

CLOSING ON “I’LL THINK IT OVER”

Have you ever had a prospect say “Tell you what, I’m just not the kind of person who likes to make snap judgements. You let me sleep on it over night. I’ll probably go along with you but I can’t make a decision right now. Let me think it over”. You’ve heard this haven’t you? When a person says to you “I’ll think it over” you say to her “That’s fine -----”. Obviously you wouldn’t take your time thinking it over unless you were really interested, would you? I’m sure you’re not telling me this just to get rid of me, so I may assume you will give it very careful consideration?”.

She thinks you’re going to let her go. It sounds like it doesn’t it? She thinks hot dog this guy is going to let me go! So she agrees all the way. She’ll give it very careful consideration. You must again look defeated and start packing away your samples. Then all of a sudden, you look confused and say: “Just to clarify my thinking -----, what part of this presentation is it that you want to think over? Is it the quality? Is it the integrity of BelKraft? Is it my own personal integrity”? Is it this, is it that? What am I doing to her? I am summary closing her. Remember that summary close? What’s going to happen to her? All of a sudden she’s going to realize what’s happening and she’s going to say: “Yes that’s it”. Now what have you got? You’ve got a final objection. Now close on the final objection and you tell me where she goes.

You see, the problem with “I’ll think it over” is a very simple problem. There is nothing to get your teeth into. What you have to do is to take “I’ll think it over” and reduce it to a specific objection because you can handle an objection but you can’t handle an intangible. Now in this “I’ll think it over” close that I gave you, there is one point where if you stop for breath, you will blow the whole bit. Think you can find that point?

“What part of the presentation is it -----, that you want to think over”? You see if you say, “What part of the presentation is it that you want to think over”? She says: “the whole thing” and you’re dead. You’ve got to get her to that first “is it” without stopping for breath. Once you get into that first “is it” you start really moving on her.

And that is “I’ll think it over”. Let me say, you learn to use it because I guarantee that if you can use it with skill when they say, “I’ll think it over” you’ll say: “Hot dog I own this one”.