

Yes or Yes?

All too often you work really hard for a sale, doing everything right only to see it fall down at the very last hurdle. Just when you've spend so much time building a relationship with a customer, finding a solution for them and talking your company up to the heavens you just cannot seem to get them to say that vital word... 'yes'!

There are many different techniques that people use to secure that 'yes' and get their customer to sign on the line. Here, I will share with you one of my personal favourites.

I talked in a previous article about closing questions and how to use these at the end of the call to call your customer to action. I call it a 'closing' question not only because it can be used to do exactly that but closing questions do not have to be answered with just a 'yes' or a 'no'. They are actually answered with either 'option A' or 'option B'. It is up to you to make sure that their only option isn't 'yes' or 'no'.

I call this ***Multiple Choice Closing***:

This is where you come to get your client to make a decision and rather than presenting them with a 'yes/no' option, you present them with an 'A or B (and also perhaps C)' option. For instance a car salesman, rather than asking, 'would you like to buy the car today?' which is a 'yes/no' option, you present the client with two options and ask, 'would you prefer the Vauxhall Corsa or Ford Focus?'. A basic example but you get the idea. You might well know which car is more suitable to the customer and which car they are 99% certain to choose but this is still a great way of presenting the customer with choice so that they feel like they are buying and not being sold to, as well as significantly reducing your chances of a 'no'.

I have found that customers, quite rightly, always like to have their say. If their moment of input is to make a yes/no decision, 'yes' or 'no' they shall choose. If they have an 'A' or 'B', they are more likely to weigh up the pros and cons of the two options and therefore much less likely to opt for 'no'.

If you are appointment setting and you feel that you are on the brink of booking an appointment you can present multiple options to your customer again, rather than give them chance to make an excuse. 'Is this week or next week better for a meeting?' is far more likely to get a meeting booked into the diary than, 'would you like an appointment then?'

You always need to present two options that are viable to the customer to show that you have paid close attention to their requests and preferences, even if you are pretty sure that they will choose a particular option. Customers like choice and this will only benefit you!

Take a look at how you present your solution and see if you can incorporate this technique. Future articles may also cover other closing techniques.

Happy Selling!