



KEY #6 (S)

USE PROPER CLOSING: LEAD TEACHERS TO A DECISION NOW!

The #1 reason most sales are lost is because the salesperson forgot to **close properly** and **ask for the sale**. Sounds crazy, but many salespeople fall prey to it every day. So you give a great sales talk full of enthusiasm and personality.... if you forget to ask for the sale, you've just practiced your sales talk and cost yourself money. Always ask your prospect to buy. An effective way is by saying, "So of course I would like to include you and your family in our enrollment along with all the others, Okay? /May I?" (Smile and Nod your head)

EVERY TIME YOU GIVE A SALES TALK THESE 5 THINGS MUST TAKE PLACE DURING THE CLOSE, OR YOUR CHANCES OF MAKING THE SELL HAVE GREATLY DECREASED.

5 POINT CLOSE

1. Maximize the Benefits-
Everything now (mention a few benefits such as guaranteed issue during open enrollment, maternity benefits, on and off the job protection, portable benefits, family member can be included, return of premium etc...)
2. Minimize the Cost-
The best part about our programs and what most teachers like best are the rates (never say or mention cost rather investment/protection) or just a few cents a day...etc. (Protect your salary to less than coffee, television cable, etc.)
3. Show Names, Names, and more Names-
Romance the names by telling and showing why each person enrolled
4. Qualify-
Remind client this is Open Enrollment for their school
5. Close and Stay Closed-
So of course I'd like to include you and your family in our enrollment along with all the others. May I?