

A Down & Dirty Guide: 6 of the Most Common Ways to Close a Sale

Now or Never/Time Sensitive

Making a short term offer, hurrying the sale by limiting the deal by creating a sense of urgency.

- “Today is the last day of the month, so I can’t get you this price tomorrow”
- “This is the last one we have and I can’t hold it for you”



The Assumptive Close

This close assumes that the sale is already made (*when in fact you are still in the process*) and asks the client to decide on smaller issues of the sale.

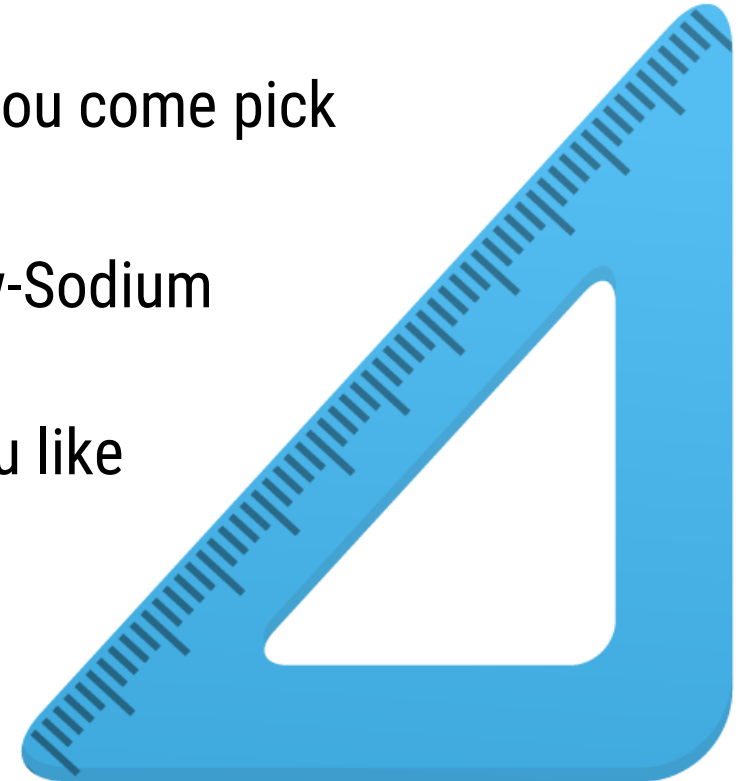
- “Can I get that for you in red or green?”
- “What time can I get these out to you?”



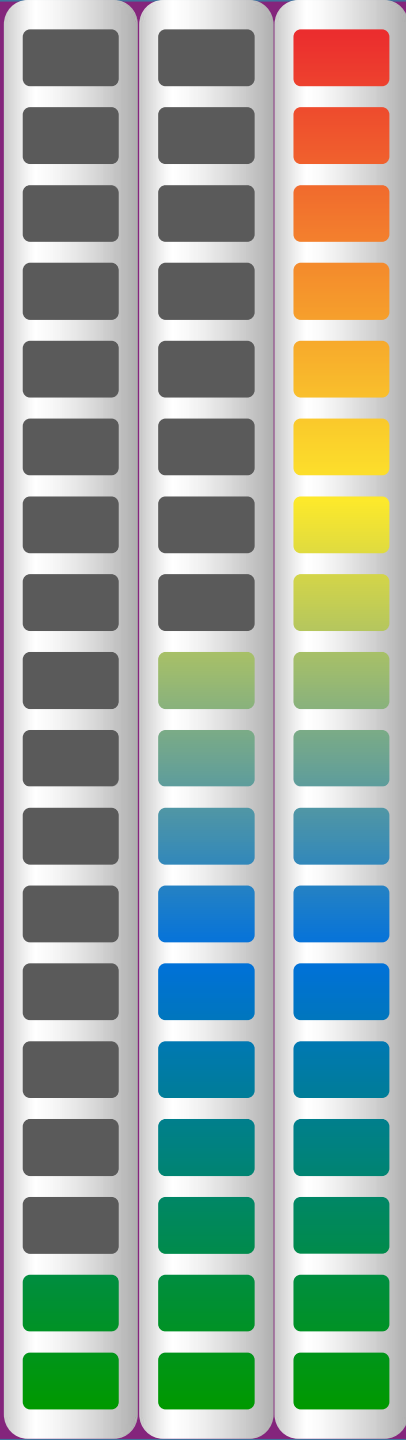
Sharp Angle Close

Answering the customer's question with a question that drives the sale home.

- **(Client)** Do these packs come in size 38?
 - **(Sales)** If I can get them in 38, when will you come pick them up?
- **(Client)** Are your people able to work in a Low-Sodium Ionization Field?
 - **(Sales)** If I get the people, when would you like us to start?

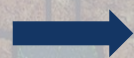


CLOSING the SALE



"Marketing the product without closing the sale is like buying all 7 seasons of Cake Boss and then eating a Little Debbie Snack Cake. Sure, you could do it, but why would you waste your time?"

- Sara Johnston, InDigiMar CEO



[Learn more about closing the sale.](#)

Puppy Dog Close

Allow the customer to experience your product by taking it with them, if it doesn't work for them, just bring it back, no questions asked.

- "Try it before you buy it"
- "Free 30 day trial, then only \$8 a month"



Hot Button Sales

Trigger a reaction in your client by showing them that they actually need your product. Creating a need in your client where there was only a want. Requires the seller to listen to the client and understand their problems.

- “You’re looking to use the lightest weight gear for transportability. I notice that your stainless meepo gear comes in at 14.3 ounces. I can help you reduce that weight to 5.5 ounces using our titanium meepos.”
- “The software you are using is able to handle up to 50 clients at a time. You said that you already have 43 clients. Our Washabi+ program handles up to 250 clients, and includes an easy migration program.



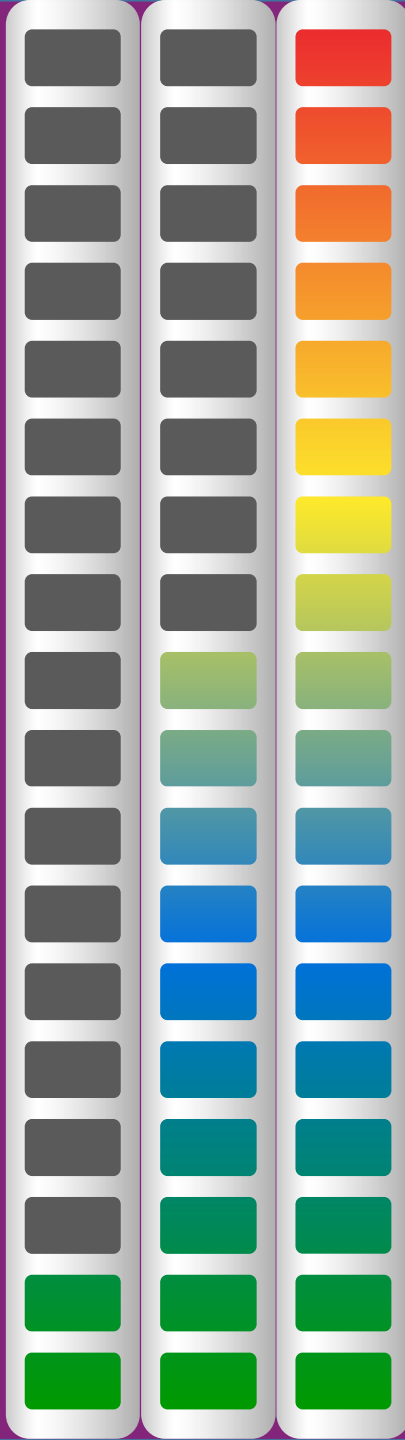
The Direct Close

Simple and to the point, the direct close asks the client directly if they are ready to purchase.

- “I’ve got four cases of pens in stock, would you like to place the order now?”
- “Are you ready to purchase the domain today?”



CLOSING the SALE



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