

Assorted Scripts for Closing

Learning to close sales is an ongoing process filled with a lot of trial and error. CaterSource will, from time to time, bring information on closing to our readers.

Remember: closing is not waiting for the buyer to say “yes” or “I’m ready”. The salesperson needs to set the tone and provide the buyer with the opportunity to complete the sale.

The following are an assortment of closing scripts that might be of help to beginners and old timers alike. It is important to remember that these scripts can be changed and molded in any fashion you wish. We’ve provided both ON-Premise and OFF-Premise scripts.

1. Assumptive Close

OFF-Premise Versions

- A. “On the night of the party, may I move this cocktail table in front of the windows?”
- B. “Are we going to cut the wedding cake?”
- C. “Do you wish any of our staff to stay after the event to help you?”

ON-Premise Versions

- D. “Let me give you the address and contact for packages you will be shipping”
- E. “Should we have the first break start at 8:30?”
- F. “We’ll hold the room cut-off till just one week before your event...will that help get more registrations?”

2. Impending Event/Need-Immediate Action Close

OFF-Premise Versions

G. “Mr. Smith, you’ve selected dates that are very popular with other clients and it seems that you are going to need a few days to discuss your important decision, but I’m concerned about our owner closing off this date...how would you feel about providing me with a credit card # so that I can guarantee your thinking time for about ten days. In this way you will be able to create a win-win situation for both of us. Remember, we will only use your credit card if you decide in the next week to come on board with us. Do you feel this will help us?”

ON-Premise Versions

H. “Mr. Smith, I’m concerned about our event space for your time period. We’ve only got two rooms left that would fit your present needs. It will take a few more days for me to get you the contracts and then you

will need a few days...how would you feel about providing me with a credit card number so that I can remove this space from our inventory for about ten days. This will give us both the small amount of time need. Do you feel this will help us?”

3. Special Inducement Close

OFF-Premise Version

I. “Mr. Smith, you’re in luck. We’ve got light bookings for those dates. February is one of our slowest months. In fact, we’ve got a promotion during the time you’ve selected. Our company is offering a 10% discount on all catering for February. Would you like to take advantages of this promotion?”

ON-Premise Version

J. “We’ve got a unique program for first time users. If you reserve with us for this event, we’ll give you a certificate worth \$150 off your next meeting with us. In this way we help turn first time users into regular customers! Do you wish to take advantage of this promotion!”

4. “Why not?” Close

K. “Ralph, it seems to me, from what you’ve shared with me, that our facility is the one best suited to cater for your reception. But, there seems to be something that is still causing you some doubt. Please share with me your concerns so I’ll be able to clarify them for both of us or put you in touch with the person at our company that will have the answers.”

L. “Fred, it seems to me, from what you’ve shared with me, that our banquet center has got everything you need for a successful meeting. But, there seems to be something that is still causing you some doubt. Please share with me your concerns so I’ll be to clarify them for both of us, or put you in touch with the person at our company that will have the answers.”