14 Sales Closing Questions That'll Help You Seal the Deal

Closing a sales deal is sometimes like trying to close an overflowing closet.

Your sales reps battling all those sales objections!

All those sales objections need to be folded and put away neatly. You might need to discard some unnecessary bundled-in features or services to fit into the prospect's budget. Eventually, you want to be able to turn the key in the lock and heave a sigh of relief.

In sales, that means you want the customer to sign on the dotted line so that you get a few steps closer to achieving your sales targets.

The key to sales closing involves acing a handful of closing techniques and then crafting the right closing questions for each individual customer. You want to avoid closing phrases that are uncomfortable for either you or your customer.

That's why this blog gives you a wide selection of 14 closing questions across five of the best sales closing techniques. Choose a combination that works best for you.

Master the art of sales closing techniques

I) The assumptive close

The assumptive close is a sales technique in which the salesperson assumes that the customer is going to make a purchase and acts accordingly. Since you assume that your customer is game to seal the deal, you shift the focus to the details of the transaction.

When you use the assumptive close, be sensitive to your customer. It’s a fairly aggressive approach, and you don’t want to use it in the initial stages of the closing process.

When you attempt the assumptive close too soon.

Assumptive close questions:

1. **Are you going with [X component] or [Y component]?**

   This one helps to build momentum towards a sale and narrows down the decision-making process for the customer. It’s not very aggressive and helps push the sale just a bit closer.

2. **Great choice going with the [Y tier] package. I'll send over the paperwork so we can make sure you get [the product] by [time].**

   This statement assumes that the customer has made a decision to purchase, and focuses on the next steps in the process. If your customer isn’t entirely satisfied, they will need to be open with you about the fact that their mind isn’t made up.

II) The sales transition statement close

You often sense when a potential customer is a little apprehensive about certain details, or when they're starting to lose interest, right? That's where transition statements come in – use them to keep the conversation on track and ensure that you cover all the necessary points before closing the sale.

These closing statements are little phrases or sentences that help you move smoothly from one step in the sales process to the next. You can cover customer pain points or address how you do something better than the competition.

Sales transition questions:

3. **Before we move on, I just want to make sure I understand your budget.**

   This statement addresses your customer's concerns while also deftly moving the conversation from the benefits of your product to the financial details of the purchase.

4. **I'm glad you brought up the issue of [X]. Let me explain how [Y] can save you money in the long run.**

   You're showing your customer that you're responsive to their needs, knowledgeable about their industry, and your services will add value to their business.

   You're turning their pain points into an opportunity to show your product's value proposition. An example of how to do it: "I'm glad you asked about the insurance policy. Let me explain how our coverage can protect your business."

5. **What concerns do you have before making a final decision?**

   This is handy when you can sense your potential client's apprehension but cannot gauge what it is about.

[If this is your prospect, you need to have a talk]

III) The soft-close

The soft-close technique can be used when you sense that the customer is getting close to making a decision, but they're not quite there yet.

You want to gently guide the customer towards a sale without being too pushy or aggressive. This gives the customer a little breathing room while still keeping the door open for a potential sale.

You want to understand the customer's needs and pain points and also give them a subtle reminder of why they thought they needed your product in the first place .

Soft-close questions:

6. **What made you consider our products/services?**

This question helps you understand the customer's motivation and decision-making process AND help your sales team tailor their sales pitch.

7. **What would it take for you to make a decision?**

   Another two-birds-with-one stone question.

   You can gauge your customer's level of commitment and identify any final obstacles that may be preventing them from making a decision. Additionally you're showing the customer that you're willing to work with them to find a solution that meets their needs.

8. **What do you see as the next steps in the process?**

   You're putting the ball in the customers court, and giving them the opportunity to tell you exactly what they need from you. This can be especially effective when you sense that the customer is feeling uncertain or hesitant about the purchase.

9. **I understand if you need a little more time to think about it. Why don't you take this information with you and we can follow up next week?**

Sometimes, all your relationship needs is some distance.

   You're showing the customer that you respect their decision-making process and are willing to give them the time and space they need to make a decision.

10. **What are the biggest pain points in your current workflow? How about we schedule a demo for next week, and show you we can help solve those problems?**

This question helps your sales professionals provide some social proof and testimonials. It also moves the conversation towards [setting up a demo](), which is critical in the sales cycle.

IV) The add-on.

The add-on is a sales closing technique where your salespeople offer an additional product or service to the customer as an "add-on" to the original purchase. After all, who doesn't like freebies?

Remember – you want to sweeten the deal and not upsell to the customer.

By offering valuable and complementary add-ons, you can increase the likelihood of closing the sale. The key is to ensure that your freebies, discounts or additional services are valuable to the customer. You should also be transparent if there are going to be any extra costs.

You want to offer the customer additional products or services that complement what they're already purchasing. For example, if a customer is a legacy accounting firm trying out an enterprise management system, you might offer free training sessions for their employees.

Add-on questions:

11. How about we throw free consultations with our expert team to help you handle [this issue]?

You're showing the customer that you're committed to helping them succeed and adding value to their purchase. This offer can be especially appealing to customers who are facing a specific issue or challenge and are looking for guidance and support.

V) The pressure close

The pressure close is a sales technique in which the salesperson uses a sense of urgency or scarcity to try and close the sale.

While the pressure close can be effective in some cases, it's important to use it extremely cautiously. If your salespeople are too pushy or overbearing, it can turn off the customer and potentially harm the relationship. Strike a balance between creating a sense of urgency and respecting the customer's need to make an informed decision.

Source

Pressure close questions:

12. We can only offer you [X] for the next 24 hours, so you need to act now if you want to take advantage of it.

The 'now or never' tactic. The salesperson is trying to create a sense of urgency by stating the offer is only available for a limited time to prompt a decision.

13. We only have a limited number of units available, so you need to make a decision now if you don't want to miss out."

Everyone feels FOMO.

Source

You’re creating a sense of urgency and scarcity. This also puts the thought of your product being highly desired into your customers mind.

14. If you sign the contract today, we’ll give you a free upgrade to our premium tier for the first 6 months.

Remember these are sales closing techniques, you can mix and match them up if you can.

Here, your sales team is using the pressure close with the add-on approach

The sales closing process is crucial in securing a sale and sealing the deal. By mastering different closing techniques and crafting the right closing questions for each individual customer, salespeople can increase their chances of success. Jot down some of these questions so you can dig them out easily when you’re stuck.

Closing best practices

How effectively your reps close is actually a product of how efficiently you run your sales organization. It's kind of like good health, that is not only linked to what you eat but also whether you exercise, how you manage your stress, whether you sleep enough, the air quality in your city and so on.

Sales closing is similarly linked to how well your reps pitch and demo and battle objections, whether they have the right prospect insights and access to your help when they most need it, and so on.

We talked to Mor Assouline, the founder of FDTC about how sales leaders can improve sales close rates. Assouline helps AEs in B2B SaaS companies close more sales without interrogative discovery and feature dumping. He told us all about the secret sauce to succeeding in sales.

Source

When it comes to closing, sales leaders can take a page out of Assouline's book by improving three main sales practices:

- Invest in call recordings:"You cannot make better business decisions without data," Assouline says. He makes a good point. If you cannot hear your reps on call, how do you expect to improve their performance on call. You won't know what to improve on.

- Spend time on personalized coaching: Here Assouline underscores the importance of taking on one issue or one skill at a time, "instead of 10." He adds that sales leaders should then track improvement linked to that specific skill. Focussing on one skill allows the rep to focus their improvement efforts and also allows the sales leader to track the rep's improvement in that one area.

- Empower your reps self assessment: Assouline recommends that sales leaders play a section of a call and ask reps questions like, “Based on the section of the call we just heard, what do you think you did well?” He says that this move trains reps to introspect. Assouline strongly suggests that leaders add positives to what the rep says (if there are any they have left out). This, he says, should be followed up with, “On the flipside, what would you do differently,” or “If you had a time machine, what would you say or do differently knowing what you know now?” He even recommends asking the rep, “What skill do you think you need to focus on most in the next call.”

  Assouline reveals that this is his biggest sales secret. Since his early days in sales he has always invested time after a call considering what he might have said and done differently, and then testing his theories in calls that followed. He says over thousands of calls, sales reps can validate their own theories.

Bag that deal with Wingman

With Wingman, sales managers can quickly and easily analyze sales conversations and identify areas for improvement. By reviewing past conversations and analyzing the methods and techniques that were successful, you can help your salespeople craft better closing phrases, reduce mistakes, and improve their overall closing rate. You can tag your sales rep and offer pointed advice on specific parts of the sales call.

Wingman’s detailed scorecards also help you see where your sales reps are lacking and where they’re thriving. Additionally, at-a-glance dashboards allow sales teams to make data-driven decisions about how to approach the close and increase their chances of success.

At-risk deal alerts delivered to your Slack help you to rescue deals that might never reach the closing stage without intervention.

Wingman is invaluable if you’re looking to improve your sales team's closing techniques and close more deals. So, if you want to up your sales game, try a demo today and watch your closing rate soar.

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[Source]