

How to introduce the 'First Call Discount'

In direct sales if you do not close the sale that night your chances of getting the sale the next day are next to nil.

After you have gone through some of the basic closes such as the 'Alternate choice' or 'Order blank' close it may be time to wrap up the sale with an 'introductory offer'.

If this is not presented correctly it will come across as pressure and will backfire.

Therefore the wording is crucial.

Often I will tell the client at the very beginning of the presentation to remind me to tell her before I leave about a very special offer we have available.

Here is what I say;

"Mary, do you remember in the beginning that I asked you to remind me to tell you at the end about a special offer?"

Well, I have some very exciting news for you. As you now know, BelKraft is a factory direct sales company. We can save you a tremendous amount of money by delivering the product to you directly from the manufactures without any of the normal cost like middlemen, advertising, overhead etc.

Unlike the store, where you can go back many times as you like before making a decision, they don't care, as their costs for their overhead is built into the price. With BelKraft we eliminate these costs by coming directly to you, but if we had to send a sales rep back twice before someone would make their decision to buy, it would take us two years to do one years job. We would then either have to double our sales force, or our prices.

We also know that the best time for someone to make a wise decision on an investment like this is when all the facts are fresh in their mind, the product is still in front of them and the rep is still there to answer questions. Statistics have shown that people forget over 50% of what they have heard in a presentation by the next day.

So what BelKraft has done to help you make your decision to invest with us and decide while all the facts are still fresh in you mind, is we have come up with an 'introductory offer'. This means that if you like the product, you feel you would be happy with the investment and we can go ahead and write up the order tonight, I'm allowed to give you absolutely free a

Isn't that great? So which set would you like to go for?"

The bonus would depend on the product and size of the order. I often will throw in a shower filter to close a small sale as I get more than my money back on the first cartridge replacement.

If you were closing on a set of cookware it would be practical to throw in a water or air purifier. You again will soon recoup your money in residual add-ons and cartridges.

Remember, 100% of nothing is still nothing. If you do not close the sale that night you will get nothing.

If you want more info on closing the sale there are 15 great closes on your training CD in the Sponsoring folder.

Happy selling.