



PARTS PRO SALESMAN



CLASSIC EDITION #5



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Professional Parts Salesman

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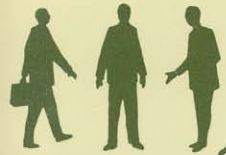
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Closing Techniques



FOREWORD

This is one of several training programs designed to help both novice and veteran partsmen improve their basic selling techniques. Although this program depicts situations involving an outside parts salesman, it should prove beneficial to counter partsmen as well.

The way you ask for the order, your closing technique, is perhaps the most important aspect of your entire sales presentation. Many a sale has been lost because the salesman either forgot to ask for the order or asked for it in the wrong way at the wrong time. By mastering the basic techniques presented here and incorporating them in your own sales presentation, you will achieve a marked improvement in both your closing ratio and your overall sales record.

1. The Professional Parts Salesman - Part 5 Closing Techniques.



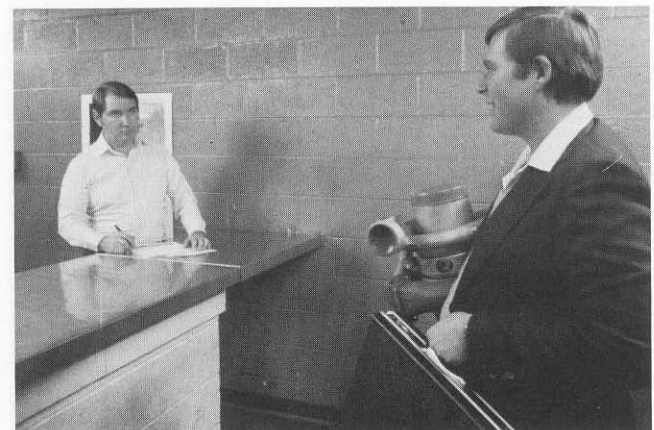
2. Pete, a young Cummins parts salesman, driving Cummins van.

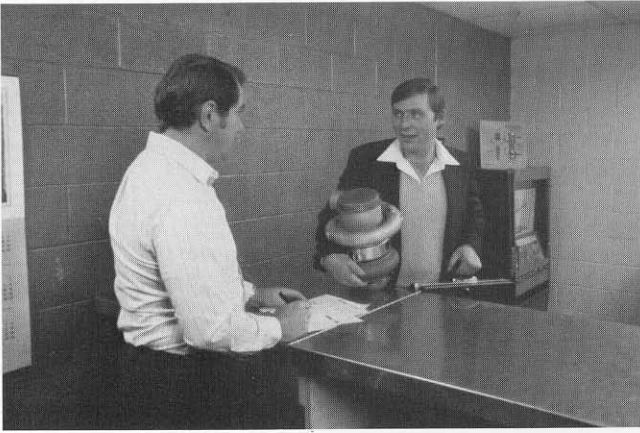


3. Pete carrying briefcase and turbocharger as he enters a diesel repair shop.



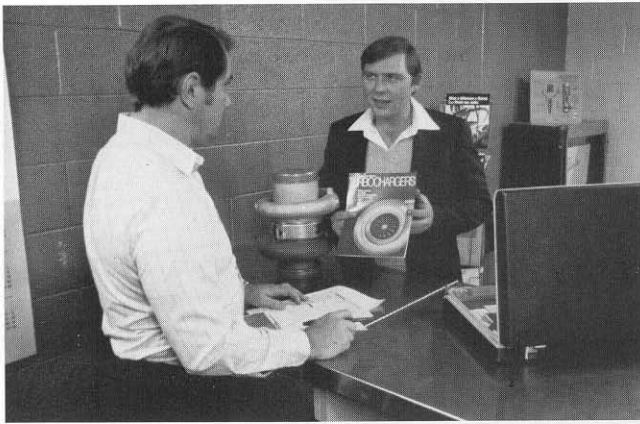
4. **PETE:** Morning Bob! How's it going?
BOB: Pretty good, Pete. Say what've you got there?





5. **PETE:** Well, remember last time I was in you asked me about Cummins ReCon Turbochargers?

BOB: Yes, I was just curious, but...

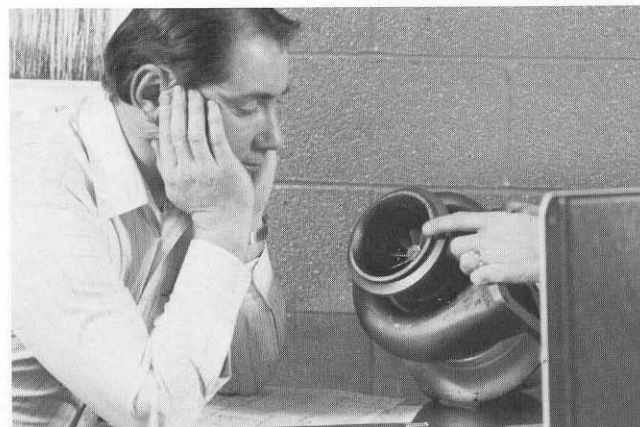


6. **PETE:** So I brought along this turbo and some product literature for you to look at. Oh! and I also brought these wall posters cause I know that you're definitely going to be interested.

BOB: But Pete...



7. **PETE:** Here Bob, just look at this turbo. Like new right? Let me show ya.



8. Because Cummins ReCon has access to Cummins latest engineering innovations, ReCon turbos are upgraded to include the most recent design changes. Why, did you know this turbine wheel is made of the same nickel alloy used in many jet engine parts. It's capable of withstanding temperatures up to 1300° F.

9. Other turbochargers may cost less initially, but Cummins ReCon turbos offer the lowest total cost. So you see, you just can't afford not to carry a few of them in your inventory. What do you say, Bob? How many turbos do you want to order?



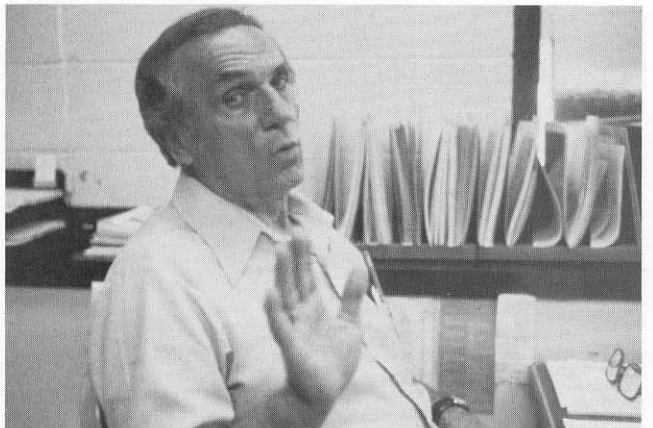
10. **BOB:** Well I really don't know Pete. Things are kind of tight right now, if you know what I mean. Why don't you let me sleep on it for a while? We can talk about it next time you're in. Okay?



11. **CUSTOMER #2:** No, Pete! Not today.



12. **CUSTOMER #3:** No! I'm happy with what I've got.





13. **CUSTOMER #4:** No! I'm sorry Pete. I'm just not interested.



14. **PETE:** Whew! What a morning! I'm sure glad I'm meeting Bill for lunch. It'll be good to see a friendly face for a change. I don't think that I can handle any more rejection.



15. Sayyyy!!! Bill's one of the top salesmen at his company. He's always collecting some kind of award for setting new sales records. Maybe he'll have some ideas about how I can improve my sales record.



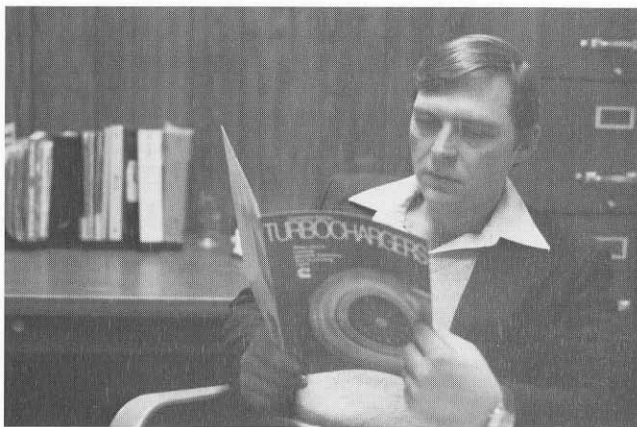
16. **BILL:** Hey, Pete! How's it going old buddy?

PETE: Well to tell you the truth Bill, it's not going well at all.

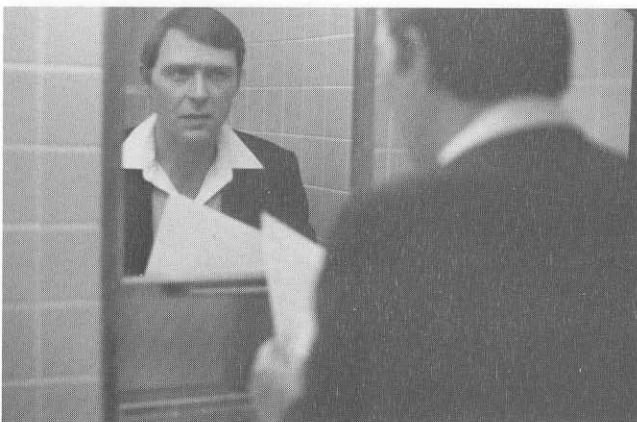
17. As a matter of fact, this morning was terrible. No! It's worse than that. It was disastrous. Why, do you know I spent the whole weekend working up a sales presentation for this special campaign we're having on ReCon turbochargers.



18. I studied the product literature until I knew these turbochargers inside and out. Why I can probably even tell you the right part number to fit any engine we make.



19. I worked out this fantastic sales pitch that had all the features and benefits. Then I memorized every line, and practiced it until my delivery was exactly right.

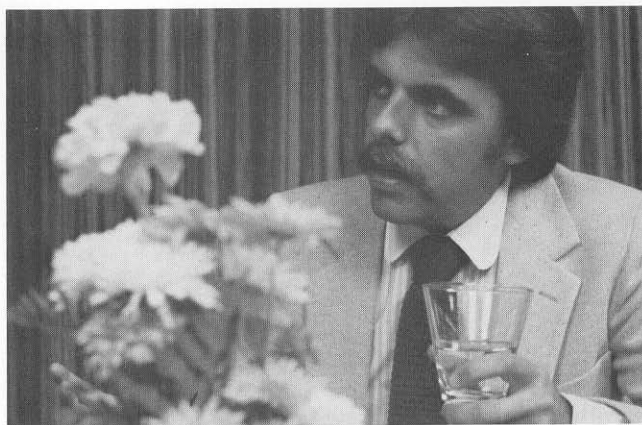


20. This morning I tried it out. I used sales literature, and an actual turbocharger. I even had samples of the important components for the guy to examine. And what do you think happened?

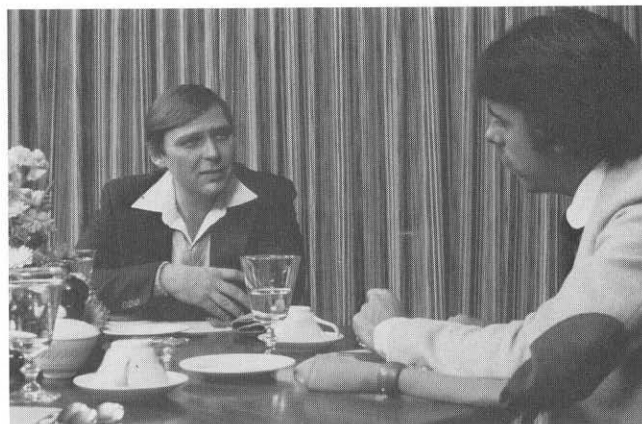




21. I'll tell you what happened. I got shot down. That's what. I made four sales calls this morning, and I didn't sell one turbocharger. Not one single turbocharger.



22. **BILL:** Relax, Pete. It's not the end of the world. Besides, I've had the exact same thing happen to me.



23. **PETE:** Really? But you've always been such a successful salesman. What happened? What did you do about it?



24. **BILL:** Well, originally I did just what you did. I practiced and practiced until I had memorized every line of what I thought was the world's greatest sales pitch. Then I tried it out on a couple of prospects, and much to my surprise I struck out.

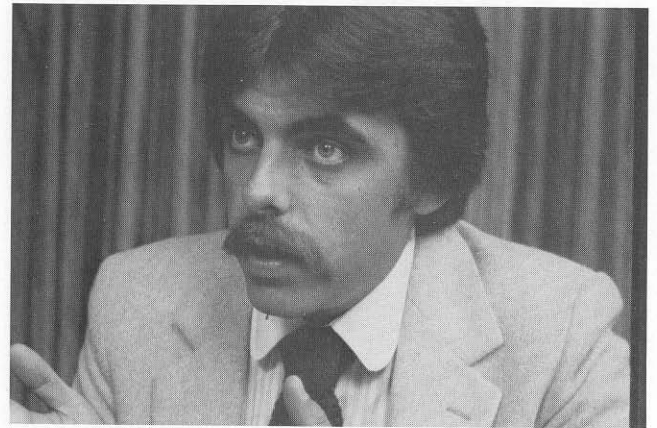
PETE: What'd you do about it?

25. **BILL:** Well, fortunately, one of the senior salesmen in the office took me aside and taught me his closing techniques. I've used them ever since, and they work.

PETE: Closing technique? What's a closing technique?



26. **BILL:** A closing technique is a way of asking for the order that helps to improve the chances that the customer will say yes.



27. **WAITRESS:** Excuse me. Are you gentlemen ready to order?

BILL: Yes, I'll have the pastrami and swiss on rye.

PETE: And, I'll have the hot roast beef.

WAITRESS: Would you like something to drink?

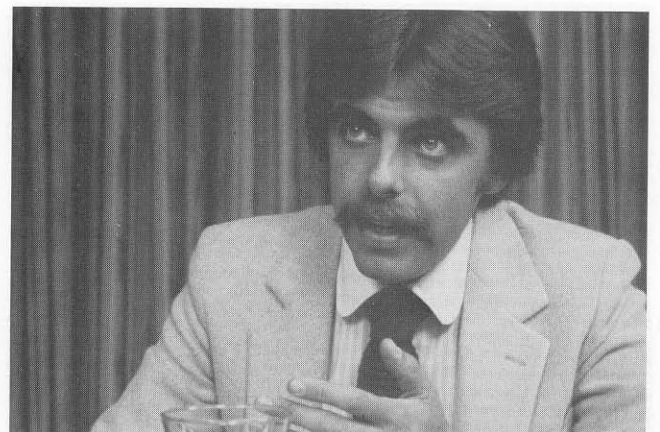
BILL: Iced tea.

PETE: Oh yes, I'll have tea also.

WAITRESS: Very well!

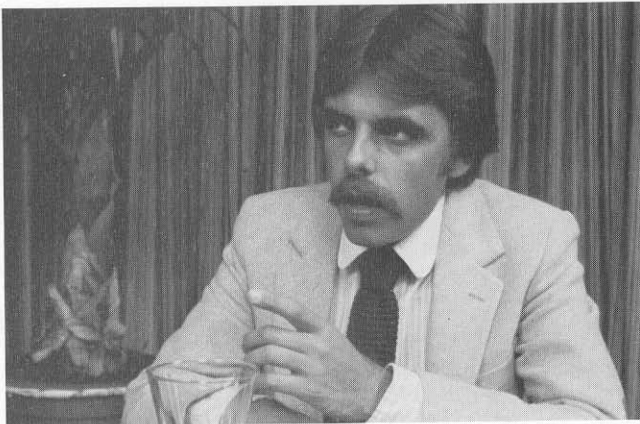


28. **BILL:** What I was trying to say, Pete, is that hitting the customer over the head with a nonstop sales pitch and then asking for the order is not necessarily the best way to make a sale.





29. Most customers are turned off when they realize that you're just reciting a memorized pitch. Usually, they react much more favorably if you show a genuine interest in their problems and help them to make the right buying decision.

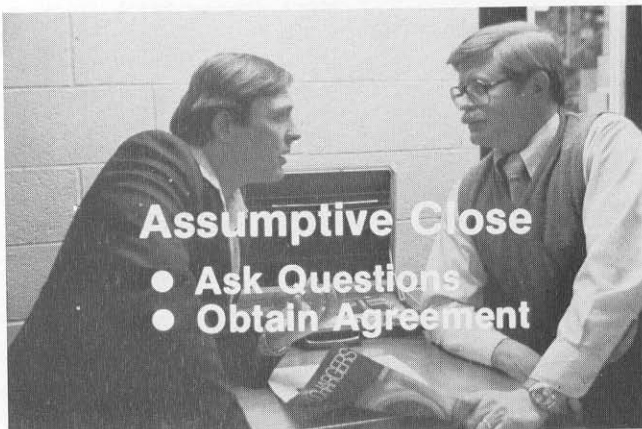


30. You have to lead your customers to the point of buying and make it so easy for them to buy that they almost have to say yes. That's what closing techniques are for, helping the customer to say yes.

4 Closing Techniques

- Assumptive Close
- Inducement Close
- Summary Close
- Penalty Close

31. There are four basic closing techniques: the assumptive close, the inducement close, the summary close, and the penalty close. They can be used individually or in almost any combination.

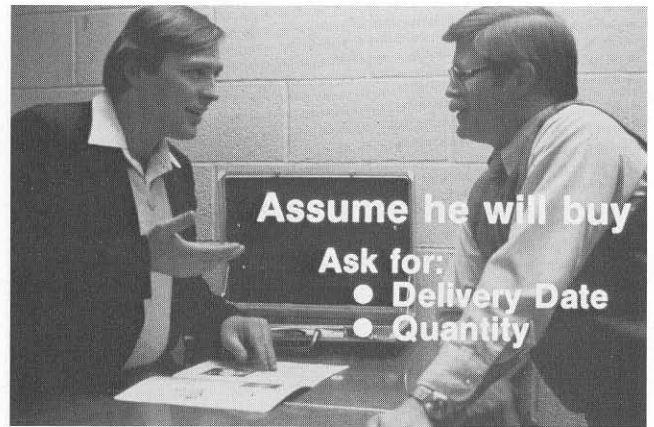


32. The assumptive close begins the moment you start your presentation. Instead of rambling on and on with your sales pitch, take the time to obtain the customer's agreement by asking him questions that will bring a positive response. One sure way of doing that is to ask him for his opinion.

33. Obtaining the customer's agreement is the key to closing the sale. By building a pattern of agreement you lay a positive foundation for your request. If you can get your customer to agree to each of the major points of your presentation, then he's sure to agree to buy your product.



34. When you do ask for the order, don't ask the customer whether or not he wants to buy because that gives him a chance to say no. Instead of asking for the order directly, if you have the customer's agreement, assume that he will buy. Ask him whether he wants the parts delivered Tuesday or Thursday, or ask him how many parts he wants to order. That way he'll be giving you the order without even realizing it. That's why it's called an assumptive close. After you have the customer's agreement, you assume that he is going to buy, and he probably will.

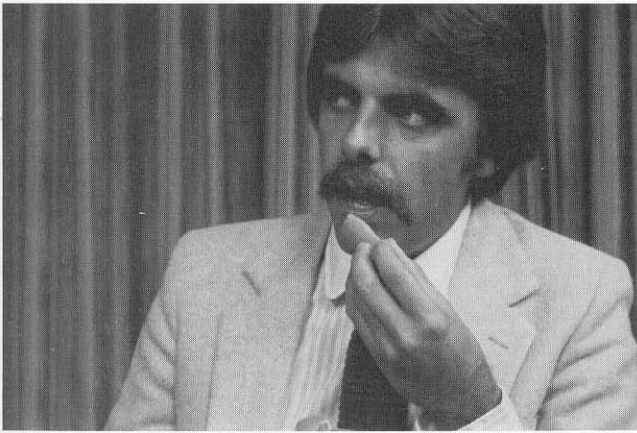


35. **WAITRESS:** Here's your order. Will there be anything else?
PETE: No, thank you.
BILL: Not for me, thanks.



36. **PETE:** I think I see what you're saying. Bill, but what if the customer doesn't agree? What if he has an objection?



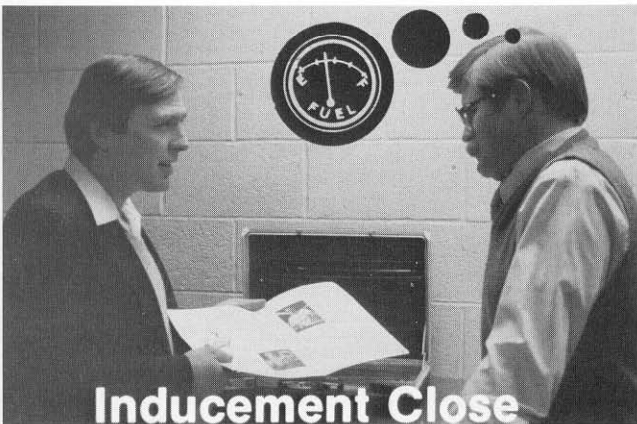


37. **BILL:** Listen Pete, a successful salesman welcomes objections because everytime you answer an objection, you attain the customer's agreement and you have a chance to close the sale. If his objection relates to quality, talk about Cummins research and engineering. If his objection is price, talk about total value. As soon as you've answered his objection, try an assumptive close.

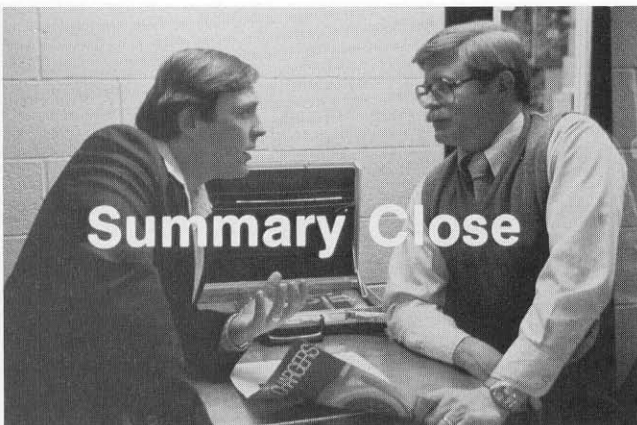


38. **PETE:** But what if you've made your presentation, answered all his objections, and he's still undecided?

BILL: Then try an inducement close.



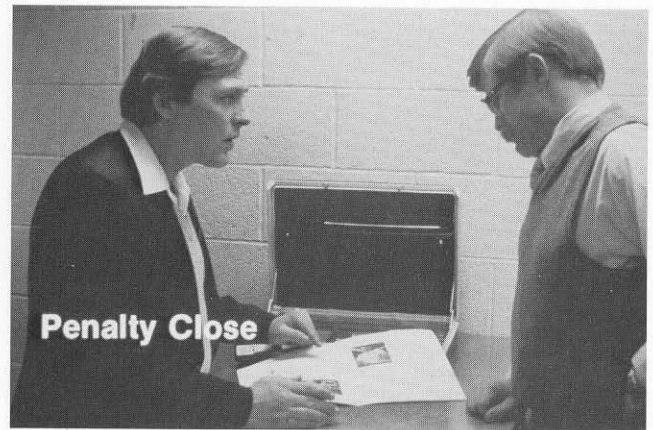
39. The inducement close emphasizes those particular benefits of greatest interest to the customer. For example: if the customer operates a fleet of trucks, he may be primarily concerned with fuel economy, but if the customer runs a repair shop he may be more interested in warranty coverage and product availability.



40. If that doesn't work try a summary close. Briefly recap the main points of your presentation, listing each of the important benefits so that the customer will weigh them all at once. With Cummins parts your case should be overpowering.

PETE: Okay, but what if he still doesn't buy?

41. **BILL:** Then, use the penalty close. Show him how he's losing money by not buying genuine Cummins parts and show him how much more he'll lose if he waits. Another good penalty close is to point out the competitive disadvantage of not carrying Cummins parts, like the regular customers he may lose if they have to go elsewhere just to get Cummins parts.



42. Good grief! Look at the time! I'm sorry Pete, but I've got to run. I've got an appointment across town in 15 minutes.



43. Try those four closing techniques, and see if they don't help you to boost your sales.

PETE: I'll do that. Say! Listen, what about some racquetball tonight?

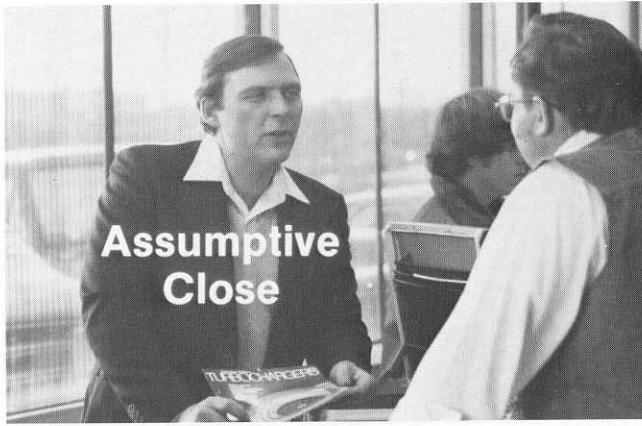


44. **BILL:** Great! Make the reservations and I'll meet you on the court at six.





45. Cummins van on city street.



46. **PETE:** Tell me, Stan, how many different models of turbochargers do our competitors make for Cummins engines?

STAN: Why, only a few, of course.



47. **PETE:** With all of the many different models of Cummins engines and with all the different engine speeds and horsepower ratings within each engine family, do you really think that their limited line of turbochargers could be exactly right for every Cummins engine?



48. **STAN:** Why, no. I never thought of it that way before, but I guess you're right.

49. **PETE:** Cummins ReCon turbochargers come in a variety of styles, and there are several different models within each style to exactly match your engine's requirements. A poorly matched turbo hampers your engine's performance causing a loss of power and increased fuel consumption. Only Cummins ReCon specifically tailors its turbos to match your engine's speed and ratings. Cummins ReCon uses exactly the right housings, impeller, shaft, and turbine wheel to give your engine top performance.



50. So which turbo do you think will give you better mileage and performance, a competitive turbo or a specifically matched Cummins ReCon turbo?

STAN: Well if matching is really that important, I guess that the Cummins would be better.



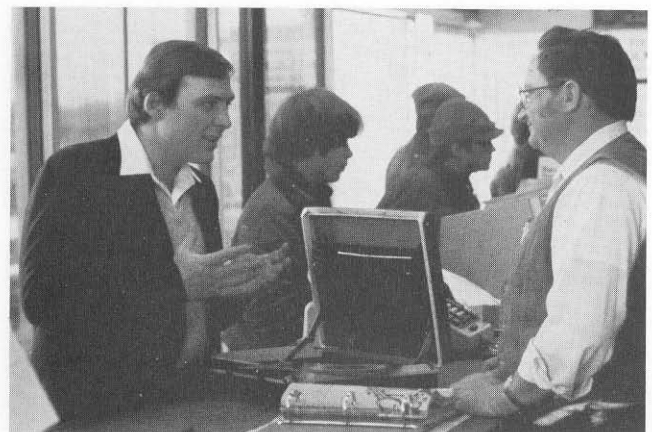
51. **PETE:** Then considering the cost of fuel, downtime and maintenance, in the long run which turbo do you think actually costs less?

STAN: Well, if you look at it that way, I suppose the Cummins would end up costing less.



52. **PETE:** So wouldn't it be smarter to install Cummins ReCon turbos on all your trucks?

STAN: Yes, I guess you're right.

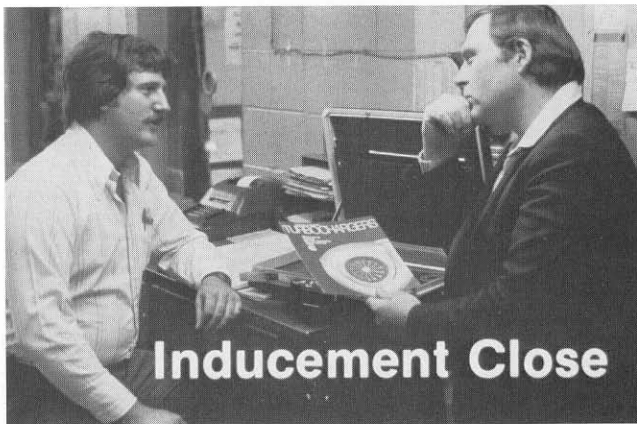




53. **PETE:** Okay, how many turbos do you want to order?



54. Cummins van on city street.



55. **SAM:** I don't know. These other turbos seem to be working out just fine. We're not having any real trouble. I just don't know.



56. **PETE:** Look Sam, what was the reason that you bought turbocharged engines for your trucks in the first place?

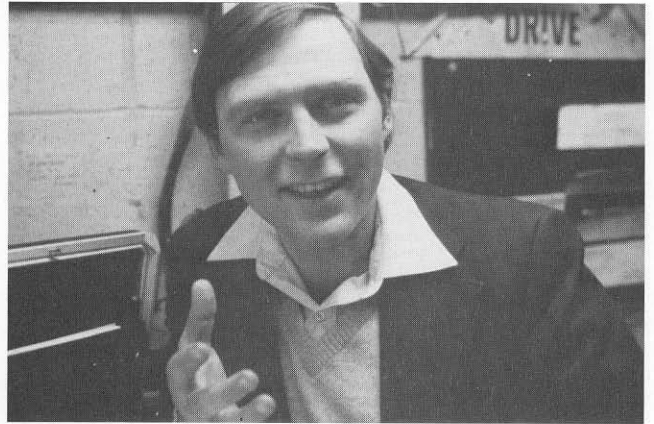
57. **SAM:** Well fuel economy of course.

PETE: Okay! Then which turbo do you think will give you better mileage, a competitive turbo or a perfectly matched Cummins ReCon turbo?

SAM: After listening to what you said about one turbo not being right for every engine, I'd have to say the Cummins.



58. **PETE:** Exactly! A poorly matched turbo can easily cause five to eight percent greater fuel consumption. If that truck averages say a hundred thousand miles per year, you could be wasting several hundred gallons of fuel per year on that truck alone.

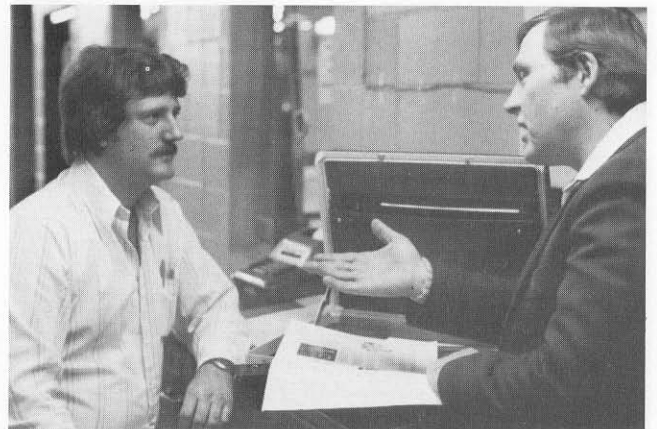


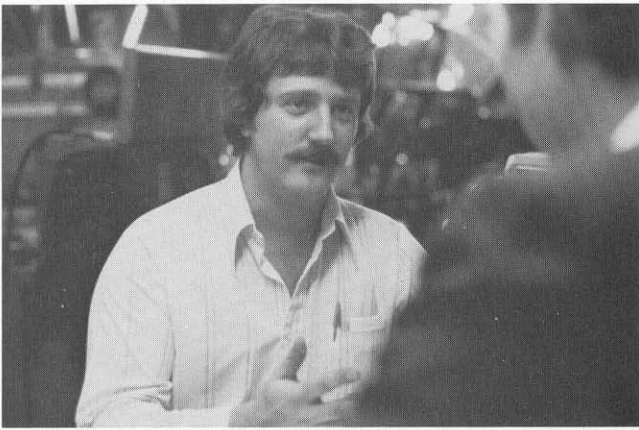
59. You operate quite a sizeable fleet of trucks, Sam. With all of these trucks and the rising cost of fuel, can you really afford to pay that kind of penalty?

SAM: NO! Of course not.



60. **PETE:** So you see, over the long haul, Cummins ReCon turbos offer you the lowest total cost. With a perfectly matched Cummins ReCon turbo, your engine will perform better for greater fuel economy and more miles between overhauls. Not only will you save on fuel, but you'll save a lot of money on downtime and maintenance as well.



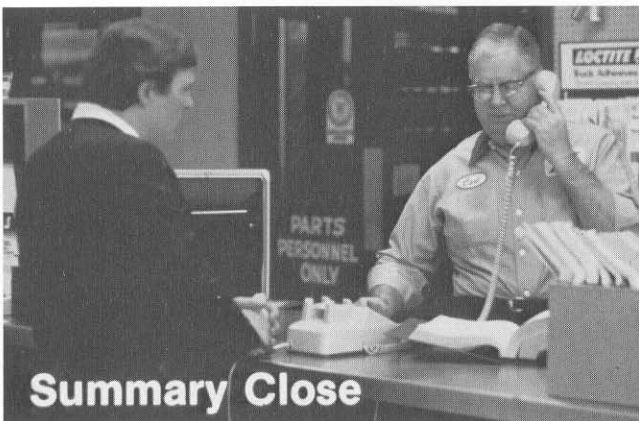


61. **SAM:** Okay! Okay! You've made your point. I don't see how I can afford not to use your turbos.

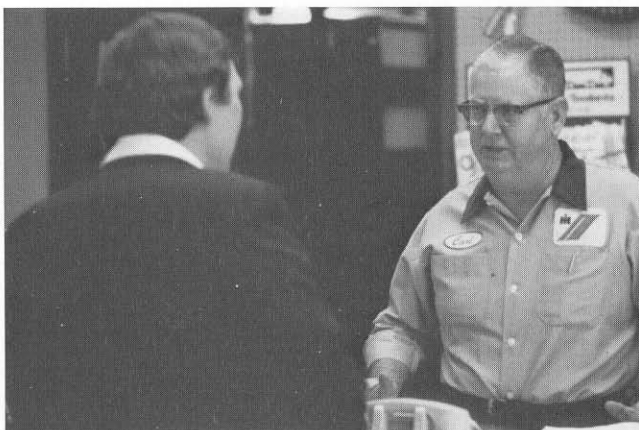
PETE: Great! How many do you want to start with?



62. Cummins van on city street.



63. I don't CARE where you have to go to get that hydraulic pump, as long as you get it here by noon tomorrow. All right, I'll talk to you later. Bye!



64. I'm sorry Pete. Where were we? You were trying to sell me some turbochargers. Right?

PETE: Well, while you were on the phone, I made some notes from our conversation.

65. If you remember, I showed you how Cummins ReCon incorporates the latest improvements in design and materials.

And, I showed you how Cummins ReCon turbos are matched to your engine's requirements for optimum performance and better fuel economy.



66. We talked about Cummins' liberal core exchange program, and Cummins' superior warranty which not only covers the turbo but certain types of progressive damage to the engine as well.

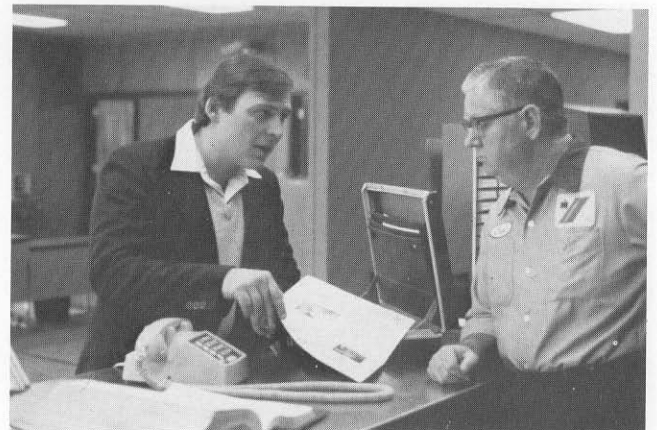


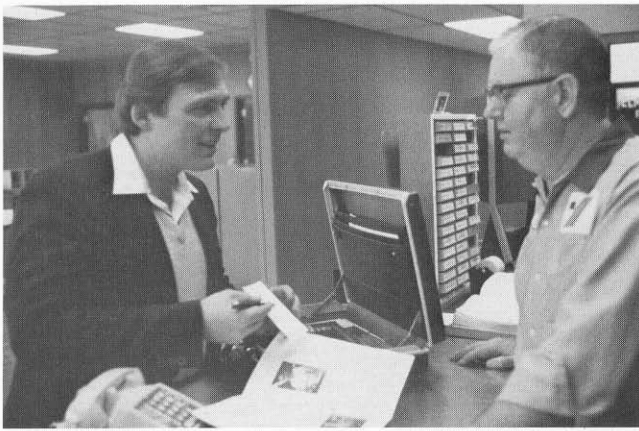
67. So you see, while other turbos cost less, Cummins ReCon turbos offer you the lowest total cost and the best value for your money.



68. Gee! Why didn't you say that before?

PETE: Well, I thought I did. I just thought that I'd repeat it for good measure.

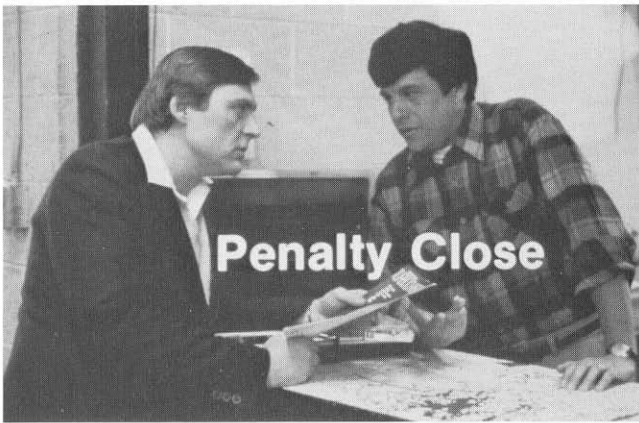




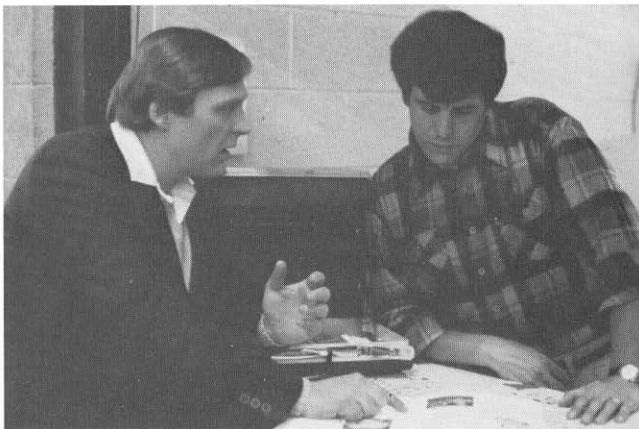
69. Here's a list of the three turbos most commonly used on the kind of equipment you sell and service. If you like, I can deliver them Thursday or do you want them sooner?



70. Cummins van on city street.

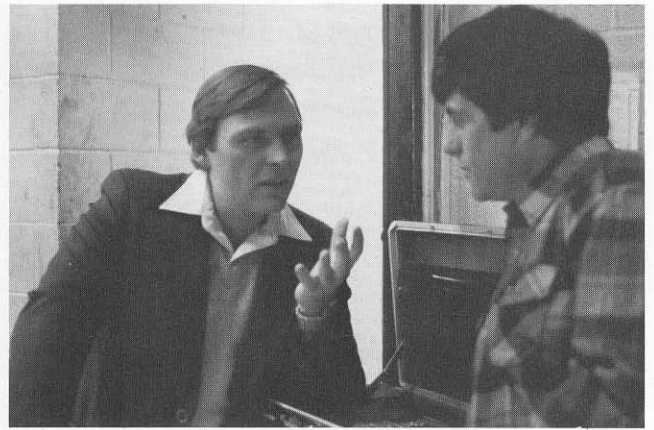


71. Listen Pete, I'm sure that everything you say is true. But I've got over half a dozen turbos in stock right now. No one's ever complained about them, and they seem to be selling just fine.



72. **PETE:** Well, one of your competitors, Bob Moore, over at State Street Truck Parts, recently switched to Cummins ReCon, and his turbo business is up about 20%. Surely, I don't have to tell you how much that extra business is worth.

73. I would really like to see you do the same. If you wait another month, it's just going to mean that much lost potential profits.



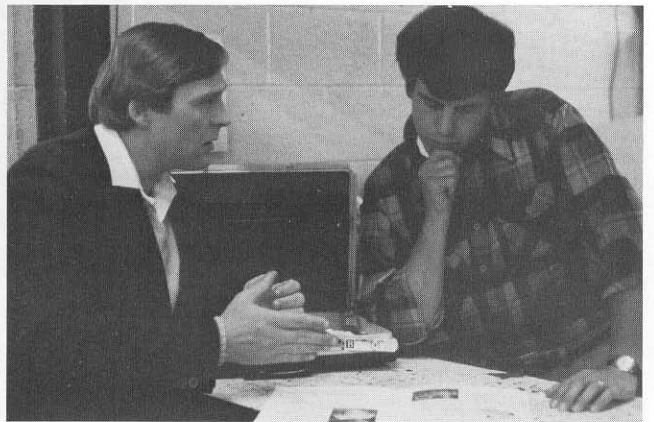
74. Besides, you don't want your customers going to Bob Moore for turbos. They might just take the rest of their business there too.



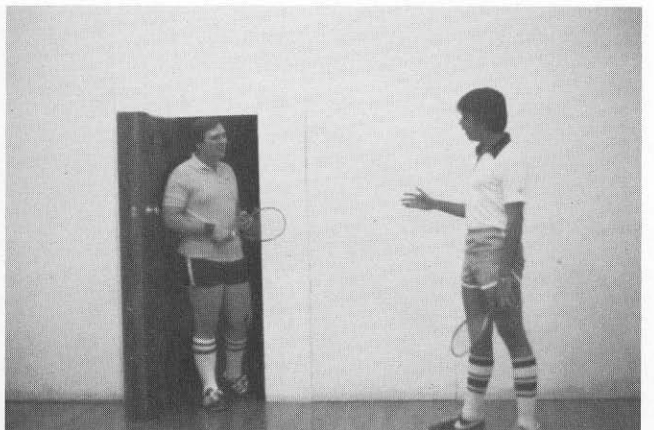
75. **LOU:** Hmmmm! I never thought of it like that before. Maybe I should carry some in stock.

PETE: That's a wise decision, Lou. How many do you want to order?

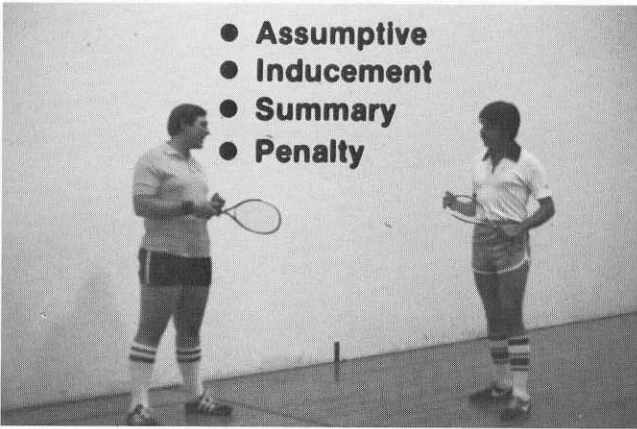
LOU: Just send me a couple for right now, and we'll see what happens.



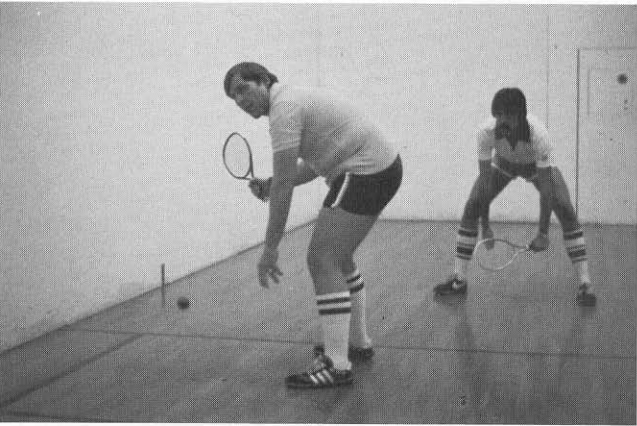
76. **BILL:** Hi, Pete! How was your afternoon? Did you have any better luck?



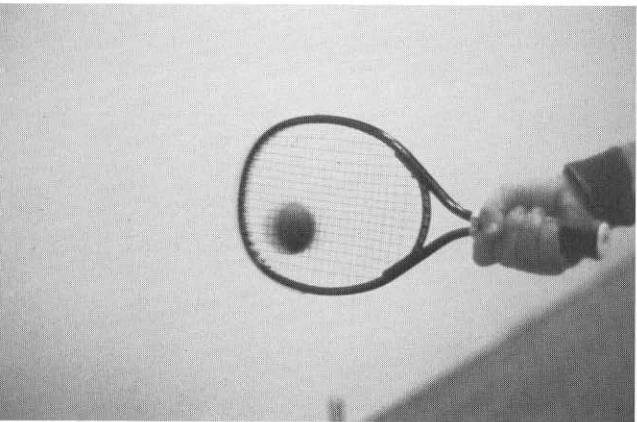
- Assumptive
- Inducement
- Summary
- Penalty



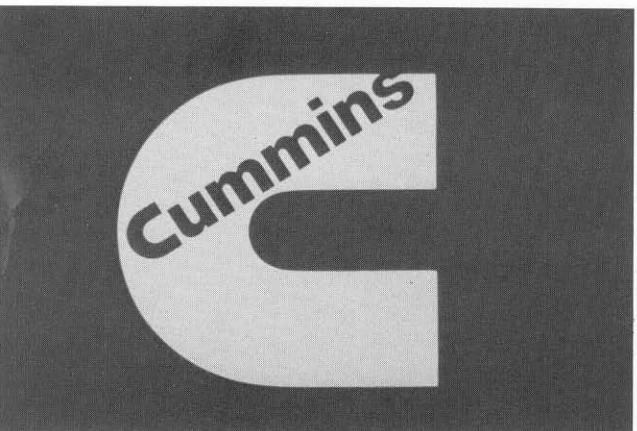
77. **PETE:** I have to tell you, Bill. This afternoon was fantastic. But luck didn't have anything to do with it. I used those four closing techniques we talked about at lunch, and they worked like magic — (the assumptive close, the inducement close, the summary close, and the penalty close.) Whenever one didn't do the trick, one of the others would.



78. I can see that from now on, my sales career is going to be...



79. ...a **smashing** success.



80. Cummins Logo.

CLOSING TECHNIQUES — REVIEW

Successful selling requires the proper sales approach.

- A memorized, nonstop sales pitch is not the most effective way to make a sale.
- The Professional Parts Salesman shows a genuine interest in his customers' problems and helps them to make the right buying decision.
- The Professional Parts Salesman leads his customers to the point of buying and makes it easy for them to say yes.

4 Closing Techniques

- The Assumptive Close
 - Assume that the customer is going to buy, and he will.
 - Begin the moment you start your presentation.
 - Ask questions designed to bring a positive response.
 - Build a pattern of agreement.
 - Answer every objection.
 - When you have the customer's agreement, ask for the order.
- The Inducement Close emphasizes those particular benefits of greatest interest to the customer.
- The Summary Close
 - Recaps the main points of the presentation.
 - Allows the customer to consider the full weight of all the major points at once.
- The Penalty Close
 - Demonstrates how the customer is losing money by not carrying or using Cummins parts.
 - Shows the customer how much more business he will lose if he waits.

Be flexible in your presentation

- Watch the customer for signs of agreement or disagreement.
- Always stop and answer all of the customer's objections before continuing your presentation.
- Use one or all of the four closing techniques in any combination that is appropriate for each individual customer.

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Bulletin No. 3387154