

# BASIC CLOSING

## Exercise

TRIAL	Do or say something to bring about a decision.
ACTION	Use as part of the presentation.
SUMMARY	Graphic of the pros and cons of moving forward.
ASSUMPTIVE	Ask the prospect to make small decisions.
BALANCE SHEET	Find out how the prospect is receiving your story.
ALTERNATE CHOICE	Takes for granted the client will buy.
MINOR POINT	Frame your question to give the prospect one of two choices.
ORDER BLANK	Review benefits that apply to the customer.