



CLOSING THOUGHTS

When going in to close, remember that you often have to ask for the sale 5 times before the customer will make the purchase. You can do this with soft trial closes – four of these and then ask for the sale if you get agreement. But it is critical that you ask. It is also critical that once you ask, you SHUT UP! Too many Associates talk past the close and by so doing take any moment of decision away from the customer. It may SEEM like it is taking forever for the client to answer, and you may feel uncomfortable during the wait, but wait you must. It MUST be the client's decision.

When coming in on a T.O. begin with a few questions – “If you could change anything about this ring, what would you change?” They may say nothing, or everything, or the price. Any information the client gives you shows you where to move next.

If price is the final objection and you negotiate price, say, “ I don't know if I can, but If I could, would you....” Get a level of commitment from the client before asking for price. If you can match the price, confidently congratulate the client, and ask if they will be wearing it, or if we will box it up (or something along those lines.)

Team selling is not recommended, but if you use this in your store, you must have an understanding of who will close, who will talk, and who will be the runner or sales support. It is also a good idea to work out in advance, who will break away if a new customer enters the selling floor, and who will acknowledge and go and attend that client.