

The Closing Process



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Index Pages

- 1. Prepare your Customer to Buy**
- 2. I Need to think About It**
- 3. Is it the Price? YES It's the price**
- 4. Not sure how to pay for it**
- 5. Not sure if I want to spend that much**
- 6. I want t to make sure I'm
Not overpaying**
- 7. I need to speak to my spouse**
- 8. Getting Other Bids**
- 9. I want t to make sure I'm
Being taken advantage of**
- 10. I'm Still Getting Other Bids**
- 11. I'm Going to do it later**
- 12. Its Cheaper On Line**
- 13. Your \$3,000 more than the other guy Step 1**
- 14. Your \$3,000 more than the other guy Step 2**

Prepare your Customer to Buy

Does this make sense?

4 Second Pause

Will you Trust us with this?

4 Second Pause

How soon Would You like
to start Enjoying Your
New System?

Schedule the Work

Or

Uncover the reason for not buying

I Need to think About It

Are you happy with the system
You put together?

4 Second Pause

Does the additional work
make sense?

4 Second Pause

(Uncover the reason for not buying)

Is it the price?

(most common responses)

- *Yes, It's the Price*
- *I'm not sure*
- *No sure how to pay for it*
- *More than I wanted to spend*
- *Talk it over with my Spouse*
- *Getting Other Bids*
- *Going to Do it later*
- *Its Cheaper on line*
- *Your \$3,000.00 higher*

Is it the Price? YES It's the price

What were you
Hoping the price
Would have
Been?

\$\$\$

(Isolate)

If we could re design the system
Closer to your budget, would there
Be any other reason not
To move forward??

(Solve the Problem)

Uncover the reason For Not Buying

Not sure how to pay for it

(Isolate)

If you had a way to pay,
Would there be any other reason
Not to move forward?

No

Solve the problem

We can finance it for you
For the system you want,
Payments would be \$\$\$
\$\$\$ or \$\$\$ What works best?

Not sure if I want to spend that much

What I'm hearing you say is that
You want to make sure your not
Overpaying for the work
Is that right?

YES

(Isolate)

If you were certain that you
Weren't overpaying, would there be
Any reason not to move forward?

No

(Solve the Problem)
(Next Page)

I want t to make sure I'm Not overpaying

Can you remember a time when you
Purchased something of significance
And after you bought it,
Regretted buying it?

YES

Tell me about that....
Were you able to get
A refund of your money?

We think its fair to offer a refund policy
To all of our customers up to one year.
If for any reason your not happy with your new
system, we will make it right – or Install another
complete system – or refund all of your money.
We take all the risk so you don't have to.

When would you like to start enjoying your new
system?

I need to speak to my spouse

If they were here,
What would their biggest
Concern be?

(Isolate)

(Solve the Problem)

Getting Other Bids

I understand,
My Wife and I do the same thing
Mainly to make sure that we aren't
taken advantage of.

(Isolate)

*If you were certain that you weren't
being taken advantage of or Overpaying,
Would there be any other reason
not to move forward?*

*(Go To
Want to make sure I'm
Not being Taken advantage of)*

I want t to make sure I'm Being taken advantage of

Can you remember a time when you
Purchased something of significance
And after you bought it,
Regretted buying it?

YES

Tell me about that....
Were you able to get
A refund of your money?

We think its fair to offer a refund policy. Our
customers really appreciate that.

If for any reason your not happy with your new
system, we will make it right – or Install another
complete system – or refund all of your money
for the first year of ownership.

We take all the risk so you don't have to.

Now that you can be assured that you will not be
taken advantage of, When would you like to
start enjoying your new system?

I'm Still Getting Other Bids

How Soon before you finish your research?
(Listen)

Our price reflects everything your getting with your new system. So will theirs.

If you do find someone promising to do the same ting we are proposing to do for you, there will probably be some gaps in what your getting.

It would be my pleasure to drop by when your finished with your research and do a quick comparison so you can make a more informed decision.

What date and time works best?

I'm Going to do it later

How Soon are you planning on doing the work?

(6 months)

What's going to be different then?

(Ill have the money by then)

If you had the money now, would there be any reason not to move forward?

(No)

We have a program where you can install the system today and not have to pay for it for 6 to 12 months.

How does next week sound for the installation?

Its Cheaper On Line

Our price reflects everything your getting with your new system. So will theirs.

If you do find someone online promising to do the same ting we are proposing to do for you, there will probably be some gaps in what your getting.

It would be my pleasure to do a quick comparison so you can make a more informed decision.

(Perform the Us and Them Process)

Uncover the reason For Not Buying

Your \$3,000 more than the other guy Step 1

Our price reflects everything your getting with your new system. So will theirs.

If you do find someone online promising to do the same thing we are proposing to do for you, there will probably be some gaps in what your getting.

It would be my pleasure to do a quick comparison so you can make a more informed decision.

(Perform the Us and Them Process)

Uncover the reason For Not Buying

Your \$3,000 more than the other guy Step 2

Can you remember a time when you
Purchased something of significance
And after you bought it,
Regretted buying it?

YES

Tell me about that....
Were you able to get
A refund of your money?

We think its fair to offer a refund policy. Our
customers really appreciate that.

If for any reason your not happy with your new
system, we will make it right – or Install another
complete system – or refund all of your money
for the first year of ownership.

We take all the risk so you don't have to.

Now that you can be assured that you will not be
taken advantage of, When would you like to
start enjoying your new system?