

Marketing case study



Introduction Closing the deal is one of the most significant actions that sales person should do in order to gain agreement Closing techniques,” n. d.).

Sales presentation is the critical point in which the prospect should decide and makes a commitment. The decision is important – whether it be a yes or a no – so that reaction based on the decision could be done.

The Closing Technique used by Frank May

The closing technique used by Frank May in order to gain the commitment of Abby was the trial close. It was the easiest way to know if Abby had any real interest on the presentation made by Frank. The closing technique used by Frank was appropriate and suitable to the given situation because as he had made strong selling points, Abby showed certain objections and tentative questions (“ Trial Close,” n. d.). It was also because Frank May wanted to steer the conversation in the right track, to know his real prospect (Paterson, 2006).

Obtaining Commitment (other methods)

When the time the customer had come up into a decision, the commitment had been obtained (“ Closing techniques,” n. d.). The future close is a closing technique wherein the closing of the transaction could be in a future date, like “ How much time to you need to think about it Abby? ... I know you can't decide right now, what do you think?” Another method is adjournment close, which basically refers to the consideration of time being offered for the prospect to think, like “ Being the senior purchasing director of Moor International, I know this decision is very relevant to you, I'll give you time to consider about this. Can I count to it?” Conditional close is about giving conditions when objection occurred from the prospect in order to make a purchased of the product/service, like “ The 50% I guess is only an

estimation, if I can figure out the exact percentage of site that needs the scanner, will you choose our product?”

Evaluation of Frank's Performance

A. Selling benefits not features – Frank's performance was unsatisfactory for he was actually selling the features of the company and not the benefits the prospect can get. He said they had built the finest engineering staff over the past 5 years, what's in it for Moore? He should refer on what the system can do for Moor because the expenditure can be justified by the benefits but not on the function.

B. Using trial closes – The performance was good for he successfully performed the trial close technique with Abby. He responded on the objections and immediately closed the conversation. The good performance in using the trial close method made by Frank increased his performance.

C. Using communication aid to strengthen the presentation – The data being delivered by Frank was a great help on Abby's part in making clear pictures about the offer and definitely would lead her in making her decisions.

D. Responding to objections – It was a normal point on Abby to respond with objections on what Frank had presented. The objection was properly handled by responding through the use of direct approach towards Abby by asking her direct questions.

E. Attempting to gain commitment at the proper time - Frank had successfully attempt to gain commitment at the proper time because Abby's reply was positive that she would give time to see and looked on the figures given by Frank.

Conclusion

Each closing technique is suitable only on particular situation. It would be a

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look out for the sales person on how to properly use the different techniques. The success of Frank May in setting an appointment with Abby Brewster had depended on his capacity in closing the conversation and his ability in responding to objections.

References

Closing techniques. (n. d.). Changing Minds. org. Retrieved from http://changingminds.org/disciplines/sales/closing/closing_techniques.htm

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