

GETTING THE ORDER SIGNED.

TOUCH EVERY BASE -

- Never take for granted what the buyer knows.
- Make a list of key benefits to be covered.
- Underscore the important action-getting points.
- Then memorize them in 1-2-3 fashion.
- Check before beginning to close; make sure you touched every base.

USE ALL YOUR SALES TOOLS -

- Is your notebook and price list up to date?
- Is your presentation or spec. book complete and up-to-date?
- Do you make full use of the store advertising?
- Do you use clippings from trade magazines to your advantage?
- Do you always have your tools handy when you go to work?

MAKE IT EASY TO BUY -

- Ask leading questions and talk to the point.
- Get the order blank out early in the process.
- Ask about delivery and shipping details.
- Make it easier to say "Yes" than "No".
- Test for closing signals.

WRAP UP THE SALE -

- Restate the benefits ("what this means to you" test).
- Offer a choice between something and something.
- Give the customer time to make up his mind.
- Make sure you don't talk yourself out of the sale.
- Ask for the order.
- Get a signed order.