



Dextrans Training Academy

Customer Service Series

Topic 2 – Mastering the Art of Closing Techniques



Why Closing Matters

Closing isn't about pressuring customers—it's about **guiding them to confident decisions** that serve their needs. Many deals are lost not because of objections, but simply because the close never happened.



Higher Conversion Rates

Transform more conversations into commitments



Greater Satisfaction

Customers feel confident in their decisions



Stronger Loyalty

Build lasting relationships beyond the sale

Today's session focuses on **practical, modern, low-pressure closing skills** that respect customer autonomy while achieving results. Effective closing combines clarity, confidence, and perfect timing.

Learning Outcomes

By the end of this session, you'll master four essential skills that transform how you close:

01

Identify Buying Cues

Recognize both verbal signals like pricing questions and non-verbal indicators such as nodding or note-taking. Perfect timing is everything.

02

Apply Closing Methods

Master ten proven techniques from Assumptive to Ben Franklin closes. Match each method to buyer personality and stage, focusing on value over pressure.

03

Handle Hesitation

Use active listening to identify root causes, then address concerns with empathy, facts, and solutions. Reduce risk through social proof and simplified next steps.

04

Create Positive Experiences

Build trust through consultation rather than selling. Use low-pressure approaches with clear follow-up that turns customers into long-term advocates.



Buying Cues: Verbal Signals

When customers start asking specific questions, they're processing you as a real option. Listen for these powerful indicators:

→ **Implementation Questions**

Delivery timelines, setup processes, onboarding steps

→ **Financial Discussions**

Pricing details, payment options, contract terms

→ **Feature Deep-Dives**

Customization possibilities, integrations, technical specs

→ **Next-Step Inquiries**

Trial periods, demos, customer references

→ **Confirmation Statements**

"That makes sense" or "Yes, I like that"



📌 **Pro Tip:** When customers share their pain points openly, they're inviting you to position your solution. This is your green light.

Buying Cues: Non-Verbal Signals

Body language often reveals buying intent before words do. Watch for these powerful non-verbal indicators:



Physical Engagement

Leaning forward, maintaining strong eye contact, nodding in agreement, or adopting an attentive posture



Active Documentation

Taking detailed notes, requesting brochures or proposals, capturing information for review



Independent Research

Browsing your website, exploring tools during discussion, investigating additional resources



Deeper Interaction

Engaging more with demos, asking to try samples, touching products or exploring features



Micro-Commitments

Agreeing with small points, showing approval through gestures, building progressive buy-in

Use these cues as your green light to initiate the close with confidence.

Common Closing Methods (Part 1)

1

Assumptive Close

Act as if the decision is already made: *"When would you like this delivered?"* This works when strong buying signals are present.

2

Summary Close

Recap all the benefits and value demonstrated during your conversation before asking for commitment. Reinforces the complete picture.

3

Urgency Close

Leverage genuine, legitimate deadlines or limited offers. **Never** manufacture false urgency—it damages trust.

4

Option Close

Provide two positive choices: *"Do you prefer the Standard package or Premium?"* Both options move toward commitment.

5

Question Close

Guide customers to their own conclusion: *"Does this solution address what you mentioned earlier?"* They convince themselves.

Common Closing Methods (Part 2)

Soft Close

Low-pressure, gentle invitation to the next step: *"Would you like me to send over the agreement?"*

Puppy Dog Close

Allow customers to experience before buying through trials or demos. Once they use it, they won't want to give it back.

Takeaway Close

Remove a feature to highlight its value: *"Without the premium support, you'd save \$50 but lose 24/7 access."*

Sharp Angle Close

Grant a concession only if they commit: *"If I can include free training, can we move forward today?"*

Scale Close

"From 1-10, how ready are you to start?"
Any answer below 9 reveals hidden barriers you can address.

Ben Franklin Close

Create a visual pros versus cons list together. Seeing benefits outweigh concerns brings decision clarity.

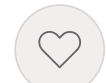
Handling Hesitation

When customers hesitate, it's an opportunity to understand and address their real concerns. Follow this proven framework:



Listen Actively

Uncover the real cause behind their hesitation through genuine curiosity



Show Empathy

"I understand this is an important decision for you and your team"



Ask Deeper Questions

"What's holding you back?" or "Is this about budget or implementation timing?"



Address with Facts

Provide specific benefits, real examples, and relevant case studies



Reduce Risk

- Offer trial periods or pilots
- Provide flexible payment terms
- Include satisfaction guarantees

Leverage Social Proof

- Share similar client success stories
- Reference relevant case studies
- Provide testimonials that match their situation

dextrans
Worldwide
Integrating the Asian Frontier

Creating Positive Closing Experiences

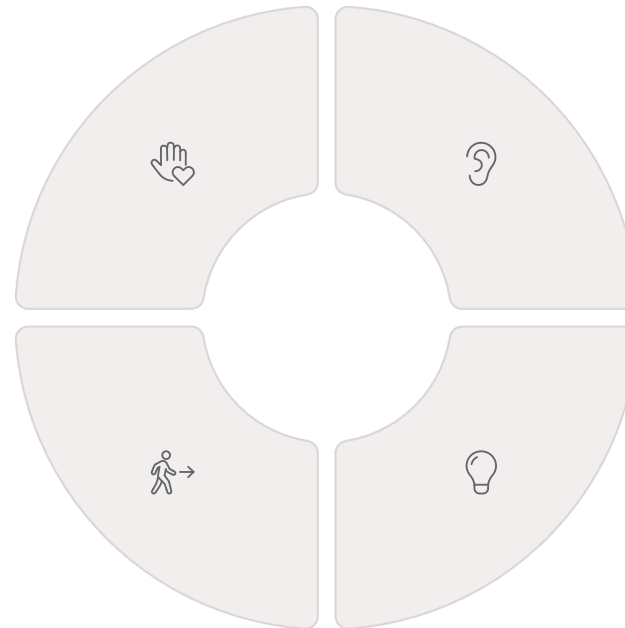
Modern buyers prefer autonomy and consultation over aggressive tactics. Build lasting relationships through these principles:

Build Early Rapport

Establish trust from the first interaction through authentic connection

Use Natural Transitions

Move to closing through conversational flow, not jarring pressure tactics



Listen More, Talk Less

Follow the 43:57 rule—spend more time listening than speaking

Provide Value-Based Solutions

Tailor recommendations specifically to their unique needs and goals

Clear Next Steps

- Outline implementation timeline
- Specify required documentation
- Establish follow-up schedule

Reinforce Their Decision

Confirm they made a smart choice. Strong follow-up builds loyalty and generates future sales through referrals and repeat business.



Interactive Role Play Activity

Setup & Structure

1. **Two volunteers** role-play as Dextrans Rep and Customer
2. Scenario displayed on screen
3. Rep must spot cues, use 2 closing methods, and handle hesitation
4. Everyone observes and learns
5. Group discussion of techniques used
6. Trainer highlights key learning points

Your Scenario

"Your rate looks good, but I need to think about it."

Your Task: Apply at least one closing technique from today's session. Observers should note the representative's tone, phrasing choices, and timing of the close.

Remember: This is about practice, not perfection. Learn from each attempt.