

Get the Insertion Order Now

Game changing ad sales strategies



Webinar Workbook

Peter E. Ebner



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Field tested closing strategies that turn prospects into clients

Peter Ebner

14845-6 Yonge Street
Suite 187
Aurora, Ontario
Phone: (905) 713-2274
peter@EbnerSeminars.com

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www.SellingMagazineAds.com

About Peter

As author of the industry best seller **Grow Rich Selling Magazine Ads** Peter presents over 200 talks, seminars and in-house training programs each year. His articles on developing powerful selling skills are published regularly and thousands read his sales management newsletter. But what makes his webinars so effective is his extensive hands-on experience. His webinars not only reflect his personal experience, selling advertising for over 15 years but also the experience of the thousands of successful account executives he has trained.



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

Prospects don't order from the salesperson that sold them, they order from the account executive that closes them.



“Watch closely. He’s about to close the sale”

Closing is not a high pressure sales technique

Closing only work after the prospect has been _____

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



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Closing consists of 2 skill sets

1. _____

2. _____

8 Closing Rules



Rule #1 You must create a sense of urgency

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

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

Space

Positioning

Ad size

Merchandising offers



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Editorial content



Rule #2 80% of all sales do not occur until the _____ closing attempt.

Skill + Activity = Results

One on the biggest mistakes account executives make is _____

The Closing Tipping Point

The Tipping Point is a specific, measurable point at which your selling skills and activity begin to pay off. The Tipping Point for closing is _____

When you fail to close the sale your work gets compounded

For example, if when prospecting for new business it took you 25 calls to reach 5 decision makers; you need to talk to 5 decision makers to land 1 appointment and you had to go to 5 appointments to land 1 new account, then every time you failed to close the sale you would need to make another 125 cold calls.

You must memorize _____ different closing techniques.



Rule #3

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

- Will I get enough business from this campaign?
- Is this the best place to investment my marketing dollars?
- Do I need to commit today?
- Do I really need a half page ad?
- Should I commit to a 6 month campaign?
- Will my boss approve of my decision?



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It only takes one “No” and the prospect will need to think it over before going ahead with the campaign.

To prevent your prospect from going through this mental exercise you must _____

Rule #4 Always listen and look for closing opportunities

The best time to close is when the prospect is at an _____



Rule #5 Use the Final Trial Close to measure _____

How can you tell if the prospect is ready to proceed with the campaign?

The Final Trial Close has 2 objectives

1. _____
2. _____

Always use the Final Trial Close before asking a closing question.

If the prospect has hidden concerns you must _____

Script – The Final Trial Close



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Rule #6 After asking a closing question you must _____

The first person to speak loses.



Rule #7 _____

Don't buy the campaign back by saying too much.



Rule #8 Pre-plan your closing questions

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

People give answers that are appropriate to _____

Closing Summary

1. _____
2. _____
3. _____
4. _____



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- 5. _____
- 6. _____
- 7. _____
- 8. _____



Closing Questions

The Assumptive Close

The Direct Close

Why is the Direct Close the weakest close? _____

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



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The Do Something Close

The premise of the Do Something Close is to _____

The Alternative Choice Close

The premise of the Alternative Choice Close is to _____

Mr. Prospect, I have reserved space for your ad in the May, June and July issues. Did you want me to send a copy of each issue to your attention or to someone else?

Mr. Prospect, to maximize readership I'd like to place your ad beside this article. Is that alright or would you prefer a different position?



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“Here’s how I make my advertising decisions”

The Minor Point Close

The premise of the Minor Point Close is to _____

Mr. Prospect, to maximize readership I’ll immediately reserve space for your ad on the right hand page. Is that position all right?



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Overcoming the Stall

Learn to expect the stall.

**Overcoming the prospect's procrastination
is part of the sales process.**

Before responding to an objection you must always _____

Begin your response with one of the following two phrases.

1. _____
2. _____



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The Sifter Close

What must you recognize about first objections? _____

The Sifter Close can be used to;

1. Turn an objection into a sale and
2. _____

The 2 phrases used in the Sifter Close are

Mr. Prospect I understand, _____

Mr. Prospect I understand, _____

How would you use this technique to close the sale when the prospect says,

“I want to talk to my partner first”

“The campaign is \$500 too expensive”

“I can run the same ad elsewhere for 20% less”

The Repeat Close

The Repeat Close should be used when _____



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The Conditional Close

The premise of the Conditional Close is to _____

“I’d like to look at another publication before I decide”

“I want to run this by my advertising agency first”

Calling back to confirm insertion order

Do not ask for permission to proceed, instead confirm that you’ve reserved space and use the Alternative Choice Close to land the account.

“I want to look at a few other magazines before I decide”

How can you test this objection to see if it is true or false?

The Conditional Close



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Flip to Price

Feel, Felt, Found

The Competition Response

The Summary Close

“I want to talk to my partner before I make a final decision”

How can you test this objection to see if it is true or false?

Getting permission to meet with the partner



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The Conditional Close

“Let me think it over and I’ll get back to you”

How can you test this objection to see if it is true or false?

The Your Thoughts Response

The Not Ready Response

The Best Time to Make a Decision Response

The Conditional Close



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Flip to Price

“We’ve decided to hold off until the next issue”

The Next Appointment Close

“We Decided Not To Advertise”

Use this opportunity to:

- Resell your ideas
- Discover what went wrong so you can improve your presentation
- Position yourself for a future sale by creating a favorable impression

Never accept “No” without an explanation.



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Ask Why Response

One Favor Response

New Ideas Response

Anything I Can Do Response

Even the most powerful presentation will generate few sales unless you take the final step and close the sales, because **prospect don't order from the salesperson that sold them, they buy from the account executive that closes them.**

Make closing a habit and you'll notice an instant increase in sales and earnings.

