

Unit 5:

Closing The Sale

Asking for the Sale

In this lesson you will learn some techniques for closing the sale that will make both you and your customers comfortable. If you simply said, “Do you want to buy that?”, you might make your customer uncomfortable. The trick is to make the transition to closing the sale smooth and natural – and successful. This isn’t as hard as it might sound. Once again, you’ll take your cue from the customers. Remember, you’re not asking them to do something they don’t want to do, you’re simply trying to make it easier for them to get what they want.

If a customer is obviously shopping for an item for another person, you can ask if he’d like it gift wrapped.

Sales Associate: *“That must be for someone very special. Would you like it gift-wrapped?”*

Or, if a selection seems appropriate for the current situation, you might suggest that the customer could use it immediately.

Sales Associate: *“That looks great with what you’re wearing now! Would you like me to cut the tags off so you can wear it out of the store?”*

Don’t assume the customer will tell you that he is ready to buy. However, if he appears to be ready, you can help move the transaction along by simply walking him toward the cash register. Test your guess by making a comment such as, “Do you want to put that on your charge card?” or “Do you have any more shopping to do or shall I ring that up for you now?”

S.O.L.D. is the abbreviation for four techniques that can be used to help move the customer from “I like it” to “Sold!” When the situation calls for a special approach, try one of these:

So, which will it be?

Once in a blue moon

Looks like a perfect match

Don’t keep drilling once you’ve struck oil!

So, which will it be?

This is probably the most common closing technique. It is far more effective than asking, “Are you ready?” or “Do you want to buy that?” because it only provides customers with positive options. You can close the sale by asking customers “which will it be” questions such as:

- “Will that be cash or check?”
- “Do you want that folded or left on the hanger?”
- “Would you like the gray one or the black one (or both)?”
- “Would you like that delivered or do you want to take it with you?”
- “Would you like that assembled or would you like it still in the box?”

Remember, though: if the customer is still uncertain, then you may need to ask more questions.

Once in a blue moon

This technique is tricky. It should be used only when it is appropriate. If your customer is considering the last item in stock, or if your store is offering a temporary special, you’ll want to let the customer know so he doesn’t miss out on a “once in a blue moon” kind of opportunity. However, you should never use this method to trick customers into buying something. You are sharing information, not threatening the customer that he is going to miss out on something! When you feel the customer would want to know about a special situation, you might explain in a manner similar to the following examples:

- “These are limited edition items and our store only received a few of them.”
- “Do you know that we are having a three-for-the-price-of-two special on garden tools this week? If you buy two, the third one is free.”
- “I just want to let you know that the sale ends today and these go back to regular price tomorrow.”
- “This book has been very popular and this is the last one we have in stock.”

Looks like a perfect match

If you have spent the time getting to understand your customer's needs (and hopefully you have!), you can also help him reach a decision by reviewing the features and benefits of the item he is considering. To be most effective, you should also acknowledge any objections he has voiced and show him how the benefits may outweigh those objections. If Mr. McMullen is concerned that the golf cart he likes is too expensive, you can help him review why he chose this model in the first place.

Mr. McMullen: “Wow, this costs almost as much as I paid for my first car in high school.”

Sales Associate: “This is a difficult idea to get past, isn't it? But this model holds four people and all their golf clubs. That is something you said was important for your business situations. It also has a built-in cooler that will allow you to take along your own refreshments during long games. It also has those special features that make the ride more comfortable. It sounds like this model is the best value for the features you are looking for.”

Mr. McMullen: “Yes, I did say all of those things were important to me...that's why I'm replacing my old cart. Ok, let's do the paperwork so I can get back to the golf course!”

Be patient with the customer. Sometimes it takes the customer a while to reach a decision, especially for higher-price merchandise.

Don't keep drilling once you've struck oil!

In other words, if the customer has indicated she is ready to buy, do your job and close the sale. If you continue to try and “sell” her once she has made her decision, she may get impatient or frustrated and change her mind about buying from you. Customers will be most happy with their purchases if *they* feel they made the decision, not you! And you don't want to waste their time...you want customers to have a good memory of working with you, not a bad one.

Counting Out Change

Instructions: Using play money, work with a partner to count out each amount of change, using the *fewest* coins and bills possible.

1. 78¢

2. \$47.23

3. \$19.45

4. \$35.99

5. \$8.19

6. \$18.88

7. \$27.53

8. \$33.33

Counting Back Change – Small Numbers

Instructions: Look at the total cost of the items and the amount of money the customer gave. Write the amount of change that the customer should receive in each transaction.

Example: Total cost: \$5.67 Amount given to sales associate: \$6.00

Change to be given back: 3 pennies, 1 nickel, 1 quarter

For a total of: 33¢

1. Total cost: \$7.28 Amount given to sales associate: \$10.00

Change to be given back _____

For a total of _____.

2. Total cost: \$3.21 Amount given to sales associate: \$5.00

Change to be given back _____

For a total of _____.

3. Total cost: \$4.78 Amount given to sales associate: \$5.00

Change to be given back _____

For a total of _____.

4. Total cost: \$1.47 Amount given to sales associate: \$5.00

Change to be given back _____

For a total of _____.

5. Total cost: \$6.76 Amount given to sales associate: \$10.01

Change to be given back _____

For a total of _____.

6. Total cost: \$4.28 Amount given to sales associate: \$10.03

Change to be given back _____

For a total of _____.

Counting Back Change – Large Numbers

Instructions: Look at the total cost of the items and the amount of money the customer gave. Write the amount of change that the customer should receive in each transaction.

Example: Total cost: \$5.67 Amount given to sales associate: \$6.00

Change to be given back: 3 pennies, 1 nickel, 1 quarter

For a total of: 33 ¢

1. Total cost: \$12.45 Amount given to sales associate: \$20.00

Change to be given back _____

For a total of _____.

2. Total cost: \$5.74. Amount given to sales associate: \$20.00

Change to be given back _____

For a total of _____.

3. Total cost: \$25.62 Amount given to sales associate: \$50.00

Change to be given back _____

For a total of _____.

4. Total cost: \$12.13 Amount given to sales associate: \$15.15

Change to be given back _____

For a total of _____.

5. Total cost: \$17.04 Amount given to sales associate: \$20.05

Change to be given back _____

For a total of _____.

Mystery Shopper 4

Instructions: Go to any retail store. Buy an item with cash. It can be a small item, such as candy. (If you would prefer not to buy anything, just observe a cash transaction.) Pay attention to how the sales associate greets you (or the customer) at the cash register and what the associate says and does. Pay attention to *how* he or she gives you back your change.

Afterwards, write about your experience below.

Name: _____

Store: _____

Date: _____

1. What did you buy? How much did it cost?
2. Did the sales associate *ask for the sale*? If so, what did he or she say and do?
3. If you met the sales associate at the cash register, how did he or she greet you there? What did he or she say and do?
4. How did the sales associate give you back your change? What did he or she say and do?
5. What did the sales associate do well? What could he or she improve?
6. What, if anything, will you do differently when you are a sales associate?

Cash Register Vocabulary

Instructions: Read the story and fill in the blanks with words from the box below.

scan	drawer / till
receipt	job
barcode	change
cash register	ring up
sales tax	

I just started a new (1.) _____ and I have to learn how to operate the (2.) _____ . First, you (3.) _____ each item. The information about the price is in the (4.) _____. Then, you (5.) _____ the total. The cash register adds the (6.) _____ (in Maryland, 5%). The customer gives you the money, and you put it in the (7.) _____. You also need to give the customer the correct _____. And don't forget to give the customer the (8.) _____!

Reconcile the Register

A: At the beginning of her shift, Anna puts \$20 in her register so that she can make change. At the end of her shift, first she calculates all her receipts. She has made \$80 in sales.

Total From Receipts	\$80
Float	\$20
Total	\$100

Then she counts the cash in the drawer. She has \$100.

Is the register balanced? _____

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B: Draw a line between the words in Column 1 and their definitions in Column 2. Then, fill in the sentences in Part C with the words from Column 1.

Column 1

Column 2

float

To add up.

cash balance

To check that there is the correct amount of money in the register.

calculate

Money that goes into the register

reconcile

The amount of money in the register at the end of the shift.

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C: At the end of your shift, you must _____ the register. First, _____ the total from your receipts. Now, add the _____. Compare the total to the _____. They should be equal.

Reconciling Practice

1. The float is \$89.95. The final cash balance is \$379.07.

Receipts	\$13.99
	\$14.99
	\$7.02
	\$253.12
Total From Receipts	
Float	
Total	

Is the register balanced?

2. The sales associate puts \$100 in the till at the beginning of the day. She counts the money at the end. She has \$215.73.

Receipts	\$79.99
	\$43.55
	\$12.19
Total From Receipts	
Float	
Total	

Is the register balanced?

3. When the sales associate begins his shift, the float is \$24.55. His final cash balance is \$86.81.

Receipts	\$12.50
	\$32.99
	\$16.77
Total From Receipts	
Float	
Total	

Is the register balanced?

Paying with Cash

Cashier: Your total comes to \$48.37.

Customer: Ok. Here you go. [*Hands a 50 dollar bill to the sales associate.*]

Cashier: Out of \$50? [*Pause*]

Your change is \$1.63. [*Counts out the change.*] That's one dollar and sixty-three cents. [*Puts the money in the customer's hand as it is counted.*]

And here is your receipt. [*Hands receipt to customer.*]

Customer: Thanks!

Cashier: Thank you. Have a nice day.

Cash, Check, or Charge?

Instructions: Listen to the taped conversation. Fill in the blanks below with the missing words and phrases.

Sales Associate: Your total is \$49.99. Will that be cash, check, or _____?

Customer: I'd like to pay by check today. Who do I _____ the check _____ to?

Sales Associate: Wheaton _____ Stores.

Customer: How do you spell Wheaton?

Sales Associate: That's W-H-E-A -T; like Tony - O-N; N like Nancy.

Customer: Great, thanks. And that's _____, right?

Sales Associate: That's right. And _____ some ID, please?

Customer: No problem.

Sales Associate: Great, thanks. _____ any help carrying these _____ out to your car?

Customer: No, I'm fine, thanks.

Sales Associate: Great. Well, you have great day, and _____
_____ at Wheaton Department Stores.

Personality Test 1

Instructions: Read each statement. Then, circle the level of agreement or disagreement with that statement.

1. Becoming successful is mostly a matter of being in the right place at the right time.

Strongly Agree Agree Disagree Strongly Disagree

2. Doing your job well brings you satisfaction.

Strongly Agree Agree Disagree Strongly Disagree

3. Everyone at some time in their adult life has stolen something.

Strongly Agree Agree Disagree Strongly Disagree

4. It is important to have people in your life you can depend on.

Strongly Agree Agree Disagree Strongly Disagree

5. Most bosses don't care if their employees always come late to work.

Strongly Agree Agree Disagree Strongly Disagree

6. Most people will try to take advantage of you if they get half a chance.

Strongly Agree Agree Disagree Strongly Disagree

Personality Test 2

Instructions: Read each statement. Then, circle the level of agreement or disagreement with that statement.

1. Most places don't care much if employees take a few things home with them from work.

Strongly Agree Agree Disagree Strongly Disagree

2. Rarely have you been so upset that you wanted to leave home.

Strongly Agree Agree Disagree Strongly Disagree

3. The members of your family have gotten along well together.

Strongly Agree Agree Disagree Strongly Disagree

4. When you are very tired, you get crabby.

Strongly Agree Agree Disagree Strongly Disagree

5. You are a confident and self-assured person.

Strongly Agree Agree Disagree Strongly Disagree

6. You are not very sure of yourself.

Strongly Agree Agree Disagree Strongly Disagree

7. You find it easy to influence others.

Strongly Agree Agree Disagree Strongly Disagree

8. You freely admit your mistakes.

Strongly Agree Agree Disagree Strongly Disagree

9. You go by the saying "Don't get mad – get even."

Strongly Agree Agree Disagree Strongly Disagree

Personality Test 3

Instructions: Read each statement. Then, circle the level of agreement or disagreement with that statement.

1. You have a lot of energy and drive at work.

Strongly Agree Agree Disagree Strongly Disagree

2. You have done your share of “raising hell”.

Strongly Agree Agree Disagree Strongly Disagree

3. You have sometimes been jealous of other people.

Strongly Agree Agree Disagree Strongly Disagree

4. You love to take chances.

Strongly Agree Agree Disagree Strongly Disagree

5. You tend to “turn the other cheek” rather than start a fight.

Strongly Agree Agree Disagree Strongly Disagree

6. You tend to be resentful if you don’t get your own way.

Strongly Agree Agree Disagree Strongly Disagree

7. You usually like to take it easy at work or play.

Strongly Agree Agree Disagree Strongly Disagree

8. Your attitude at work makes a difference to your job performance.

Strongly Agree Agree Disagree Strongly Disagree

9. Your successes and failures have resulted from your own actions, not chance or luck.

Strongly Agree Agree Disagree Strongly Disagree

Identify the Discount

Instructions: Read the descriptions in the advertisements below. Then, match the appropriate word or words from the box with each advertisement. Write the words next to the ad.

regular price merchandise	coupon
sale	special promotion
clearance	

1.

**December 26th – All
Christmas Items
Reduced**



**Everything Must
Go!**

2.

KIDS' SOCKS

Only \$2.69 a pair



3.

\$1.00 OFF your next
purchase of.... MINT FRESH
toothpaste



CoolClips.com

4.



NEW!
***Sugar Bears
Cereal***

Two boxes ...
for the price of one!
For a limited time only –
hurry!

5.

**Ladies' Boots..... Were \$80,
but now only
\$55.99!**

