

Closing A School is Easy Consultation

"Closing" is a sales term which means getting your prospect to agree to your proposal, sign a contract and/or make a payment. In the case of School is Easy, it's when your family confirms they are happy with your recommendation and they agree to enrol and buy the package of tutoring.

Getting to that "yes" takes a lot of patience and persistence. In many ways, the close represents the culmination of the hard work you have put in right from lead generation, all the way through the sales process, to this point. There will likely be times throughout the process where the prospect says "no" before they get to a "yes". The problem is, that many salespeople either simply give up before they reach that "yes", or they are ill-equipped to turn the "no" into a "yes" and close the sale.

There is a common misconception that the close is the hardest part of any sale, whereas the opposite is actually true. The work you do throughout the sales process should mean that the prospect has either pulled out before getting to the close stage (see [buying signals](#), [test close](#)), or the salesperson closes the deal. Theoretically, there should never be a deal you don't close!

We know from our own School is Easy consultation process, that each of the first three stages of the consultation essentially act as building blocks, to guide your family closer to enrolment. By using techniques like effective questioning, test closes, reading buying signals and understanding where a prospect is in their buyer's journey, we can predict whether or not the customer is ready to buy. If they are, then we move to close them. If they aren't, we either cycle back through the [objection-handling](#) and test close steps, or we end the consultation.



Different Types of Close

There are several different types of closing technique, some of which you may be familiar with and might even be using in your business. The technique you implement should depend on a variety of factors, such as client type, client communication style (see [DISC profiles](#)), the product/service you are selling and even your level of comfort in implementing a particular close.

At School is Easy, we have a selection of preferred closes that suit our type of service, client and sales delivery method (consultation). You should use a combination of these closes in your consultations and select the most appropriate one for your needs on a case by case basis, using the above criteria.

Below we list all School is Easy closes with some example dialogue.

The Impending Event Close

This technique fits the School is Easy model very well. It involves leveraging an upcoming event which is significant to the prospect, such as a looming exam date, the deadline for an important piece of coursework, or an entrance interview. This close requires that you understand the prospect's needs and fears, as well as the significant impending event(s), in order to create urgency for the service. You will have discovered what the prospect's pain-points are during the consultation (mostly during stage 2: Assess), through your questioning. You will also have learned what the client needs to achieve, perhaps in terms of passing various exams and/or achieving specified grades.

Examples:

"I know you mentioned Tommy's math exam is in May. We have an amazing Math tutor available to help him get the A grade he's looking for, but we'd need to start straight away. Shall we do the paperwork now"?

"If we start Tommy off with a Science tutor this week, he'll have enough sessions to give him a good chance of achieving that A grade he's looking for in his coursework, before the deadline in April. Would you like me to get things started"?

The Suggestion Close

The suggestion close is another technique that fits the School is Easy model well, as it allows the prospect to rely on your expertise. The School is Easy consultation is built around positioning the franchisee/EC as a [trusted advisor](#). Simply use the information you have gathered from the client, to reinforce the action they should take. Essentially, this is a hard-close tactic which leverages the Assess and Recommend stages of our consultation. Offer the prospect firm statements that explain how the goals you have set and the package you have recommended, will suit Tommy perfectly and ensure he achieves his desired outcome.

Examples:

"As you pointed out earlier, Tommy is struggling with Algebra and needs help with his exam prep. The package I have recommended will get Tommy back up to speed and hopefully ahead of the class, so he hits that 80% he's aiming for in the exam. Shall we get you enrolled"?

"The goals I have set for Tommy are going to work perfectly for him, especially with the tutor I have in mind. I know Tommy has his heart set on a good grade in English this year and that package will definitely get him on the right track. Can I take a deposit from you now and I'll reserve the tutor"?

The Assumptive close

The assumptive close requires a positive mindset and is used when there are definite signs of interest from the client. The assumptive close (as the name suggests), assumes you have a very good chance of winning the deal and the client is simply selecting which package to buy. As such, always ensure that the client is choosing between two positive options, rather than simply being given an open-ended question.

Examples:

"As discussed, there will be clear benefit to Tommy with either the 72 or 96 hour package. There is a larger discount available with the 96 hour package, but it's completely up to you which you'd prefer to start with".

"We can take payment by Stripe or Bank/Wire Transfer, which one would you prefer"?

"Would Monday or Tuesday of next week be best for your first session"?

The Walkout Close

The Walkout is a useful closing technique when you are pitching to more than one person. It suits the School is Easy model particularly well, given that most of our consultations are with families. This close provides an opportunity for the family to discuss things with each other without you in the room. The franchisee/EC will make an excuse to leave the room for five minutes or so (e.g. to make a quick call, or use the bathroom), then return to ask if the client is ready to enrol. It is an effective way of mitigating the common objections *"We'll need to think about it"* and *"Can do give us time to discuss it and we'll get back to you"* by giving clients that time during the consultation itself.

Examples:

"I imagine you'd like a few minutes alone to discuss things. I need to make a quick call to check our tutor's availability anyway, shall I leave you to have a chat"?

On return - *"I've just confirmed with our tutor Sarah that she does have availability for you on Tuesdays. Unless you have any more questions, shall we get you enrolled"?*

The Sharp Angle Close

This close resembles a negotiation, whereby you respond to a prospect's request for some kind of special deal. For example, the client may say *"Could you throw in 2 free hours of tutoring"?* or *"Could you give us an extra 10% off the package price"?*

Use the client's request as leverage to close the enrolment now and/or gain more favourable payment terms, such as payment in full.

Examples:

"Ok, I'm happy to throw in the 2 free hours, but I would need to get you enrolled right now."

"So, if I can get you that extra 10% off the package price, which is \$300, can you pay in full today"?

"A discount? Ok, how about I give you our 96-hour rate discount, for the 48-hour package? But in order to do that, I'll need to take full payment now."

The Scarcity Close

The scarcity close, also known as the *Now or Never* close, is similar in concept to the Sharp Angle close above. It plays on FOMO (fear of missing out) to get a prospect to buy now. Make the prospect aware that the amazing tutor you have in mind (who will be a perfect match for Tommy) is nearly booked out. Then, rather than waiting for the prospect to ask for a special deal, you simply offer them an incentive in return for enrolling now and/or favourable payment terms. This close is commonly used to nudge a prospect over the line, when there is clear interest in buying.

Examples:

"Look, as I mentioned, our tutor Sarah is a perfect match for Tommy, but her tutoring slots are nearly all gone. If I throw in 2 free hours, can we get you enrolled now so I can book Sarah for you"?

"If I can get you an extra 10% off the package price, which is \$300, can you pay in full today and I'll reserve our tutor Sarah for Tommy right now"?

The Takeaway Close

The Takeaway close (also known as the reversal close, or negative reverse), is a technique that plays on people's desire for things they can't have *and* their fear of missing out (sometimes referred to as FOMO). Using reverse psychology, the aim is to extract the opposite response from a prospect, whom you hope will want what they have just learnt they cannot have! The takeaway close relies on established interest, sufficient that you believe the prospect won't just turn around and say "fair enough pal, see you later"!

Examples:

"Look, it seems like you've got some reservations about private tutoring. It may not be a good fit for you, so shall we leave it for now?"

"Despite its benefits, one to one tutoring isn't for everyone. Are you sure it's something you want to do right now"?

"I know your exams aren't far away, but personalised tutoring can be quite challenging. Do you feel like you are the sort of person who can cope with it, or shall we say it's a no for the time being"?

Closing techniques we recommend avoiding

The Puppy Dog Close

This sales closing technique comes from the idea that if a pet store offered to let you "test a puppy out" and take it home for a few days, you would fall in love with it and never return it. The puppy dog close offers a free trial of your product with no strings attached. The hope is that the prospect finds your product so indispensable, that after trying it they can't bear to part with it.

- This close doesn't suit our model because although the client would likely value the service, our tutors would still need to be paid if the client decided against continuing. You would be better off using the **Scarcity close**.

The Summary Close

You can use the summary close, although it is quite passive and usually works best in the B2B sales environment, when dealing with longer sales cycles and multiple competing vendors. It relies principally on reminding clients of the benefits and USPs you have walked them through during the consultation, which they may have forgotten.

The Hard Close

The hard close or *Nothing to Lose* close as the name suggests, is a hard-sell, last ditch attempt tactic to force prospects into a commitment. It is often used when there are few other options left to the salesperson and it appears a prospect is going to say no. Despite the clarity that this no-nonsense approach can provide, it can also leave a sour taste in the mouth of families and hurt your reputation with future prospects (parents talk to each other!). It is often reserved for B2B clients who are more accustomed to being sold to.