

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 increase sales and profits

For information about
upcoming webinars and industry specific publications contact:

Peter Ebner Inc

14845-6 Yonge Street

Suite 187

Aurora, Ontario

Phone: (905) 713-2274

peter@EbnerSeminars.com

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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** he 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. It not only reflects his personal experience; selling printing for over a decade, but also the experience 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 Discoveries*, “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 your higher price. In other words, if you’re not giving your prospect several reason 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 call-back. When properly executed the call-back offers an excellent opportunity to build rapport and to gain the prospect’s trust - if you make the call-back a positive experience for the prospect.



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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 call-back must benefit the prospect.*

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 five weeks, she won't order now, because the salesperson just told her that she can wait four weeks before placing the order and still get delivery on time. Well, a lot can happen during the next four 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.



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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 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, change your prospect's 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 list of the



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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.

But asking a closing question is not enough to land the account, since most sales do not occur until the third closing attempt. So if you expect to increase your sales you'll need to close three times.

Peter Ebner

The printing industry's leading sales trainer



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Does Closing Really work?

Closing is not a high pressure sales technique

Closing only work after _____

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

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 person that sold them, they order from the individual that closes them.



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The Procrastination Barrier



Closing consists of 2 skills. The ability to:

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



7 Key Closing Rules



Rule #1 You must create a sense of urgency

Creating a sense of urgency **eliminates procrastination.**

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



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People want what _____.

There is a difference between when the prospect wants delivery and when he needs delivery of the job. You can find out when the prospect needs the job by asking _____

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

Quality

Bindery



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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 one "No" and the prospect will need to think it over before placing the order.

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



Rule #4 Use the Final Trail Close

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 _____



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Script – The Final Trial Close



Rule #5

The first person to speak loses.



Rule #6 Get the order and leave

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



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Rule #7 Pre-plan and practice

All your efforts come down to the wording of one final question.

People give answers that are appropriate to _____

Closing rules review

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've got the order don't _____

Field-Tested Closing Techniques



The Assumptive Close

Always assume that the prospect will order from you



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?



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The Do Something Close

The premise of the Do Something Close is to _____

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?

[illegible]

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

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.

The key phrase used in the Stall Close is _____



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The Sifter Close

The Sifter Close can be used to;

1. Sift out the real objection or concern 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 when the prospect says;

I want to talk to my partner first

The price is \$500 too expensive



The Repeat Close

The Repeat Close can be used when _____



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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
- _____

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



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

The Value Response



I want to talk to my partner first

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

How should you approach the partner?



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The Conditional Close



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

You should first test this objection by saying

The Best Time To Make A Decision Response

The Conditional Close

The Flip to Price Response
