

Section Answer Keys

Chapter 15 Closing the Sale

Section 15.1 How to Close a Sale

Review Key Concepts

1. Getting minor agreements involves having the customer concur with you on selling points that they have noticed. By doing this, you build a foundation of positive interactions throughout the selling process that naturally leads to the closing. Getting minor agreements is a good approach during the time the customer is making the buying decision. However, if you see that the customer is ready to make a buying decision, you should stop using any sales tactics—doing so might annoy the customer, who at this point is ready to proceed with the transaction.
2. To create an ownership mentality, use words like “you” and “your.” You should use language that indicates to the person that the product is already theirs.
3. The standing-room-only close should be used. For example, you might say “There is a limited inventory of that item and it may be sold out before the sale even takes place.”

Practice Academics

English Language Arts

4. The student should write a dialogue between two people closing either a retail sale or an organizational sale. Following is a sample of two people closing a retail sale.
Salesperson: Would you prefer the maroon or red shirt? Customer: I think I'll take the red one. Salesperson: How would you like to pay for it? Customer: I'll use my debit card.

Mathematics

5. \$219.80 ($\$1099 \times .20$)