



THE CLOSING

GENERAL CONFERENCE | PUBLISHING DEPARTMENT



**THIS IS THE LAST PART OF THE CONVERSATION AND
THE CLIMAX OF THE SALE.**



THE CLOSING CAN BE DIFFICULT IF:



A. THE LITERATURE EVANGELIST FEELS AFRAID AND INTIMIDATED.

B. THE LITERATURE EVANGELIST DID NOT GAIN THE TRUST AND AFFECTION OF THE PROSPECTIVE BUYER THROUGH CORDIAL WORDS OF APPRECIATION.

C. THE LITERATURE EVANGELIST DID NOT DISCOVER THE NECESSITIES OF THE PROSPECTIVE BUYER OR DID NOT AWAKEN HIS OR HER INTEREST THROUGH INTRIGUING AND ALARMING PHRASES.

D. THE LITERATURE EVANGELIST DID NOT KNOW HOW TO CONVENIENCE THE PROSPECTIVE BUYER AND AWAKEN THE INDIVIDUAL'S DESIRE TO PURCHASE HIS OR HER BOOKS.



THE CLOSING CAN BE EASY IF:



A. THE LITERATURE EVANGELIST IS HAPPY AND ENTHUSIASTIC AND HAS FAITH IN HIS OR HER BOOKS, IN HIS OR HER PROSPECTIVE BUYER AND IN GOD.

B. THE LITERATURE EVANGELIST, FROM THE BEGINNING, TOUCHED THE HEART OF THE PROSPECTIVE BUYER AS WELL AS GAINING HIS OR HER AFFECTION AND TRUST.

C . THE LITERATURE EVANGELIST AWAKENED THE INTEREST OF THE PROSPECTIVE BUYER THROUGH THE USE OF INTRIGUING AND ALARMING OBSERVATIONS.

D . THE LITERATURE EVANGELIST NOT ONLY CONVINCED THE PROSPECTIVE BUYER, BUT ALSO MADE HIM OR HER WANT THE BOOKS.





“The closing should be precise, brief and strong, and not rambling, profuse or confusing.”
Benjamin Riffel

A background image of two men in business attire sitting at a table, looking at a laptop. The image is overlaid with a teal color. In the top right corner, there is a white hamburger menu icon. In the bottom left corner, there is a small white circular icon.

BASIC STEPS FOR THE CLOSING:

01

AFTER FINISHING THE PRESENTATION, MAKE A BRIEF ONE-MINUTE SUMMARY IN THREE OR FOUR SENTENCES REINFORCING THE MAIN BENEFITS OF THE COLLECTION. DO NOT GO BACK AND MAKE THE SALES OFFER AGAIN, JUST INSIST ON THE BENEFITS.

02

PRESENT THE LIST OF BUYERS AT THE END OF THE PROSPECTUS,
SHOW THE PROSPECTIVE BUYER THE NAMES OF PEOPLE WHO ALREADY
ACQUIRED THE COLLECTION AND WHO ARE NOW ENJOYING ITS BENEFITS.

03

APPEAL TO THE PROSPECTIVE BUYER TO PLACE HIS OR HER ORDER
AND WITH A NICE PEN IN YOUR HAND, INDICATE THE PLACE
WHERE HE OR SHE SHOULD SIGN.

04

EXPECT THE QUESTION: BUT, HOW MUCH DOES IT COST?

05

ACCEPT THIS QUESTION AS A SIGN OF INTEREST.
THEN, PRAISE THE COLLECTION.

06

BEFORE MENTIONING THE PRICE, IN A FEW SENTENCES MAKE THE CLIENT EXPECT THE PRICE TO BE HIGH. COMPARE THE BOOKS TO EXPENSIVE THINGS.

07

THEN, MAKE THE PRICE SEEM RIDICULOUSLY LOW IN COMPARISON TO OTHER PRODUCTS ON THE MARKET. FOR EXAMPLE, IF YOU ARE SELLING A COLLECTION OF BOOKS THAT COSTS \$ 100.00, COMPARE IT TO OTHER COLLECTIONS THAT COST \$400.00 OR \$500.00.



OF

FIVE SALES CLOSING TECHNIQUES:



1st

**PRAISING THE VALUE
CLOSING TECHNIQUE.**



1st

THE DIFFERENCE BETWEEN PRICE AND VALUE IS IMMENSE AND
UNDERSTANDING THIS IS VERY IMPORTANT SO
THAT THE SALE MAY BE CLOSED.

1st

*MR. SMITH. BUT, IF WE WERE WILLING TO SPEND \$10,000
TO REVITALIZE OUR HEALTH, HOW MUCH WOULD WE BE WILLING
TO INVEST TO PREVENT A SERIOUS ILLNESS?*

1st

THE WORLD HEALTH ORGANIZATION AFFIRMS THAT FOR EACH DOLLAR NOT INVESTED IN PREVENTION THIS MEANS THAT ON AN AVERAGE, 18 DOLLARS WILL BE SPENT ON AN ATTEMPT TO FIND A CURE.

2nd

THE ASSUMPTIVE CLOSING TECHNIQUE

2nd.

IN THIS CASE, THE LITERATURE EVANGELIST CONFIDENTLY TAKES OUT THE ORDER FORM AND REQUESTS THAT THE CLIENT GIVES THE LITERATURE EVANGELIST HIS OR HER ADDRESS, FULL NAME AND OTHER DETAILS. UPON DOING THIS, IT IS ASSUMED THAT THE CLIENT IS GOING TO MAKE THE PURCHASE.



3rd.

CLOSING BY CHOICE TECHNIQUE

3rd.

*WHAT DAY IS BEST FOR ME TO BRING THE BOOKS, THE FIRST OR THE FIFTEENTH?
WHAT PAYMENT PLAN DO YOU PREFER, PAYMENT IN FULL OR INSTALLMENTS? WILL
YOU BE PAYING IN CASH OR BY CHECK?*

4th.

LESSER POINT CLOSING TECHNIQUE



4th.

DO YOU WANT THIS IN YOUR WIFE'S NAME OR IN YOUR OWN NAME? DO YOU WANT THE BOOKS TO BE DELIVERED AT YOUR OFFICE OR AT YOUR HOME? DO YOU PREFER THIS BOOK OR A HARDBACK BOOK?





5th.

DIRECT CLOSING TECHNIQUE



5th.

*MR. SMITH, CAN I TAKE YOUR ORDER NOW? WILL YOU PAY IN FULL, SIR?
SHOULD I INCLUDE IN YOUR ORDER THAT YOU WILL
MAKE INSTALLMENT PAYMENTS?*

A silhouette of a hiker with a large backpack is shown on a rocky mountain peak. The hiker is leaning forward, possibly resting or adjusting their gear. The background features a vast mountain range under a sky with soft, wispy clouds, illuminated by the warm, golden light of a sunrise or sunset. The overall mood is one of perseverance and achievement.

THE VALUE OF PERSISTENCE



THE UNITED STATES ASSOCIATION OF SALES EXECUTIVES AFFIRMS:

80 PERCENT OF ALL NEW SALES ARE MADE AFTER 5 CALLS TO THE SAME CLIENT.

48 PERCENT OF ALL SALESPERSONS MAKE A CALL AND THEN CROSS THE CLIENT'S NAME OFF OF THEIR LIST.

25 PERCENT GIVE UP AFTER THE SECOND CALL.

12 PERCENT ATTEMPT THREE TIMES AND THEN GIVE UP.

10 PERCENT CONTINUE CALLING.





SEVEN TYPES OF VERY SUCCESSFUL CLOSINGS

SEVEN TYPES OF VERY SUCCESSFUL CLOSINGS

1. CLOSING AS SOON AS THE PROSPECTIVE BUYER SHOWS INTEREST IN BUYING.
2. CLOSING AS A LOGICAL CONSEQUENCE.
3. CLOSING THAT HAS BEEN STUDIED AND PLANNED.
4. CLOSING THAT HIGHLIGHTS NECESSITIES AND DEMONSTRATES BENEFITS.
5. CLOSING WITH CONFIDENCE AND NATURALLY.
6. CLOSING AFTER HEARING OBJECTIONS AND ANSWERING THEM POSITIVELY.
7. CLOSING THAT INCLUDES RELIGIOUS BOOKS.



A silhouette of a businessman in a suit walking up a set of stairs, viewed from behind. The stairs and the man are rendered in a dark blue color against a lighter blue background. The word 'FIVE' is faintly visible in the background behind the man.

FIVE CONCEPTS TO SIMPLIFY THE CLOSING

SEVEN TYPES OF VERY SUCCESSFUL CLOSINGS

- 1. CHILDREN'S CHARACTER**
- 2. FAMILY HEALTH**
- 3. HAPPINESS IN MARRIAGE**
- 4. SOLUTIONS TO PROBLEMS IN THE HOME**
- 5. FAITH AND HOPE**