

## **THE ALTERNATE CHOICE CLOSE**

Now there are all kinds of alternates of choice. You always give her a choice of buying this, buying that, buying this way or that way. Do you want instalments or A.B.C. or mail direct? The only word that I object to is payment.

What's wrong with the word payment? This does not say they are not going to make payments. You assume this. The only question is how. Here are some other alternative choice questions. "Would you like to start your instalments on the 5th or the 15th? Would you like your first instalment in June or July? How would you like to handle your deposit, cash or credit? Which would you prefer, the 23 piece set or the 27 piece set? How would you like delivery, UPS direct to you or would you prefer I deliver it personally? As a bonus would you like the china, the crystal or half and half?"

Always start out with the phrase "Which do you prefer?"