

NWAutolink Training

Assumptive Close Technique

Training Lesson
&
Resource Guide

NWAutolink.com

Assumptive Close Technique

Welcome...

NWAutolink

presents...

Assumptive Close Techniques

Auto Sales

Assumptive Close Technique

What is Assumptive Closing in Auto Sales?

Assumptive Close: also known as the presumptive close, in which the salesperson intentionally assumes that the prospect has already agreed to buy, and moves forward in the sales process.

The **Assumptive Close Technique** is designed to head off any smokescreen objections the customer may be **hiding behind** and allows the salesperson to address them, overcome them, and move forward with the sale.

Assumptive Closing is the Art of using a phrase or question that assumes the sale, and you are moving the customer to the next step, this is usually your Write Up step where you will be finishing the negotiations and paperwork.

The Assumptive Close Technique is an important part of any Auto Sales Process, and just like any other part of your process, you need to Practice, Drill and Rehearse them to become proficient in using them. You don't want to be practicing on your customers, that is NOT the place.

Assumptive Close Technique

Designed to FLUSH out Final Objections

Assumptive Close Phrases or Questions will give you insight if you have any continued objections that would stop your sale from moving forward.

As we approach the Write Up Step we want to make sure that we get a solid commitment to buy... to do that we are going to make several Assumptive Statements to the customers, if no objections keep moving forward.

Once you have gotten all to say Yes all those times, they agreed to all of the assumptive closing it's time to ASK for the Sale.

Using Assumptive Closing Phrases they will get you the commitment you need or at least Flush Out any remaining objections. Handle the objections, rephrase your commitment statement and go for the close again.

Assumptive Close Technique

Assumptive Close Questions are designed to get you the commitment to buy and to flush out any possible remaining objections that would stand in your way to complete the sale today. Assumptive Closes can be formed as Questions or as Phrases that ASSUME the Sale. Here is a sample list of possible Assumptive Closes you could use, modify them, adjust them and make them your own.

Close More Deals



If You Want
To Close More
Deals

Telling is NOT Selling
You Have to SELL your way
to More Deals



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Assumptive Close Technique

Assumptive Close Examples

- It looks like you've found the perfect truck that has everything you want, just pull it into the Sold Vehicle line and we will wrap this up and send you home in your new truck today.
- Can you grab your registration out of your trade, we will have you out of here in your new car in no time.
- Were you going to title your truck in just your name or is Sally going on as well?
- Did you want something cold to drink while we finish up the paperwork?
- We only have one thing left to do before you can take your new car home, let's go finish up so you can enjoy the rest of this day in it.
- Where are you going to take your car for it's first ride after you leave today?
- Will you grab your insurance card from your trade so we can wrap this up for you?
- Are you going to take the boat out this weekend with your new truck?
- Did you want to add the bed liner today or have it done next week?
- Before we wrap this up can you make sure to grab all the sets of keys to the trade.
- We just have a little paperwork to do before you take your new car home.
- After we're finished who's the lucky one to drive it home, you or Bill?

Assumptive Close Technique

ASSUMPTIVE CLOSING PHRASES - Lesson

Objective:

We are going to cover the Assumptive Closing Phrases

Lesson Plan:

Get the salespeople together, start from one end to the other and have them EACH give you a sample Assumptive Closing Phrase. Keep moving through your salespeople until each have given several examples.

Continue this for about 5-10 minutes

Get everyone involved

Wrap-Up:

Once you have gone around to each of your salespeople several times, ask them when the best time to use the Assumptive Closing Phrases.

Have a 5-minute discussion on the importance of Assumptive Closing Phrases and when to use them properly.

Assumptive Close Technique

ASSUMPTIVE CLOSING PHRASES - Written Lesson

To add some additional Training on the Assumptive Close Technique you can do a Written Lesson.

Using the same Lesson Plan format above, instead of asking the salespeople to say an example of an Assumptive Close Phrase, give them all a copy of the Work Sheet. Give them 5 minutes to fill it out.

Then have them exchange their copy with another sales person and take turns reading aloud each list.

Once each salesperson has read the list, have a 5-10 minute discussion on Assumptive Close Questions/Phrases and the importance of using them at the right time.

Practice | Drill | Rehearse

Assumptive Close Technique

Assumptive Close Questions Work Sheet

Make a list of Assumptive Close Questions

Assumptive Close Question #1 _____

Assumptive Close Question #2 _____

Assumptive Close Question #3 _____

Assumptive Close Question #4 _____

Assumptive Close Question #5 _____

Assumptive Close Question #6 _____

Keep this Completed Sheet for Future Reference

Assumptive Close Technique

Earn the SALE



**Earn the
SALE**

**Before you try to
CLOSE it**



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Assumptive Close Technique

Thank You ...

**YOU DON'T NEED TO KEEP POURING DOLLARS INTO
YOUR ADVERTISING BUDGET TO INCREASE YOUR
SALES INCREASE YOUR SALES & GROSS BY**

**INCREASING YOUR SALES PEOPLE'S KNOWLEDGE
BASE AND SKILL SET**

small investment

HUGE REWARD

Assumptive Close Technique



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