

Closing: Or is it Really Opening?

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The Davey Tree Expert Company



Personal Intro

- Green industry 20 years
- Decade+ in sales
- Today:
 - The Davey Tree Expert Company
 - VP of the Davey Institute
 - National Business Development Team

Purpose of the Next 17 minutes

- Not to “be right”
- To offer perspectives
- To cultivate thinking!



“BUYER” VS “BEING SOLD”

Have you ever felt taken advantage of following a purchasing decision? Don't just blame the product! There may be something missing in your procurement process that would have led to a more desirable experience. A person being sold to often feels uneasy, and not a true partner or participant in the buying process.



THE IMPORTANCE OF TRUST

It's often said that we buy from people we like. If that's true, purchasing decisions are based more on our emotions than the product or service being sold. So if trust is more vital to closing a sale, how do we create trust, and what does that look like? Building trust is still best done in person. It starts by listening first and speaking second.



THE VALUE OF HAVING OPTIONS

While too many options can be overwhelming, a lack of options results merely in a transactional buying process. With either scenario, the opening to build a lasting and successful relationship between buyer and seller is greatly reduced, leading to missed business opportunities as a result in the future.

What Are We Selling?

- Not fast food...
 - Not much prospecting, presenting, overcoming, and closing involved here
- More complex interactions
- Higher dollars
- Much more emotion involved
- Higher skill needed

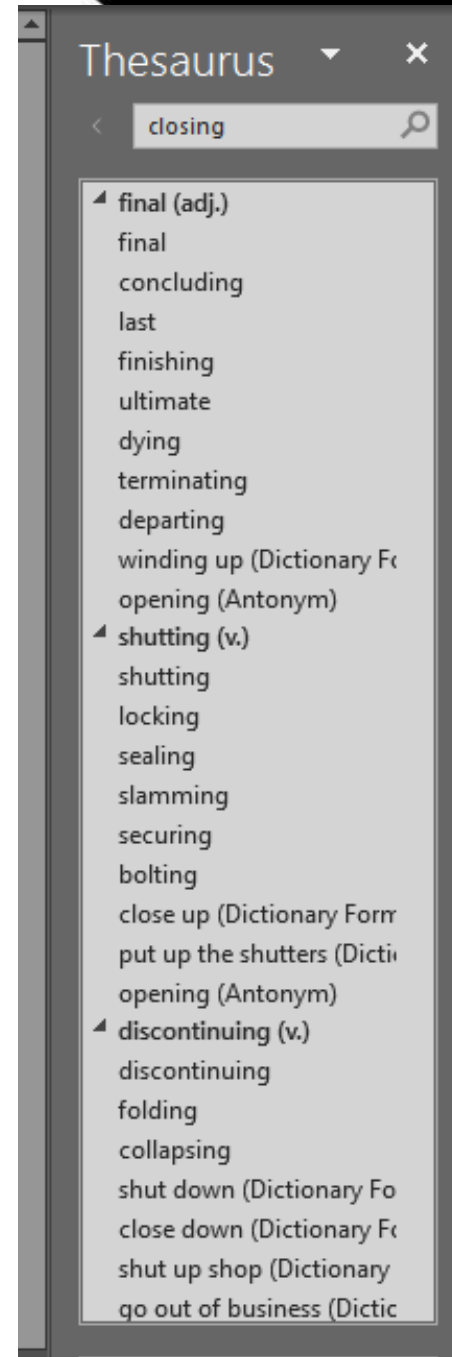
It All Starts With A Sale

- Business requires financial transactions
- We want to close. We need to close. It's good!
- Be careful, otherwise
 - Requirements = pressure



The Word “Closing”

- Definition:
 - Bringing something to an end. Final.
- For advice and inspiration:
 - Microsoft Word Thesaurus (Shift F7)
 - Synonyms for “closing”
- Is there a tone?



Traditional Closing Techniques

- Stale one-liners from yesteryear
- Used car lots
 - Sales competitions
 - “Cadillac, steak knives, you’re fired”
- I remember when “I got sold...”



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Remember your first car?

- 1978 Chevy Malibu Classic
- Such fond memories:
 - The smell
 - The radio
 - The speedometer



Remember the first car you bought?

- 1996 Jeep Grand Cherokee Laredo
- Such “memorable” memories
 - The pressure
 - The undercarriage treatment
 - The discussions with the manager



Enduring Memories

- Relieved to drive away
- Spent more money than planned
- Don't remember the salesperson
 - But I remember the business!
- Wouldn't go there again (never did)
- Felt like I got sold

The Word “Closing”

- Antonym of Closing = Opening!
 - A beginning. An initial part...
- Our opportunity: View closing as a transition from a prospect to a client

Thesaurus ▾ ✕

< opening 🔍

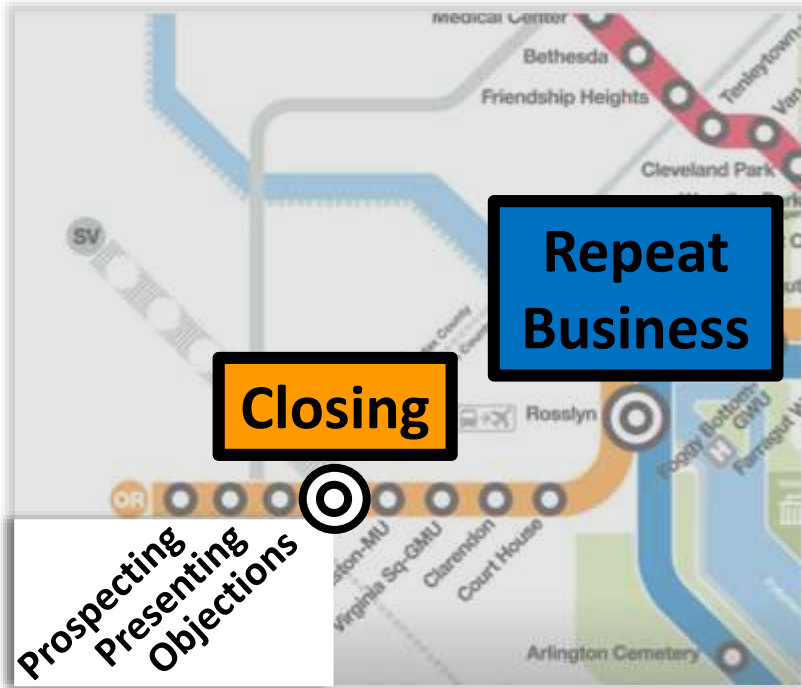
- ▴ start (n.)
 - start
 - beginning
 - introduction
 - intro
 - lead-in
 - preamble
 - overture
 - prologue
 - prolog
 - end (Antonym)
- ▷ gap (n.)
- ▴ opportunity (n.)
 - opportunity
 - chance
 - break
 - prospect
 - gateway
 - lucky break (Dictionary Form)
- ▷ unlocking (v.)
- ▴ beginning (v.)
 - beginning
 - starting
 - commencing
 - initiating
 - launching
 - set off (Dictionary Form)
 - kick off (Dictionary Form)
 - concluding (Antonym)

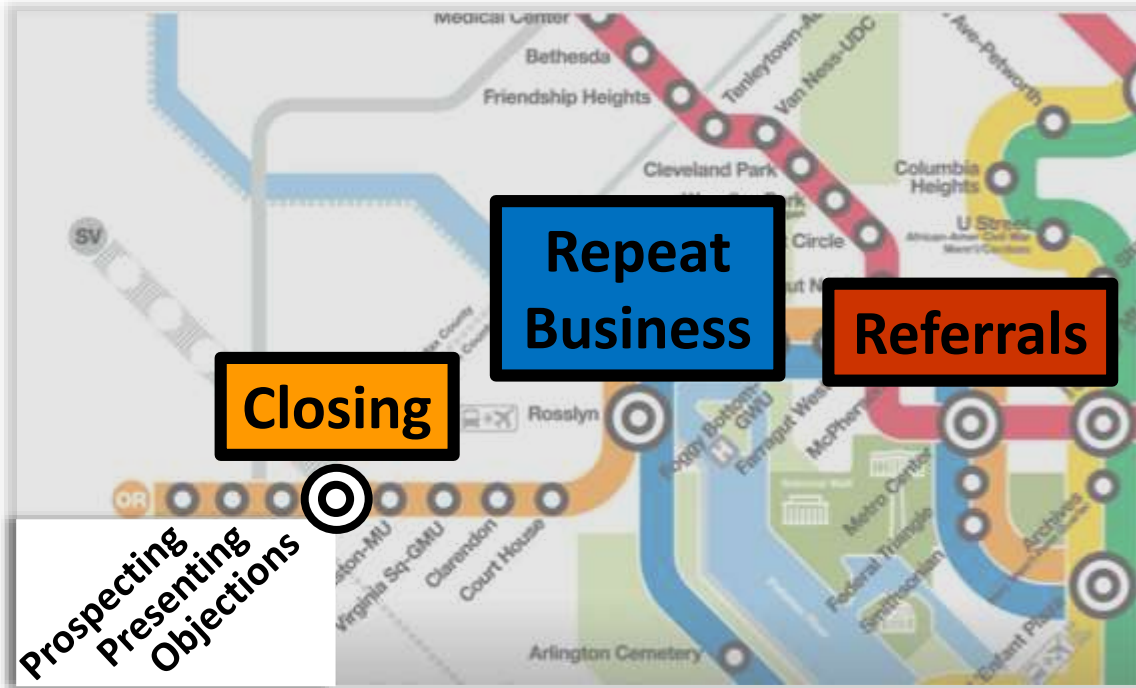


Closing



Prospecting
Presenting
Objections







Positive Reviews

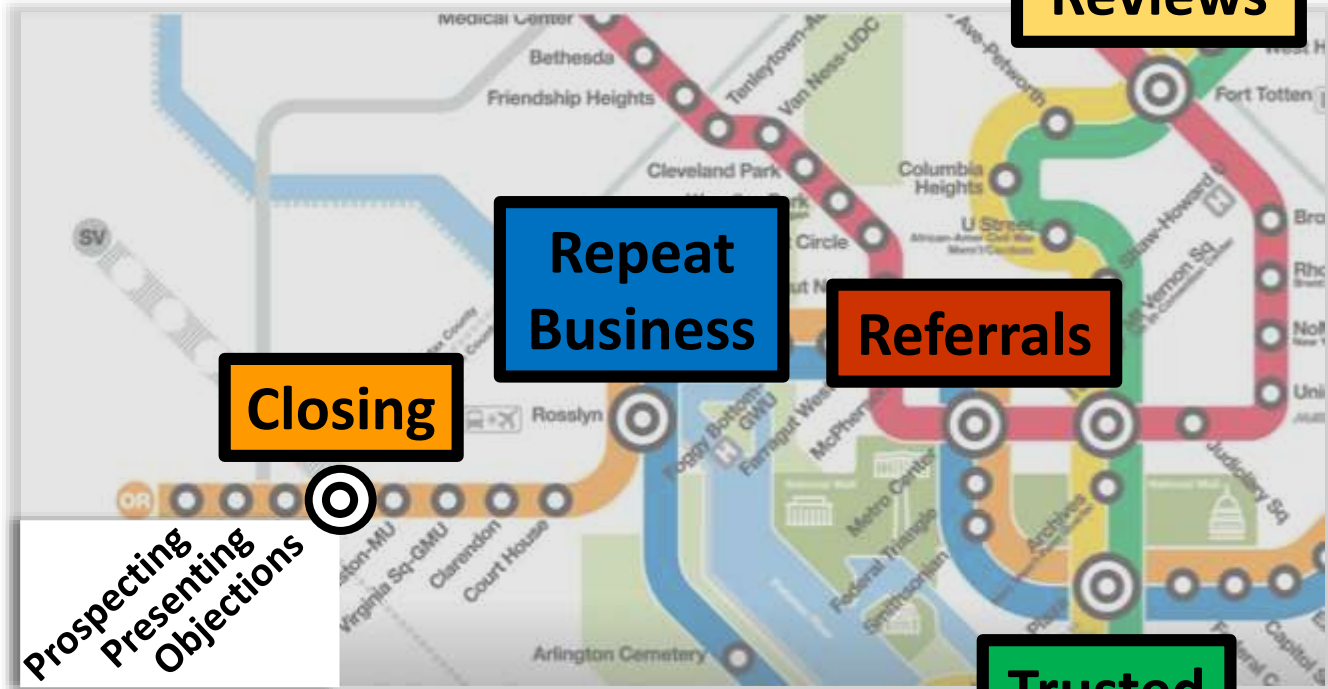
Repeat Business

Referrals

Closing

**Prospecting
Presenting
Objections**

Trusted Advisor





Positive Reviews

Repeat Business

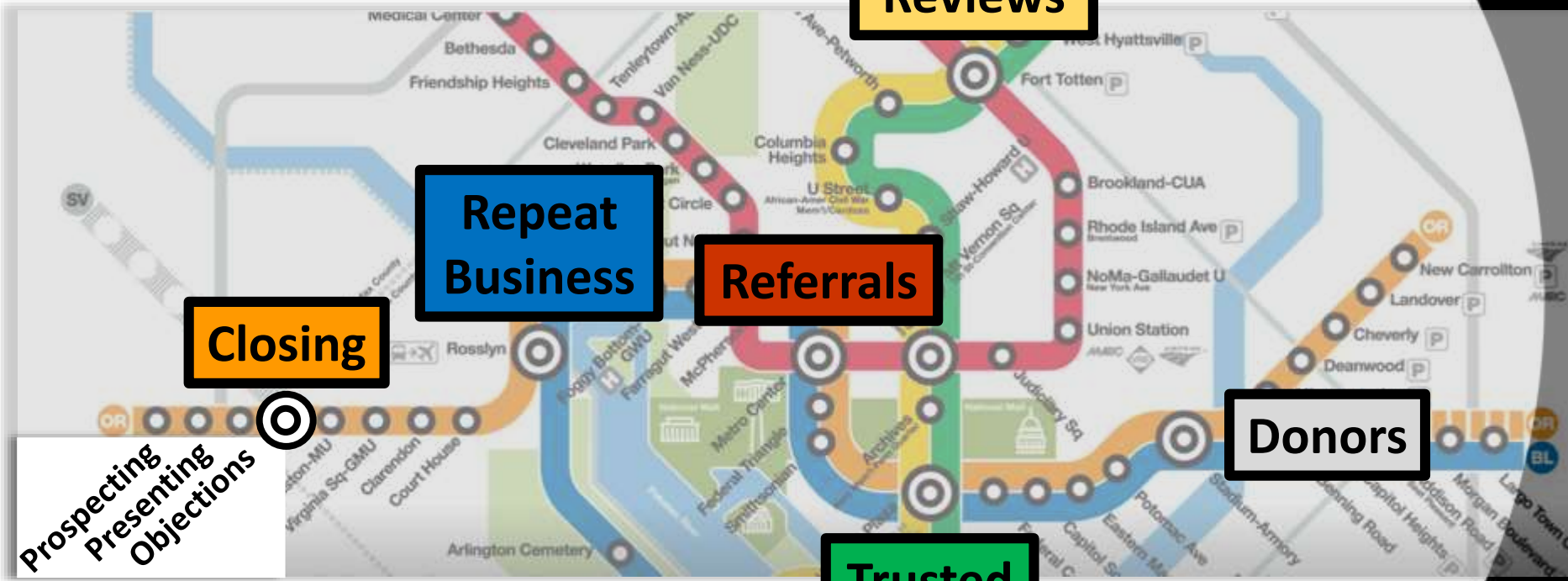
Referrals

Closing

Donors

Trusted Advisor

**Prospecting
Presenting
Objections**



Closing Matters

- How you handle the end of the sales process determines if:
 - They decide to buy something from you
 - You get repeat business
 - You get referrals
 - You get positive reviews
 - You become a trusted advisor

Traditional Closing Techniques

- “Sales closing techniques” from Google search
 - The Columbo **Close**.
 - The Assumptive **Close**.
 - The Puppy Dog **Close**.
 - The Backwards **Close**.
 - The Hard **Close**.
 - The Take-Away **Close**.
 - The Now or Never **Close**.
 - The Summary **Close**.

A Match Game?

The Columbo **Close**

The Assumptive **Close**

The Puppy Dog **Close**

The Backwards **Close**

The Hard **Close**

The Take-Away **Close**

The Now or Never **Close**

The Summary **Close**



Building Trust

- If you want to be a good closer:
 - Don't memorize one-liners
 - Take an active interest in learning about people
 - Done authentically – this builds trust
- Instead of a match game:
 - Think
 - Feel



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Building Trust

- “Named closes” are shortcuts
- They highlight underlying differences among prospects:
 - Motivations
 - Priorities
 - Concerns
 - Amount of information needed



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Rightsizing Options

- A recent example where I blew it...
- Water management project

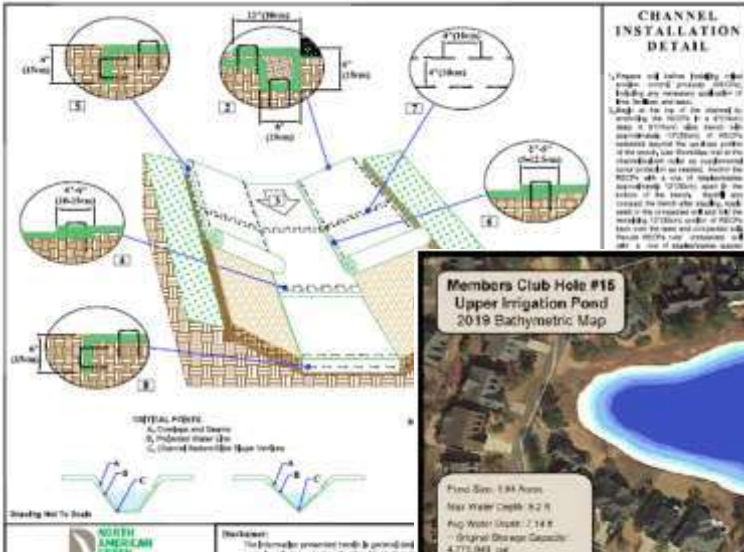


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- A
- V



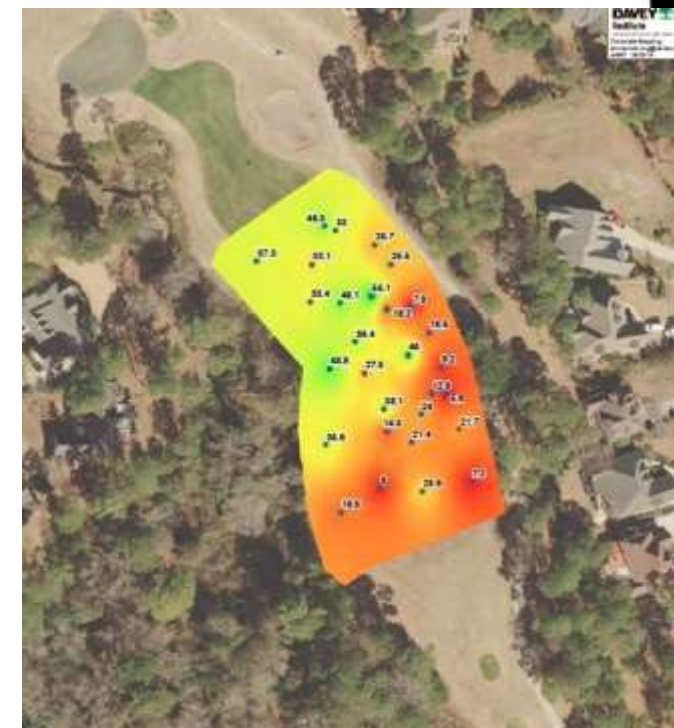
ions



Record ID	Time (min)	Water Level (in)	Pressure (in)	Flow (in/hr)	Volume (in/ft)	305	35	1.96	4.80	0.75	340
322	1	1.65	2.82	0.45	1.89	356	64	1.97	4.78	0.63	292
324	2	1.96	1.86	1.89	0.75	387	65	1.97	4.77	0.63	292
325	3	1.97	1.96	0.52	2.43	388	86	1.97	4.86	0.75	340
326	4	1.97	1.82	0.33	2.66	390	87	1.97	4.82	0.52	243
327	5	1.97	1.91	0.31	1.46	390	68	1.97	4.90	0.63	292
328	6	1.97	1.94	0.42	1.95	391	69	1.97	5.04	0.63	292
329	7	1.97	1.95	0.72	1.50	392	70	1.97	4.99	0.75	340
330	8	1.97	1.95	0.42	1.95	393	71	1.96	5.07	0.75	340
331	9	1.96	1.99	0.73	3.40	394	72	1.97	4.89	0.63	292
332	10	1.97	2.00	0.30	4.0	395	73	1.97	5.01	0.42	195
333	11	1.97	1.96	0.52	2.43	396	74	1.97	5.04	0.96	438
334	12	1.97	2.00	0.73	3.40	397	75	1.97	4.82	0.94	438
335	13	1.97	1.99	0.52	2.43	398	76	1.97	2.22	0.42	195
336	14	1.97	1.95	0.52	2.43	399	77	1.97	2.01	0.32	243
337	15	1.97	1.93	0.42	1.95	400	78	1.97	1.97	0.42	195
338	16	1.97	4.43	0.10	48	401	79	1.97	1.98	0.63	292
339	17	1.96	4.78	0.73	3.40	402	80	1.99	2.05	0.63	292
340	18	1.96	4.77	0.63	2.92	403	81	1.97	1.89	0.10	49
341	19	1.96	4.79	0.84	3.89	404	82	1.97	1.95	0.33	97
342	20	1.97	4.63	0.63	2.92	405	83	1.97	1.90	0.33	146
343	21	1.97	4.52	0.52	2.43	406	84	1.97	2.01	0.63	292
344	22	1.97	4.83	0.94	4.38	407	85	1.97	1.98	0.42	195
345	23	1.97	4.75	0.63	2.92	408	86	1.97	2.03	0.75	340
346	24	1.96	5.03	0.75	3.40	409	87	1.97	2.03	0.52	243
347	25	1.96	4.42	1.05	4.86	410	88	1.97	2.02	0.33	146
348	26	1.97	5.05	0.75	3.40	411	89	1.97	2.02	0.52	243
349	27	1.97	5.11	0.43	2.92	412	90	1.97	1.96	0.33	146
350	28	1.97	5.01	0.84	3.89	413	91	1.97	1.96	0.42	195
351	29	1.97	4.91	0.52	2.43	414	92	1.97	3.35	0.33	146
352	30	1.97	5.03	0.63	2.92	415	93	1.97	1.98	0.33	146
353	31	1.97	4.77	0.75	3.40	416	94	1.97	1.98	0.42	195
354	32	1.97	4.82	0.21	97	417	95	1.97	2.02	0.63	292
355	33	1.96	4.69	0.73	3.40						
356	34	1.97	4.57	0.63	2.92						
357	35	1.97	4.87	0.64	3.89						
358	36	1.96	2.28	0.54	438						
359	37	1.97	2.02	0.63	2.92						
360	38	1.97	1.99	0.52	2.43						
361	39	1.97	1.94	0.51	1.46						
362	40	1.96	1.98	0.33	2.92						
363	41	1.97	1.95	0.52	2.43						
364	42	1.97	1.95	0.42	1.95						
365	43	1.97	2.02	0.84	3.89						
366	44	1.97	2.00	0.42	1.95						
367	45	1.97	1.97	0.31	1.46						
368	46	1.97	2.03	0.63	2.92						
369	47	1.97	1.99	0.42	1.95						
370	48	1.97	2.03	0.63	2.92						
371	49	1.97	2.01	0.63	2.92						
372	50	1.97	2.00	0.42	1.95						
373	51	1.97	1.98	0.42	1.95						
374	52	1.97	1.96	0.42	1.95						
375	53	1.97	2.01	0.63	2.92						
376	54	1.97	1.93	0.21	97						
377	55	1.97	2.02	0.63	2.92						
378	56	1.97	4.38	0.33	1.46						
379	57	1.97	4.58	0.42	1.95						
380	58	1.96	4.48	0.75	3.40						
381	59	1.97	4.45	0.43	2.92						
382	60	1.97	4.45	0.75	3.40						
383	61	1.96	4.94	0.75	3.40						
384	62	1.96	4.93	0.75	3.40						
385	63	1.96	4.83	0.75	3.40						

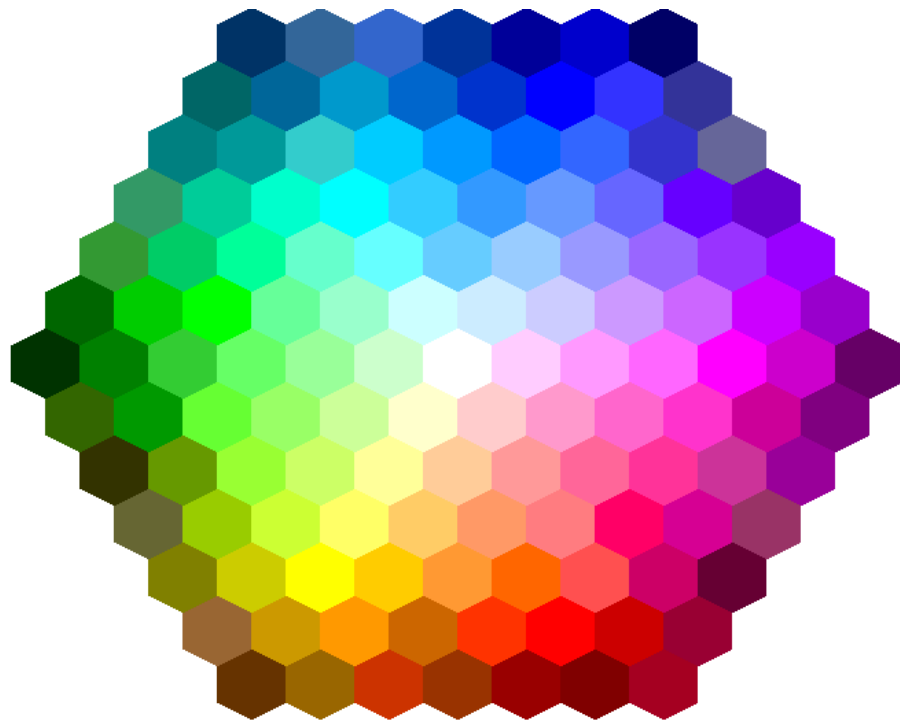
Sodium – A cation found in excess. Sodium sediments with high recommended. Cel

SODIUM (ppm)
BASE SATURATI



DMVE
DIVERSIFIED
MANAGEMENT
VEGETATION

Total overwhelm!



Actionable



Closing

Helping someone

Reach a decision

To make a financial transaction

With you!

Thank You!