

## ***What is the biggest mistake 97% of sales people make after they ask for the order?***

What should you say after you have asked for the order? What is the best way to help the customer decide? This lesson will give you a clear path to the order or signed contract.

Do not go on talking after you ask for the order.

The negative imbalance can swing the decision back. He or she is ready to buy when you are convinced that the DESIRE to own your product or use the service, overbalances the natural inhibitions of fear and indecision. Do not go on talking. You may say something that will help the movement backward. Close! When you see the first SPARK, pile on the fuel until it becomes a blaze ... then stop talking ... make the sale.

Learn to recognize closing signals the buyer sends you. How does he or she tip you off that this is the time to close? By asking for your price at the end of the demonstration, the iron is hot. When the objections stop, that's your cue. Repeated handling of the product is a sure sign. Close inspection of details or enthusiastic questions regarding its application to his particular requirements is another tip. When he turns to an associate and asks her opinion, it is time.

Do not tell a funny story at the final closing moment, or introduce new goods, or leave a clutter of samples to distract attention ... do not lose your nerve and start selling your cheaper line.

Now appears the ultimate test of your profession, knowing HOW to close when you see the sign that the prospect is ready. The sales person who knows his line and how to present it is still a rank amateur unless he has added the easy technical skill of handling the prospect at this crucial mo-

ment. Your buyer now tries to face the great decision. Lead him now into making related MINOR decisions as, "What pack size do you prefer ... how will I ship this... can I stay over another day and teach your staff how to sell this. . . will this go through a broker?"

Somewhere during the interview he has indicated an enthusiastic interest in some phase of your proposal. You were wise if you did not use it against him immediately as though you were steering your craft to please him, but held this special interest for major ammunition at the close. Now use it! If you have been interrupted, sum up the points of your whole demonstration here, particularly if he has called in an associate at the close. Do it anyhow if you are selling to a distributor for resale; the summary suggests selling points the distributor wants for their own resale effort. Hammer away with FACTS at the close. Spot light an appeal to a satisfied user, particularly one he knows. Make him handle, or feel, or smell, or taste ... thus stimulating his possessive instinct. Bring up problems he will meet after the goods are received, as a proper way to market, or where the product will be kept in the warehouse. Use the buying alternative: "Which size would you like... of all of the premiums I offer, which would your manager like best?"

How many times in your life have you bought then and there because of a subtle suggestion by the sales person that someone else will take the article tomorrow if you do not buy now? Don't be timid about ASKING FOR THE ORDER. He or she expects you to; he or she knows you are not a "greeter" but a person hired to sell.