

## “Why is Closing So Hard?”

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It was my first day providing sales coaching to this particular lady. She had been in sales for a number of years, so the selling game was nothing new to her. When I asked her what her main challenges were, she seems surprised by the question. She gave me the one word answer, “Closing.” She went on to say, “I do not know why it is so hard for me to ask for the close. I do a great job of presenting the apartment to the prospect. I give the same presentation to everyone who walks through the door. For some it is easy to close, and for others it is so difficult to even ask.”

So, we began the coaching session. I walked her through the P-Effect sales process and she confirmed that she followed the process. I was not surprised. I hear that from everyone I coach. Near the end of the day, I announced, “Ok, it’s time to listen to your shop.” She almost fell out of the floor. “What??? Your recorded my shop?”

As we began to listen to her mystery shop, she started discovering the things I already knew. I have listened to thousands of mystery shops and rarely do I hear any that use a sales process. About 99% have a canned presentation, and have it memorized to the “T.” The main part of the sales process that is left out most of the time is the building rapport. Do you really expect someone to open up and become honest with you if they do not trust you or believe you

are there to help them? Work on building the relationship immediately.

Next, you need to identify the needs of the customer. This is one of the most important steps of the sales process. This is where you probe with questions until you determine the real needs of the customer. Ask questions about their questions and ask questions about their answers. There are clues to their needs in all their answers. You just need to be listening for them. Don’t be thinking about what you are going to say next. What you say next should depend on what comes out of the mouth of the customer.

Now it is time to present your different and better story. Salespeople are very good at this. During the mystery shop, most salespeople get the highest scores during their presentation. However, it is a canned presentation. The customer is going to go down the street to your competitor and hear the same presentation. Make sure your presentation is different and unique and focuses on the needs of the customer.

You have just received a crash course in the P-Effect. Notice we did not mention closing. That’s because closing becomes a much easier and expected process if we follow the steps. If you do not go through the steps of the P-Effect, you have not earned the right to ask for the close. That is why my student felt so

uncomfortable all the time. She went straight to the presentation every time.

Now don't get me wrong. Just because you did not earn the right to ask for the close does not mean that you should not ask for the close. Always ask for the close. Ask for the close more than once. Build trial closes into your presentation. The customer is expecting you to ask them for the close. You are going to close deals whether you use the sales process or not. However, if you want to increase your closing ratio and get those customers who are riding the fence, then

use the P-Effect sales process. Make closing the easiest part of the process.

A few months later, I went back to see my student who rarely asked for the close. She had started using the P-Effect and the sales process that we put in place for her. To her astonishment, she had doubled her closing ratios from the previously quarter. She quickly became the number one salesperson, and was voted "Salesperson of the Quarter." I was not a bit surprised though. She now earns the right to ask for the close and is extremely comfortable doing it.

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