

THE “ORDER BLANK” CLOSE OR “BASIC CLOSE”

This is the most fundamental of all closing devices. This is the number one close always used by every professional salesperson that I have ever known. It's called the Order Blank close. You can be sure that any person who is successfully selling is using it because you can't succeed without it.

The Order Blank close is a very simple process. You ask the person a question. The answer to which you fill out on the order blank or agreement. You don't say: "Well shall we go ahead"? You simply ask her a question and then you write the answer on the order blank.

Now what kind of questions do you ask? Obviously first of all: "What is the correct spelling of your name"? You fill it out. "Your postal code"? Now you realize that as long as she doesn't stop you, she's bought.

You assume she has bought. All you do is fill out the form. You have the whole thing filled out. You just ask her one question after another until you have filled out the whole order form. What do you say when you get to the bottom? Just swing the order form around and say: "Would you ok this for me on the green and the white copy please"?

Now I'm going to give you the most critically important instruction I could ever give you in the field of closing. If you ever want to be a closer, these are the things you must remember because they are completely fundamental. First of all, do you understand what a closing question is? Let me define it. A closing question is any question you ask. The answer to which confirms the fact that she has bought. How do you spell your name? What was the name of the company you work for? These are closing questions. Now here is the critical instruction. Whenever you ask a closing question, SHUT UP!, SHUT UP!, SHUT UP! Remember this always. THE FIRST THAT TALKS, LOSES. (or in this case, wins if a sale is made)