

Print Sales University

Secrets

of the

Master Closer

Game changing **print sales** strategies



Webinar Workbook

Peter E. Ebner



Secrets of the Master Closer

Game changing print sales strategies that turn prospects into paying customers

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About Peter

Peter Ebner is recognized as *the printing industry's leading sales trainer*. As author of 13 industry specific books and audio programs including **Breaking the Print Sales Barrier** and **Secrets of the Master Closer** Peter presents over 200 talks, seminars and in-house training programs each year. His articles on sales and marketing are published regularly and his sales training manuals and audio programs are already being used by thousands of print salespeople and managers to increase sales and profits. But what makes his webinars so effective is his extensive hands-on industry experience. They not only reflect his personal experience; selling printing for over a decade, but also the experiences of the thousands of owners and salespeople he has trained. In other words, he knows firsthand, the challenges you face, and he'll show you how to land more jobs.



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9 EXERCISES THAT WILL KEEP YOUR SALES FIT

As Daniel Borstin said in *The Discoverers*, “The greatest obstacle to discovering the shape of the earth, the continents and the oceans was not ignorance, but the illusion of knowledge.” and it is this illusion of knowledge that prevents many of us from reaching our sales objectives.

Every day I meet with experienced salespeople that truly believe that they have mastered the art of selling. So instead of holding themselves accountable and improving their skills, they blame poor sales on forces that are out of their control. They are under the illusion that it is their territory, the economy or the competition that is costing them sales when in fact, poor performance is always an indication of a lack of skills. So here’s a simple exercises that will measure your ability to land the job.

Do your best to answer the following 9 questions. Not only will they sharpen your selling skills, they will help you identify areas that need improvement.

1. List 10 reasons why the prospect should order from you instead of from the competition.

Studies have consistently shown that the #1 reason for lost sales is not that *your price is too high* or because your prospect is *happy with his or her present supplier* but, rather because most salespeople fail to make a presentation that distinguishes them from the competition.

Unfortunately, most salespeople still believe that offering the prospect, quality printing, competitive prices and outstanding service will land the job, when in fact these are the minimum requirements for doing business. It is what you offer your prospect above and beyond these minimum requirements that will set you apart from the competition and justify a higher price. In other words, if you’re not giving your prospect several reasons to order from you – then the only distinguishing feature will be the price and as you know, there is always someone that will print the same job for less.

2. Create a list that gives 10 reasons to call back on your prospect.

We all know that it is a rare occasion when we meet a new prospect who has a job that is ready to go to press. In most cases, landing a job requires several call backs. In fact, *studies show that 80% of all new sales are made on the fifth or sixth call!* Unfortunately, many salespeople (48%) give up after one call and another 25% give up after the second call, because few have learned to take advantage of the callback. When properly executed the callback offers an excellent opportunity to build rapport and to gain the prospect’s trust - if you make the callback a positive experience for the prospect.

All too often we call back for the wrong reason. We call back because *we want something*; “*Ms. Prospect, it’s Peter from Lucky Print. I was in to see you about a month ago and I’m just calling to see if there is anything that I can quote for you at this time?*” - when in fact *the callback must benefit the prospect.*



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Unless the prospect is ready to order, don't play all your cards during the meeting; instead keep something in your hand that you can use as a reason to call back. For example, even though you may have samples with you, if your prospect asks to see them don't show them at this time. Instead, make an appointment to show the samples at a later date.

If your prospect's job will not be ready to go to press for six months you should be looking for reasons to call back every month. If the job is ready to be printed in six weeks, you should be looking for reasons to call back every week.

3. Pick a target market and develop at least 20 probing questions that you should ask the prospect.

The secret to sales success is simple, all you need to do is to *give your prospects what they want*. But what do your prospects want? Do they want low prices, fast turnaround, increased response to their mailer, an improved corporate image, to run their business more efficiently? The list is endless, and you have no way of knowing unless you ask, so before making a presentation always ask your prospect a series of probing questions that identify his or her wants and concerns.

To maximize the benefit of this questioning period your questions must be preplanned. So, select a target market, for example you could choose direct mail, small run magazines or corporate brochures and write out 20 probing questions for each target markets.

4. Identify 10 ways to create a sense of urgency.

Although we deserve to be proud of our fast, efficient service, all too often our fast, efficient service costs us the sale. Consider the following scenario.

Prospect: *If I decide to go-ahead with this, how soon could I get the job?*

Salesperson: *I can probably get your job on press by tomorrow and have it folded and delivered within the next three days.*

If the prospect in this example doesn't need the job for another two weeks, she won't order now, because the salesperson just told her that she can wait another 1 ½ weeks before placing the order and still get delivery on time. Well, a lot can happen during the 1 ½ weeks. The prospect could change her mind. She might shop around and get *closed* by the competition. She might even find someone who will print the same job for less. So *never tell your prospects how soon they can get the job until you know how soon they need it.*

Always keep in mind that if you don't give your prospects a reason to order the job today they won't, and time quickly kills desire.

5. List 10 company features and turn them into customer benefits.

All too often we get caught up in telling our prospects about the wonderful things that we can do and about the state-of-the-art printing equipment that we've purchased. They're not interested. The only thing our prospects want to know is, "*What can you do for me?*" In other words, every time you mention a feature you must translate it into a benefit. For example, telling your prospect that you've been in business for over 25 years is a waste of time unless you follow through and turn this



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feature into a benefit. *“Because we have been in business for over 25 years, we have the experience to identify costly mistakes before they happen and that will save you time and money.”*

6. Make a list of all the possible ways to change a job.

If you are quoting your prospect’s exact specs you are forcing the prospect to compare quotes where the only distinguishing feature between you and the competition is the price. But when you change the specs your prospect can no longer compare identical quotes and price becomes a secondary issue. So whenever possible, get permission to change the specs, but keep in mind that *any changes you make must benefit the prospect*. So, create a list of at least 20 ways that you could change a job. For example, you could change the stock, the finish, the length of the run, etc...

7. List 5 company weaknesses and turn these weaknesses into strengths.

There is no denying that all print shops have *perceived* weaknesses. It could be that your shop is too big, or too small; that your location is out of the way or that your equipment is outdated. While some prospects may feel that you can’t service them adequately because you only have one press, others may feel uncomfortable giving you their work because your shop is filled with too many presses.

A weakness is only a matter of perception, so by changing your prospect’s perception you can change a weakness into a strength. For example, if you happen to be the new shop on the block and you’re consistently losing sales to prospects who said, *“We only deal with well-established printers”* you could address this concern by boasting about it in your presentation.

“Mr. Prospect, the fact that we are the new printer on the block is exactly why you should be dealing with us. Our new state-of-the-art presses allow us to print quality work at a lower production cost than many established printers and that means we can pass these savings on to you.”

8. List your 5 most commonly heard objections and write out the best response.

Most salespeople are losing jobs to the same 4 or 5 objections. For example, do you know what to say when the prospect says, *“I can get the same job elsewhere for less”* or *“I need three quotes before I decide”*? If not, you are losing jobs, but needlessly so, because the proven and tested techniques that easily overcome all objections have already been developed. So, keep a record of every objections you hear, and take the time to write-out and memorize the responses that turn these objections into sales.

9. List 5 ways of asking for the order without asking the prospect to buy.

Closing is a major stumbling block for many salespeople. All too often the salesperson will work hard to find a new prospect. He’ll spend time gathering the job’s details and writing a competitive quote and then he’ll just wait for the client to say, *“I’ll take it.”* Unfortunately, 8 out of 10 prospects will say, *“Let me think it over and I’ll get back to you”* unless the salesperson takes that all important step and closes the sale.

Peter Ebner

The printing industry’s leading sales trainer



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Abracadabra.
You will now
place the order.

Does Closing Really work?

There is nothing magical about closing.

Closing is not a high-pressure, sales technique

Closing only works if _____

Closing is a pre-planned, casual question that makes it easy for the prospect to buy.

The sale is made or lost in the _____.

**Even with a great presentation you will lose 8 out of 10 jobs,
unless you _____.**



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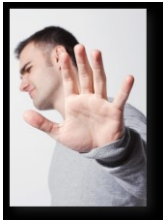
How much do you earn for,

- finding a new prospect?
- making a powerful presentation?
- helping your prospects solve their printing problem?
- overcoming an objection?
- writing a quote?

So far you haven't earned a cent.

Selling is a complete waste of time unless you follow through with the final, all important step and close the sale.

Prospects don't order from the salesperson that sold them, they order from _____.



The Procrastination Barrier

The stall is part of the sales process, so you must learn to expect it.

Closing consists of 2 skills. The ability to:

1. _____
 2. _____
- _____
- _____
- _____
- _____
- _____



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7 Key Closing Rules

ACT NOW

Rule #1 You must create a sense of urgency

Creating a sense of urgency eliminates _____.

If you don't give your prospects a reason to order today, they won't, and **time quickly kills desire.**

People want what they _____.

How can the following be used to create a sense of urgency?

Stock on hand

Mr. Prospect, I'm not sure that we have that paper in stock but let me check. If we do, I'll immediately put it aside for you before someone else takes it.

Stock that you need to order

Press time

Price



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Quality



Rule #2 You must close _____ times

Skills only bring results when accompanied by activity.

80% of all sales do not occur until the _____ closing attempt.

You must memorize _____ different closing techniques.



Rule #3 _____

When you ask the prospect to buy, you are asking him to make a **major decision** and he'll ask himself the following questions before placing an order.

- Will you deliver on time?
- Is the price fair?
- Will the quality be acceptable?
- Do I need to order today?
- Will my boss approve of my decision to change suppliers?

It only takes a small amount of doubt, and the prospect will need to think it over before placing the order.

How can you prevent your prospects from going through this mental exercise?



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Rule #4 Use the Final Trial Close to _____

The Final Trial Close has 2 objectives.

1. _____
2. _____

Why should you always use the Final Trial Close *before* asking a closing question.

If the prospect has hidden concerns, you must _____

Script – The Final Trial Close



Rule #5 _____

What's wrong with the following closing question?

Mr. Prospect, your brochures will be ready next week. Did you want them delivered to this address or somewhere else? And as I've mentioned, we print millions of brochures each year, so you'll be very satisfied with our work.



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After asking a closing question, the first person to speak _____.

Rule #6 Get the order and _____

Why must you not provide new information after the prospect has given you the order?



Rule #7 Preplan and practice

All your efforts come down to the wording of your final closing questions.

People give answers that are appropriate to _____



Closing rules summary

1. Closing only works if _____
2. Closing consists of 2 skills; _____
3. Always create a sense _____
4. Always close on a _____ point.
5. Use the _____ to test buying readiness.
6. After asking a closing question you must _____
7. When you got the order don't _____



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Closing Questions

Select and memorize 3 closing questions.

The Assumptive Close

Why must you stop sizing up your prospects? _____

Why must your closing question assume that the prospect will place the order? _____

Why is the following not a closing question?
Mr. Prospect, would you like your brochures bundled in 50's or 100's?

How can you use the Assumptive Close to turn the above question into a closing question?

The Direct Close

Why is the Direct Close the weakest closing technique? _____

What should you say if the prospect does not want to order today?

The Do Something Close

The premise of the Do Something Close is to _____



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In the prospect's office

At your office

How could you use the prospect's disk or artwork to close the sale?



The Alternative Choice Close

The premise of the Alternative Choice Close is to _____

~~The Assumptive Close~~

Mr. Prospect, your mailers will be ready on Friday. Did you want to pick them up or would you prefer to have them delivered?



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The Minor Point Close

The premise of the Minor Point Close is to _____

The Assumptive Close

Mr. Prospect, I'll have your job printed and delivered by next Friday, is that soon enough?



The Stall Close

The Stall Close can be used to close the sale when _____

The key phrase used in the Stall Close is _____

You closed the sale by saying, *Mr. Prospect, your mailers will be delivered on the 23rd. Did you prefer to have them shipped on a skid or lose?* Instead of answering your closing question the prospect says, *I'm not sure about that so let me think it over and I'll get back to you.*

How could you use the Stall Close to get the order now?



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SALES The Sifter Close

The Sifter Close can be used to;

1. tell if the prospect's objection is true or false, and
2. _____

The 2 phrases used in the Sifter Close are;

Mr. Prospect I understand, but *if it were not for* ...

Mr. Prospect, I understand, _____

How would you use the Sifter Close to tell if the prospect is lying, when the prospect says;

I want to talk to my partner first

The price is \$500 too expensive

SALES The Repeat Close

The Repeat Close,

- Allows you to avoid answering an objection, and
- Forces your prospects to answer their own objection.

To use The Repeat Close you need to repeat the prospect's _____ in the form of a question.

How would you use The Repeat Close when the prospect says, *\$1,500 is too expensive?*



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How would you use The Repeat Close when the prospect says, *I want to think it over?*



Overcoming the stall

Expect the stall

Procrastination is part of the selling process



The Conditional Close

The premise of The Conditional Close is to _____

The Conditional Close is designed to;

- brings down the prospect's guard
- _____
- Contains the Assumptive Close

Caution

Don't start the job until you get the final go-ahead, instead you could;

- Open a docket,
- Schedule press time,
- Pre-flight the disk, or
- Assign a stock.

If the prospect doesn't call you, **do not ask for permission to proceed.**

Mr. Prospect, just a quick call to keep you updated. Your job is scheduled to go to press next Thursday. Did you want to attend a press proof, or should I proof it for you?



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I need 3 quotes before I decide

You should first test this objection by saying,

The Conditional Close

The Flip to Price Response

How should you respond if the prospect says that he's *not* looking for a lower quote?



I want to shop around

You should first test this objection by saying,



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The Conditional Close

The Flip to Price Response

How should you respond if the prospect says that he's not shopping for a lower price?

The Value Response



I want to talk to my partner first

Why must you not rely on your prospect to present your quote to his partner?

What must you always get from your prospect before approaching the partner? _____



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How can you get permission to meet the prospect's partner?

1. _____
 2. _____
- _____
- _____
- _____

How should you approach the partner?

- _____
- _____
- _____

The Conditional Close

- _____
- _____
- _____
- _____
- _____
- _____
- _____



Let me think it over and I'll get back to you

- 90% of the prospects that say, *I'll get back to you* never do.
- If you don't land the job then and there, chances are you won't get the sale.
- Don't let this prospect get away.

You should first test this objection by saying,

- _____
- _____
- _____
- _____
- _____



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The Best Time To Make A Decision Close

The Conditional Close

The Flip to Price Response

How should you respond if the prospect says that he's not thinking about getting a lower price?



The Next Appointment Close

You should only use the Next Appointment Close after _____.

The appointment must include a _____ and _____.

Why must you use the words "touch base" to schedule the appointment?

How should you respond if the prospect says, "I'll call you"?
