
Chapter 15 Closing the Sale

Discovery Project Worksheet

Directions Read the scenarios, and then offer suggestions that would help close each of the sales.

1. Jackie is a sales associate at an appliance store. It is the last day of the month, and she is \$100 short of her monthly sales quota. A recent college graduate who just moved into his first apartment has been asking Jackie lots of questions about vacuum cleaners. The customer is having a difficult time choosing between a vacuum that is on sale for \$119.99 and another model by the same manufacturer for \$149.99. While the customer is examining the models, Jackie's supervisor comes over to tell Jackie to take her break before the store's busy period starts.

2. Jeff is the type of salesperson who can sell ice to a polar bear. He loves the satisfaction that comes with closing a sale, and he is always looking for products to sell. He can often be found at trade shows and conventions, selling everything from kitchen gadgets to car washing accessories to jewelry cleaner. This time, he is at a booth at a large county fair, selling carpet cleaning products. A crowd has gathered to watch him demonstrate how well the cleaner works on a grease-stained piece of carpet. Jeff can tell that one couple is clearly interested, but they are hesitating about making a purchase.

3. Ronda is a membership director for a small-business advocacy organization. Her job is to convince small business owners to join the organization. The yearly membership fees pay for a variety of products and services that help business owners succeed. Several times a year, she revisits the business owners who have bought memberships to get them to renew their memberships. She is in the office with the owner of an auto body repair shop. He is not interested in renewing his membership.
