary below. Use the Discussion Questions for further discussion.

SUMMARY OF POINTS FROM THE VIDEO:

Closing the Sale

- Encourage the customer to pick up the item. Once it is in their hands, they begin to feel ownership of it and they are closer to purchasing it.
- Offer to carry the product to the cash register and then to the car. This will help move along the process and get them closer to a purchase.
- Learn to read each customer's mood. Are they just looking or in the mood to buy? This will help you know if you should encourage them to close the sale or simply offer your assistance. Above all, you want to make customers feel comfortable so they come back to you when they're ready to buy.

Overcoming Objections

- If customers raise an objection to the quality of the product, be sure you have proper product knowledge that you can show them the features that makes it superior to other products on the market.
- If customers compare the product to a similar product from another retailer, make sure they're comparing items with similar features and a similar level of quality.
- Offer customers product literature and offer the option of special ordering an item (if applicable). You can also offer to hold the item for a couple of days if they're not able to buy right now.
- If the customer objects to the price, then ask what amount of money they were hoping to pay. Generally, you can help them find something in their price range.

ADDITIONAL DISCUSSION:

- Ask employees if they have any tips for closing the sale they have found effective in the past.
- Ask if there are any objections to purchasing a product that has not already been covered in this lesson. What is the best way to respond?

ADDITIONAL TRAINING: For further training on how to engage the customer, have employees watch other videos in the Trainer's Toolbox selling skills series, including "First Impressions" and "Difficult Customers." These are available at www.yournhpa.org/FreeTraining. Also consider the Selling Skills & Customer Relations training course available to NHPA members on www.yournhpa.org.