1 VTM Closing with Confidence

DETAILS

- **ESTIMATED TIME**: 45-60 Minutes
- **DELIVERY MODE**: Trainer-Guided Discussion + Scenario-Based Conversations
- **FACILITATOR**: General Manager or Designated Individual

VTM MATERIALS

- Trainier Activity Guide
- Saying Yes! Working the Close Worksheet
- Sales Manual, Chapter 7, as needed

TRAINER'S ACTIONS & CHECKLIST

- ☐ Use the trainer activity guide to:
  - ○ Lead a discussion on buying signals and closing techniques
  - ○ Review when and how different closing techniques can be used
  - ○ Facilitate the Saying Yes! Working the Close scenario exercise
  - ○ Guide team members in selecting and explaining an appropriate closing approach
- ☐ Complete at least three customer scenarios with the group.
- ☐ Reinforce confident, natural closing without high-pressure tactics.
- ☐ Highlight strong approaches and common improvement opportunities.

FEEDBACK, VERIFYING, & ASSESSING

- **Trainer Review:** Evaluate how effectively team members recognize buying signals, select an appropriate closing technique, and explain how they would use it.
- **Group Reflection:** Encourage team members to share insights using prompts such as:
  - *Which closing technique felt most natural and why?*
  - *Which customer situation was most challenging to close?*

Key Reminders



- ✶ Listen for Buying Signals: Know when the customer is ready to move from discussion to decision.
- ✶ Closing Should Feel Natural: Guide the customer toward a decision rather than forcing one.
- ✶ Choose the Close to Fit the Customer: Different reactions may call for different approaches.
- ✶ Confidence Matters: Uncertainty in the close can create uncertainty for the customer.

Getting Started & What To Do

General Notes

- This activity focuses on helping team members:
  - Recognize customer buying signals
  - Select an appropriate closing technique
  - Explain how they would confidently move the customer toward a decision
  - Handle last-minute hesitation without creating pressure
- This is a discussion and application activity, not a role-play.
- Team members should think through each customer response and explain what closing approach they would use and why.
- Complete at least three of the five scenarios found at the end of the trainer guide. Use additional scenarios if time allows.

Time Guidance

- Closing Techniques Discussion: 10-15 minutes
- Scenario-Based Conversations: 20-25 minutes
- Reflection & Wrap-Up: 8-10 minutes

During the Activity

Observe how well team members:

- Recognize buying and hesitation signals.
- Match closing techniques to customer behavior.
- Explain the reasoning behind their approach.
- Maintain a customer-focused, low-pressure mindset.

After Each Exercise

Discuss:

- Why the selected closing technique fits the customer.
- What another effective approach might be.
- How the close could be delivered confidently without creating pressure.

Step-by-Step Delivery

Step 1: Trainer Guided Discussion — Understanding Closing Techniques

Time: 10-15 minutes

Purpose: Build confidence recognizing when to close and selecting an approach that fits the customer.

Open Discussion

Ask: "What makes a strong close?"

Discuss how a strong close should feel like the natural next step in a well-managed sales conversation rather than a

sudden or high-pressure shift.

Review Structured Closing Techniques

Use the Sales Manual as needed to review:

- Alternative Close
- Assumptive Close
- Cost of Ownership Close
- 1-2-3 Close
- Think About It Close
- Trial Close
- Valuable Customer Close

Discuss Buying Signals

Ask: How do you know when it's time to close?

Reinforce that the Sales Inspector should listen for signs the customer is ready to move forward, while recognizing when a concern still needs to be addressed before attempting the close

Step 2: Scenario-Based Conversations – Saying Yes! Working the Close

Time: 20-25 minutes

Purpose: Practice selecting and applying closing techniques based on different customer reactions.

How It Works

- Present at least **three scenarios** to the group.
- Give team members a moment to consider the customer response.
- Ask: How can we close this sale?
- Have team members identify:
  - What they notice about the customer's response
  - Which closing approach they would use
  - Why that approach fits
  - How they would deliver the close
- Compare different approaches as a group.
- Provide feedback and clarification as needed.

Trainer Focus During the Exercise

Listen for whether team members:

- Recognize what the customer's response is actually signaling.
- Select a closing technique that fits the situation.
- Explain their reasoning rather than simply naming a technique.
- Address remaining concerns before attempting the close.
- Keep the approach conversational rather than scripted or forceful.

Step 3: Compare & Refine

Time: 5-8 minutes

Purpose: Reinforce that there may be more than one effective way to close a customer conversation.

Select one or two of the more challenging scenarios and compare different approaches offered by the group.

Discuss:

- What made one approach stronger than another?
- Could more than one closing technique work?
- What might make you change your approach with a real customer?
- At what point would you stop closing and return to addressing the customer's concern?

Reinforce that the goal is not memorizing which close belongs to which scenario. The goal is recognizing customer cues and choosing a closing approach intentionally.

Step 4: Final Reflection Discussion & Activity Wrap Up

Time:8-10 Minutes

Purpose: Reinforce confident, adaptable closing and connect the exercise to real customer conversations.

Begin by Reviewing Key Observations

- Closing techniques the team used effectively
- Strong examples of recognizing customer signals
- Situations where the concern needed more attention before closing
- Common opportunities to improve confidence or timing

Call Out How

- Matching the close to the customer's response made the conversation feel more natural.
- Addressing hesitation before closing reduced the need for pressure.
- Confident delivery helped make the decision feel easier for the customer.

Team Member Reflection – Ask

Have team members briefly write their responses before sharing:

- *Which closing technique felt most natural to you? Why?*
- *Which customer scenario was the hardest to close?*
- *What customer signal will you pay closer attention to in the field?*
- *What is one thing you will change about how you approach the close?*

After writing, call on team members to share and discuss as a group.

Trainer Close

- Highlight 1-2 strong approaches from the activity.
- Call out 1-2 common improvement areas.

Reinforce that closing should be the natural conclusion of a strong sales conversation, not a separate sales pitch.

Scenario Options

Scenario 1: The Hesitant Customer

The customer is interested but hesitant to commit.

Team Member Challenge:

Determine what may be holding the customer back and how to confidently move toward the close.

Scenario 2: The Price-Conscious Customer

The customer is hesitant because of cost.

Team Member Challenge:

Determine how to reinforce long-term value while keeping the conversation focused on benefits rather than price.

Scenario 3: The Indecisive Customer

The customer does not have a specific objection but struggles to make a decision.

Team Member Challenge:

Determine how to guide the customer toward a confident choice without overwhelming them.

Scenario 4: The "Maybe Not Today" Customer

The customer shows interest but isn't convinced they need the service right now.

Team Member Challenge:

Determine how to communicate appropriate urgency without using pressure.

Scenario 5: The Disinterested Customer

The customer appears only partially engaged and shows little enthusiasm or urgency.

Team Member Challenge:

Determine how to rebuild engagement before attempting to close.

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Saying Yes! Working the Close Worksheet

Instructions: Review each customer situation with your team. For each scenario selected by your trainer, identify what the customer's response is telling you, choose a closing technique that fits, and briefly describe how you would use it. Be prepared to explain your reasoning and discuss other approaches that could also work.

Scenario 1: The Hesitant Customer

The customer is interested but hesitant to commit.

What is the customer's response telling you?

Closing Technique: _____

How would you use it?

Scenario 2: The Price-Conscious Customer

The customer is hesitant because of cost concerns.

What is the customer's response telling you?

Closing Technique: _____

How would you use it?

Scenario 3: The Indecisive Customer

The customer does not have a specific objection but is struggling to make a decision.

What is the customer's response telling you?

Closing Technique: _____

How would you use it?

Why Massey? Positioning Our Value Worksheet

Scenario 4: The "Maybe Not Today" Customer

The customer is interested but isn't convinced they need the service right now.

What is the customer's response telling you?

Closing Technique: _____

How would you use it?

Scenario 5: The Disinterested Customer

The customer is only partially engaged and shows little enthusiasm or urgency.

What is the customer's response telling you?

Closing Technique: _____

How would you use it?

Closing Techniques Quick Reference

Use the closing techniques reviewed during the VTM and in the Sales Manual:

- Alternative Close
- Assumptive Close
- Cost of Ownership Close
- 1-2-3 Close
- Think About It Close
- Trial Close
- Valuable Customer Close

Think About This

A strong close is not about picking the "correct" technique from a list. Consider what the customer is telling you, whether an unresolved concern remains, and which approach will help move the conversation forward naturally without creating pressure. That supports the VTM's emphasis on buying signals, adaptability, and confident low-pressure closing.