

The S.A.L.E.S. Closing System

SUMMARY

Developed by Dave Yoho and Associates, S.A.L.E.S. stands for Silence, Affirm, Layer, Eliminate and Solve. The S.A.L.E.S. acronym helps make it easy to remember each step of the system. When you master it, you'll be able to handle all sorts of hesitations in order to close the sale.

SILENCE If a consumer voices a concern or hesitation, simply remain silent. Pause 4 to 6 seconds. That gives you time to think about what you just heard — and the consumer might start talking again and solve their own hesitation. That may be all you need to close the sale.

AFFIRM After you pause 4 to 6 seconds and the consumer stops talking, affirm them by saying, “I understand” or “I appreciate your answers.” Discussing price is when tension can be at its highest. By pausing and affirming the consumer, you put yourself in their place, lower the wall of resistance, and open the door to closing the sale.

LAYER Layer on a question to help clarify the consumer’s needs. Asking why they want to delay might just provide the buying clue.

ELIMINATE Now focus on eliminating the hesitation. Once the consumer has articulated and clarified their concern, you want to isolate and eliminate it. For example: You say, “Other than that, is there anything else standing in the way of you moving ahead with this project today?”

And the consumer responds, “No, that’s it.”

Now you can move to the last step.

SOLVE Solve the consumer’s concern or hesitation. Often one of the main reasons for consumers not committing is a hesitation over cost. You can help overcome this hesitation by presenting them with all the special financing options available and letting them choose the one that best meets their needs. Remember, when you can show consumers how the total cost of a project can be broken down into easy monthly payments, you have “solved” the most common concern.



TIP: Try not to overanswer or offer too long an explanation. Meet the consumer’s hesitation with the appropriate close and ask for the order. When you’re confident, persuasive, and persistent, there’s rarely a hesitation that can’t be overcome.