

Enhance Your Closing Skillset

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So, you have completed a successful E-Call, established why the prospect is interested in TEGG services, performed the PSE of the critical areas, and identified the scope of work and the correct decision maker. But as you're conducting the Verification Meeting, are you finding yourself struggling close the sale?

Many sales representatives, especially the newer representatives, believe closing is the most difficult part of the sales process. But really, closing should just be a formality if you have listened astutely, handled objections along the way and met the prospects' criteria.

Think about it – if they allow you to survey their facilities to complete a PSE and schedule the verification meeting, they are interested. It is our job to follow the TEGG system and be confident and assertive when closing the business.

Here are five quick tips to help you shorten the sale:

1. **Close from the beginning.** Don't do a hard sell and start rambling about *how* work is performed and overeducate the prospect. That alienates potential clients and gets them thinking about the financial cost and that electrical contractors are all the same. Instead, lead with *why* they need the service and build value using the TEGG Flipbook and IS2. Discuss other maintenance programs, such as HVAC, fire and security systems, landscaping, and generator maintenance, and ask about asset replacement, repair budgets, safety and capital budgets. Being upfront about your intentions promotes an honest, mutually respectful, and rewarding discussion, which paves the way for a smooth close.
2. **Learn to recognize when potential clients are ready to buy.** A prospect might indicate they're ready to buy by asking questions about the scope of work, guarantees or the buying process. When prospects give you time and start asking more detailed questions, they are interested. Do not oversell. Instead, listen and ask questions about criticality, safety, and budgets while completing the PSE.
3. **Don't respond to questions with a yes or no.** Answer your prospect with questions about their facility, business interruption costs, safety, NFPA 70E compliance, and electrical system maintenance history. Don't give in to closed-ended questions. Be the consultant and be in control.
4. **Don't forget the soft close.** Rather than asking whether your prospect wants to buy, schedule a specific date for a soft close and ask if your prospect agrees to it. If the scope of work meets their goals and you have verified that they are the actual decision maker, then pull out your calendar and pencil in a week for the technicians. You've offered the prospect a chance to let you make decisions about details that otherwise would delay a sale. But be sure you know enough about your prospect's needs to make reasonable suggestions, otherwise you'll sound uninformed and pushy.
5. **Be confident.** When differentiating your company on the front end, discussing the cost of the solution and soft closing the agreement, be confident. Remember that you are the expert and the consultant. Working with a MSR fully engaged in a prospect's needs helps them feel stronger about their decision and purchase. You've come this far – don't be afraid to ask for their business.

These tips should help make the closing process go more smoothly, leading to better sales and more engaged clients.

