

Mall Objections - The Inventory Close

BEFORE CUSTOMER BUYS

Customer: "Will you be here all month?"

Rep: "Absolutely, this is the biggest sales time of the year for us. We camp out here for the month and everyday closer to Christmas it gets crazier as you can imagine."

Rep: "Real quick, before you go, let me check to see if we still have ____ in stock. I wouldn't want to break your heart later"

(rep checks inventory, turns the form so can show customer)
(make sure to stress urgency only having a certain amount left)

Rep: "Just so you know, we only have ____ left which means we'll probably sell out. I wouldn't want you to come back in a couple days they're sold"

AFTER CUSTOMER BUYS

(build some rapport with customer, then when the timing is right...)

Rep: "Just out of curiosity, is this something that you need to have by Christmas?"

Customer: "Yes"

Rep: "The reason why I ask is because we have limited inventory here and every year we have someone who shows up Dec 23rd and we're sold out which hurts the goals we're trying to hit"

Rep: "Would it be okay if I shipped it to you? It won't cost extra and I can guarantee it'll arrive by Christmas. Would help out a lot if that's okay"