

# TOP 20 BEST SALES CLOSING TECHNIQUES

AMIT SHARMA



# THE COLUMBUS CLOSE

This technique takes its name from a classic 1970s TV show, *Columbo*, whose lead character – a detective with the last name Columbo – was famous for seemingly ending an interrogation before turning around and asking, “Just one more thing...”

While few think of Columbo as a sales professional, his famous one-liner has led to more sales than almost any other line in sales history.

After you've wrapped up your sales pitch and you know the customer is about to walk away, use the Columbo line to hit the customer with the [most enticing part of your pitch](#).

## Examples of Columbo Close

- So in conclusion, the [product] is going to revolutionize how your business operates... Just one more thing, though, it is also available at a shocking X% off!
- Here is a great example: “Just one more thing. Now that the presentation is over, may I know what stopped you from buying this product today?”

In the world of sales, this close is most often used to uncover a hidden objection that's holding up the sale. Once you've made it clear that the meeting or call is ending, slip in a question that cuts to the heart of the matter and earns you valuable information.





# THE BEN FRANKLIN CLOSE

This “old school” close draws inspiration from Ben Franklin, who famously persuaded people to his side of an argument through the savvy use of pros and cons lists.

To use this in a sales setting, you’d summarize the pros and cons of your offering for your client, encouraging them to make a decision based on the list that’s stronger. The catch? To be successful, the pros list in favor of your offering should be at least **2-3X more valuable** than the cons they outweigh.

This simple tactic has enormous potential when it comes to sales closing.

Listing down the pros and cons of your product will help the prospect visualize how valuable your product can be for them. It’s best used when the prospect is hesitant whether to get your product or not.

## **The Ben Franklin Close might sound like this:**

“So, as you can see, the pros of our product are that it is compact, versatile, and can address the efficiency issues you have been having in production. The cons are that it will have a learning curve for the team and your current widget is relatively new. Although, a new widget that works is a far better investment than holding on to a widget you already have that creates production hold-ups. So really, we are just looking at the learning curve here.”



# THE SCALE CLOSE

The Scale Close is a closing technique that helps you transition from the qualifying stage into the closing stage.

Before closing a sale, if you need a vague idea of how interested your prospect is in your product, it's best to approach them with the 'On the scale of 1-10' line.

Based on how they rate, you can either clarify their objections if the score is low or proceed to close the deal if they give you a solid high score. This will help you analyze the prospect's interests and gives you a chance to walk them through any concerns they might have.

## **You can try Scale Close like this:**

On a scale of one to ten, how would you rate our product? Interesting. May I ask why [rating]? I see, and could you also explain why not a ten?

I can see that price is a major concern for you. However, if you consider that when you divide the total investment, you are only paying X per week, which seems completely reasonable, right?





# THE SHARP ANGLE CLOSE

Prospects often ask for price reductions or ad-ons because they know they have the upper hand -- and they also know you expect it.

The Sharp Angle Closing Technique is best used when the prospect is most likely going to buy your product, but they have one nagging objection that is stopping them. They bring this objection in the form of a challenge like 'can you deliver' or 'there is an issue' or so on. Using the sharp angle tactic, you can answer this question with another relevant question in the hopes of closing the deal.

If you get a positive response, the deal is done and dusted. Otherwise, if you happen to get a negative reply, you know that they're either not serious or there is another issue. Here you are given a second chance to clarify any other issues they have.

## Examples of Sharp Angle Close

- I understand that you're concerned about whether we can deliver within a month. What if we give a one-month delivery guarantee, would you be ready to close the deal?
- If I offer you an X% discount to alleviate your budgetary restraints, are you willing to jump on board?
- When they ask, "Could you add on a few extra hours of onboarding at a discounted rate?" reply, "Sure. But if I do that for you, will you sign the contract today?" It's likely they won't be expecting this response -- first, because you agreed to their request, and second, because you've proposed closing today.

**Why this works:** You give them something you were already willing to, and in exchange, receive a firm commitment and make the sale instantly.



# THE 'VALUE WEDGE' CLOSE

Having 70% overlap between your solution and the competitors is a fact.

We have a choice, we can try to sell by highlighting the 70% Matching comparison or we can try to sell our solution from the ground up, focus instead on the 30% of your offering that's different from others you're going up against – aka, your "value wedge."

Focusing there helps your pitch stand out from others who are pitching generic benefits for relatively similar products or services.





# THE BACKWARD CLOSE

Most sales professionals were taught that sales cycles followed a predetermined number of steps, with step one being the "prospecting and qualifying" step. But what if you started with the final step, asking for referrals? It is [the backwards closing technique](#) that starts where most sales end.

What most backward closing technique users experience is that they feel that the customer is immediately put at ease when they realize that you are not trying to sell them something. After that, it's smooth sailing to explain the product and its benefits and value — and then ink the deal.

However, I say this useful closing technique puts prospects at ease because they feel like you aren't trying to sell anything. Once you start talking, however, you can work back to the qualifying stage as you describe your organization's features and benefits to close the sale.

The Backwards Close might sound like this:

"Do you know of anyone that could benefit from our Product? I would love to discuss how we can help them grow their business. Our proprietary design automates and increases repeat sales by 20% without adding additional staff."



# THE ASSUMPTIVE CLOSE

A popular closing technique, the Assumptive close is where the salesperson assumes that the deal has been made. Sales reps use this technique when the prospect has checked most of the boxes in each step of the sales process but has not yet confirmed the deal.

The Assumptive close works because it doesn't allow the prospect to sit on your offer giving them a time to conjure up issues and objections which can result in them backing out of the deal completely.

You can say - "How about next Monday to get your onboarding process started?"

The key thing about the assumptive close is that you need to take frequent "temperature checks" of your customer to make sure that she is following along with your assumption-of-sale.

After a call or meeting, ask, "*Did this presentation align with your expectations?*" If you've just provided them with new information about your product or service, ask, "*Does this sound like something that would be valuable to your company? Does this meet a specific need or pain point?*"

By keeping your ear to the ground -- and assuming good intent from the start -- you'll bring an authority and direction to your sales process that wouldn't be there otherwise.

To use this technique, frame the language you use as you're ending your pitch in a way that assumes the deal is done.

I suggest **three examples** that you can customise to your needs:

- "When should we get started on implementation?"
- "What delivery date would you like?"
- "Which [package, tier, bundle] are you going with?"

**Why this works:** Your confidence and positive thinking is contagious, and makes the prospect think the answer should be as obvious to them as it is to you.





# THE PUPPYDOG CLOSE

Few can resist the cuteness of a puppy. Take a dog lover into a puppy store and he'll go gaga. Offer to let the dog lover take a puppy home to "try it out" and nine out of 10 times the customer will buy the puppy.

If you've ever purchased a car, the sales professional most likely employed the puppy dog close on you.

This closing technique earned a lot of attention after it was mentioned by Tim Ferriss in his popular book, *The Four Hour Workweek*. Its premise is simple: offer to let well-qualified leads try something out, hoping that – once they experience the value – they'll be unwilling to give it back.

Sales reps can identify well-qualified prospects and offer them the chance to try out your product for free. Upon realizing the true value of the product, they would be more open to purchasing it. Once they have developed an affinity for your high-value product, they would not be willing to let it go.

Using a puppy dog close is a low-pressure and highly effective method to get a customer to sign on [the bottom line](#). Once you're aware of the technique, you'll see your sales numbers steadily improve.

**The Puppy Dog Close might start with something like this:**

"If you would like to try our widget for a month for free with no obligation to buy, I can ship one to you on Monday. If you don't like it, just ship it back to me. Would you want to give our widget a shot?"

I can sense that you are still hesitant to make the purchase. How about I offer you a 5-day no-cost trial and you can see how the product works for your business. If you don't like it, you don't have to buy it. But at least give it a fair chance!



# THE HARD CLOSE

Also known as the "Nothing to Lose Close, the Hard Close is an accounting technique that means the organization "closes the books" after a set time such as month or year. Hard closes can [help sales reps make last-minute deals](#) with prospects that are lingering near the end of the sales cycle.

Hard closing demands a lot of courage and confidence and should only be used when you have nothing to lose.

This is face-to-face, show no fear, get-the-deal-signed type of selling. Despite its negative reputation, sometimes the hard close is the best closing technique to use. The one caveat is that you should never use it too early in the [sales cycle](#).

Here is how to use it:

"I just got word that our accounting department is closing the books at the end of the week. After that, we move to the new pricing/product/package plans. Would you like to take advantage of the last minute offer before they close it?"





# THE TAKEAWAY CLOSE

Tell someone not to buy something and guess what? That's precisely what they do. This is how this technique works.

This concept is simple: if you've already laid the benefits on them, and they don't seem interested in certain features or full product, **take them off the table**. Offer cost savings by removing features that they might not need, and see if they're more inclined to take the offer.

If you're getting nowhere with a prospect, start packing up your products. The interest will then peak and, 3 seconds later, the client is yours.

This results in a psychological impact on customers not wanting to lose anything on their wish list and moving forward purchase the product.

## Examples of the Take Away Close

"I know we discussed the wireless version of the widget, but for how you intend to use the widget, the wireless function might not be necessary. Also, the portable charger wouldn't be vital either since you will primarily use it in one place. What you lose in versatility saves you a few dollars every month. What do you think?"

How about we go over the product once again and close the deal within the next 30 minutes? However, if we fail to reach a decision, it would be wise for us to take a step back and reconnect at a later date when you're ready to make a final decision.



# THE NOW OR NEVER CLOSE

Commonly referred to as the Urgency Close, the Now or Never Close is a sales technique where you place pressure on the prospect to make a decision. This technique works when coupled with a special discount or freebie for a limited period.

Salespeople can make an offer that includes a special benefit that prompts immediate purchase. For example:

- We have a special X% discount for those who sign up within this week. You wouldn't want to miss out on this offer!
- If you make a purchase by this month, we offer three months of servicing free of charge.
- There is only one item left in stock. From next week onwards, the price will be going up for the new shipment.

This technique works because it creates a sense of urgency and can help overcome inertia when a prospect wants to buy -- but for some reason isn't pulling the trigger. Of course, you should always establish value before offering a discount or promotion.

Here is one more example :

"I know you have been thinking about making the switch from your existing vendor to us for a while now. I have a special deal that might make it easier for you. If you switch to us today, I can include a premium support package for 12 months as a special thank you. But act fast! This offer is only available until the end of business day today."





# THE SUMMARY CLOSE

When you summarize the benefits and value of the product your offering, it's easier for a prospect to sign on the dotted line. That's because it can be difficult for some people to differentiate between two or three different products.

For example, "So, we have the Compact Pixie Deluxe espresso machine that takes up very little counter space. It comes with a built-in frother, and it has a 2-year warranty. We also offer free delivery."

If you help the prospect visualize what they're purchasing — and sum it up in a concise way — it's easy for them to understand they're actually getting what they want.

**Why this works:** It refreshes your clients' memory, especially if the sales process has gone on for a long period, and involves several products and features. Furthermore, through this method, you can also reengage the clients if you sense that they are hesitant to reach a decision or their attention is diverted by your competitors. As it offers a holistic overview of your offerings, the client will have a stronger leaning towards your product or service.

*So Peter, over the last few weeks, I can see that your team has rolled out a great pilot of our customer success tool.*

*With our product, you were able to monitor your customer health in real time, and focus on the right customers at the right time. We have already greenlit the feature request and reduced the price to \$2500/per month. All that is left, is for you to sign the dotted line and get started on improving your customer retention.*

# THE OBJECTION CLOSE

Every salesperson has had its fair share of objections. Normally, a sales rep would want to avoid an objection like the plague. However, a seasoned salesperson is adept not only at handling an objection but also using it as an effective sales closing technique.

Once you have made sure that your prospect has understood everything about your product and what it has to offer, try closing the deal by asking them for any objections they might have with the product.

This approach allows the prospect to raise any final objections or doubts that they need to clear up without saying no to the deal.

## Examples of Objection Close

- So, do you have any doubts or queries regarding the product? I'd love to help you with them!
- Is there any reason why we cannot start deployment by the end of this month?



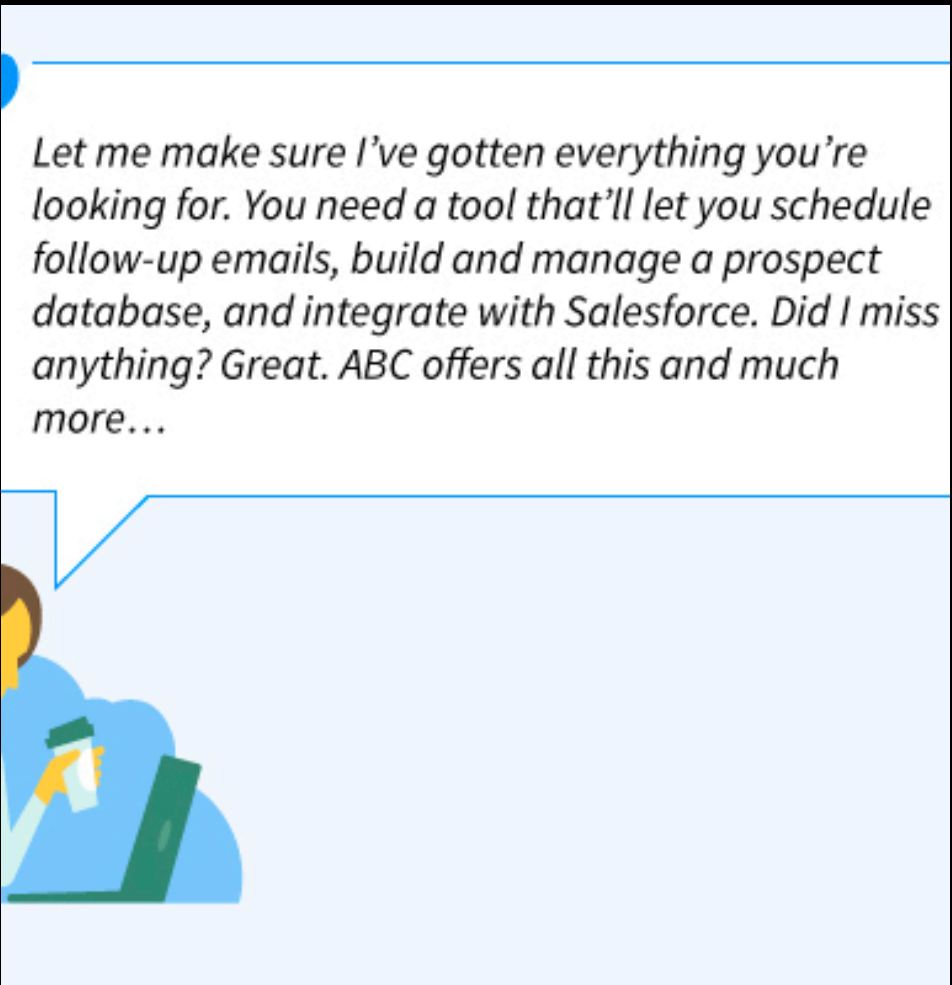
# THE NEED CLOSE

What can better seal a deal than a product that meets the customer's needs? You can comfortably close more deals by detailing what your product or service offers and how it satisfies the prospect's needs.

To pull off a Needs Close, you first need to recapitulate the things that the prospect needs from your product. Then present the features against these needs. The more needs that get met, the better the product is for the prospect. It allows the client to understand how your product will benefit them. By comparing their needs with your product's offerings, you help them understand how your intervention can benefit their business.

## Examples of Need Close

- So basically, you are looking for [features 1, 2, 3... n]. Have I got that correctly? Great. Well, let me tell you that our product/service not only meets these needs but also offers more!
- If you need [desired result], you should really give the product/service a try as it can meet all your requirements for [requirement 1, 2, 3...]

An illustration of a person with brown hair and a yellow face, wearing a blue shirt, sitting at a desk with a green laptop. A blue speech bubble points from the person towards the text above. The background is light blue with a white horizontal line.

*Let me make sure I've gotten everything you're looking for. You need a tool that'll let you schedule follow-up emails, build and manage a prospect database, and integrate with Salesforce. Did I miss anything? Great. ABC offers all this and much more...*



# THE VISUAL CLOSE

They say that a picture is worth a thousand words. But in reality, [a picture is worth 60,000 words!](#) Due to this property, visual cues like infographics, charts, tables, or even videos that leave a lasting impact on an individual, can be an innovative and attractive fashion to close a deal. So rather than bombarding your clients with numbers and calculations or walls of text, try the visual approach.

It's easier for the prospect to visualize what you're trying to put forth.

## Examples of Visual Close

- Here's a table that I have made illustrating the pros and cons of our product. I would encourage you to go through it to get an in-depth understanding.
- To save us time, I have prepared a quick presentation rich with informational graphics, which I would like to share with you. It will offer you an in-depth understanding of what we have to offer.



**Demo**



**Team Onboarding**



**Successful Pilot**



**Terms and Conditions**



**Contract Execution**

# THE EMPATHY CLOSE

Not every deal has to be closed using leverage or pressure.

Sometimes it's good to take the empathy route.

The Empathy Closing technique allows you to use emotion to understand the situation your prospect is in. When the prospect tells you that he/she isn't ready to make a decision, it's sometimes good to them more time to think than rather pushing for a close.

Empathizing with your prospects can help build a special bond with the prospect which can be useful in the long run.

## Examples of Empathy Close

- I can understand that reaching this decision right now could be tough. How about you take some time to deliberate on what we've discussed?
- Looking at the market conditions, I feel that choosing [package 1] could be a better choice for you as it is better suited for your business. If I were you, I'd choose that.



# THE ALTERNATIVE CLOSE

The Alternative Close is a close relative of the Assumptive Close and is ideal for the prospects who have no queries whatsoever related to your product.

The maneuver starts with the assumption that the prospect is ready to make the purchase. Then, the salesperson offers them two alternatives as options to close the deal.

By offering two alternatives, you cut down the confusion and simplify the decision-making process to get the client on board.

The catch is, whatever choice they choose, it should invariably help you take a step towards the close.

## Examples of Alternative Close

- So, we could begin with the first installment in the last week of this month or in the first week of the next month. Which of these would work best for you?
- You could choose between the Basic package or the Elite package. Now the ball's in your court.





# THE OPPORTUNITY CLOSE

In business terms, Opportunity cost is the cost of forgoing something. I.e. the cost you incur by not doing something.

No business wants to miss out on a great opportunity. Hence, highlighting a concern that the company will incur some losses by not taking proactive measures is the crux of the Opportunity Cost Close. Through this technique, you can stress on what the client will miss out on if they do not opt for your solution.

When using the Opportunity Cost close technique, insist why purchasing your product is not an expenditure but rather an investment – highlight the ROI they will enjoy such as better efficiency, saving time etc. which are far more valuable in the long run, compared with the what they will spend on your product.

## Examples of Opportunity Cost Close

- I understand your concerns about the initial investment involved. However, put this in perspective: not purchasing the product would result in you missing out on X number of potential clients!
- Our product streamlines your processes, thereby enhancing the productivity of your employees and boosting customer satisfaction. And you know, a happy client means more business. So you're essentially missing out on that!



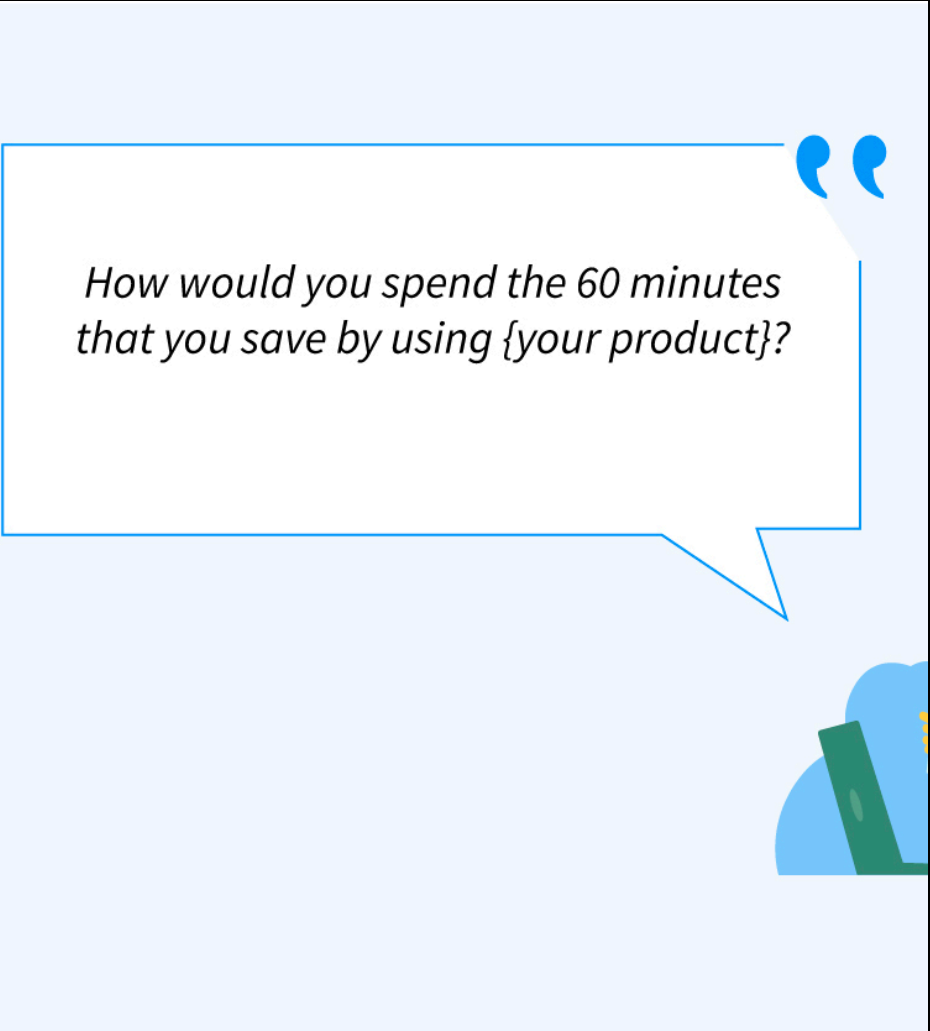
# THE OWNERSHIP CLOSE

*The Ownership sales closing technique revolves around firmly planting the idea that your client already owns the product. You can draw facts and figures to paint a holistic picture regarding how their business will be positively impacted upon the purchase of your product.*

*Narrate testimonials regarding how similar businesses were capable of achieving their goals, overcoming their competitors, and outperforming the key metrics. Start referring to the product or service as “your” product/service. Draw parallels and talk about the stellar performance of your client’s business once the product steps into the picture. Doing so will create and fortify the mental belief that the product will definitely add value to their business, which will make it easier for you to close the deal.*

## **Examples of Ownership Close**

- *As you start offering quick, efficient, and accurate responses to customer queries, your product will definitely enhance customer satisfaction. Not to mention, once a load of repetitive tasks is taken off the employees’ shoulders, they will also appreciate your insight in introducing this product.*
- *How good it would be if we can save \$6000 per month and start spending/ investing the excess revenue in other Operations? Right?*



*How would you spend the 60 minutes that you save by using {your product}?*

# THE 'BEST TIME TO' CLOSE

Does your prospect have any trigger event in the near future?

If yes, then it is the best time to use the 'Best Time to' Close! Some common trigger events include a change in business strategies or location, growth or expansion of the business, transfer of ownership, hiring/firing of employees, dissatisfaction with the current vendor, mergers or acquisitions, new legislations, change in brand perception, etc.

You could cite any of these trigger events to persuade the client why it is an ideal time for them to purchase your product. For the 'Best Time to' Close, you need to have an in-depth understanding of the target company and monitor and track their activities.

## Examples of 'Best Time to' Close

We've heard that your business is venturing into the XYZ avenue, which is pretty exciting. Now is the best time to try out the [product] as it will help you gain traction on these new territories.

Since you are hiring a new workforce this month, it is the best time to implement the product as it gives them ample time to complete training and get acquainted with the product as they face new challenges every day!





# THE CALENDAR CLOSE

Having a client who simply refuses to make up their mind can be frustrating, simply because they are too close to the finishing line for you to abandon them, but they also keep you waiting forever! Given that you have your own personal timelines and targets, implementing the calendar close for closing sales deals with a non-committal client can come to your rescue. For a Calendar Close, you suggest a date for finalizing the deal in the near future. This initiative allows you to fix a concrete timeframe by when the prospect should make their decision. Further, the response generated by a Calendar Close can also act as an indicator of the prospect's level of commitment.

## Examples of Calendar Close

- I think we have discussed everything that there is to our offer, so shall I set up a meeting this Wednesday to get the ball rolling?
- Now that we have ironed out the details, how about we meet on the 21st and finalize the paperwork?



# THE OPTION CLOSE

The Option Close has the prospect choose between products you offer. It is best for situations where you feel easing the prospect into the closing process would be beneficial to the relationship.

The option 'close' offers 2 options for a client to choose (both are 'yes'.)

## **The Option Close goes like this:**

"Well, now that you know what's available, which package do you like better, the starter package, the complete package, or the premium package?"

**| Example of what you should do:** We could do the first installment at the end of this week or the beginning of next. What works best for you?

**| Example of what you shouldn't do:** So, do you want to buy these widgets?

Rather than asking for the business (and possibly pushing them to buy too early), you are only asking which program they prefer. The prospect then moves forward in the buying process with less reluctance and pressure. After all, they are only choosing which program they would buy.



# THE ARTISAN CLOSE

This method of closing a sale involves narrating the story that covers the work, time, and skill invested in the product, which makes it what it is today. Rather than focusing on the product or service, it highlights the people who work tirelessly behind the scenes to help and benefit the clients. It is a highly effective sales closing technique to try on prospects who can appreciate the hard work and effort that goes into the product. It not only garners their appreciation but also earns their trust that their business will also be treated in the same spirit.

## Examples of Artisan Close

- Our team of experts invested XYZ number of hours in bringing this product to you!
- Our product is a result of the hard work, toil, and sweat invested by our founders. To honor the sanctity of the same, we offer a:b customer to support ratio to ensure top-notch support from our end.



# THE 'SARB' CLOSE

This Qualification + Closing framework involves four steps to Close a Sale:

- **Summary:** Summarize what you spoke about and how it solves their business and person need
- **Ask:** For feedback and what stood out to them.
- **Recommend:** A next step and who on their side should be involved and why their involvement is important at this stage.
- **Book:** The next meeting with the prospect on the phone.

Sales opportunities won't always proceed this smoothly, but having a framework like this in place at least allows you to ensure you're moving in the right direction.





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# What Participants Say ?



**Shrikant Ghelot**  
15 May 2020

During the course, Amit takes us through the entire Sales Process and explains how Authoritative Selling will help yield better results at each step. Tips and Hacks shared by Amit is helping my and my team's performance. Thanks a lot Amit. This has turned out to be the best Sales Training Course so far.



**Syed Vaisul Karne**  
12 Mar 2020

The Sales techniques and methodologies I have learnt from Amit's Authoritative Sales Training Course is pragmatic and priceless. After attending his course, my perspective has changed to be a successful Sales Person and now I am able to convert the leads from 20% to 80%. I have recommended his course to my entire Sales Team and Co-Founder.



**Chandra Babu Chunduru**  
30 Jun 2020

I have attended Amit's Authoritative Selling Course in June end. I found it highly insightful and worthy. It helped me solve my sales conversion challenges that I was lacking. I highly recommend this program to everyone.



**Shubham Tibrewal**  
11 Dec 2019

Mr. I am Shubham, executive, E-Cell, IIT Madras. I had attended your Sales Course on Sales Pitching and Conversion and found it really great and eye opener. I would like to be connected with you for continuous learning.

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Thank You