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FEEL-FELT-FOUND CLOSE

WORDTRACK

This is a closing technique that uses empathy to get the decision to purchase.

Customer: It's a big decision I want to think it over.

Salesperson: (CUSTOMER'S NAME), I know how you FEEL. It is a big decision. Nearly all of my customers have FELT the same ways and FOUND the purchasing decision easy when it was properly explained.

Salesperson: May I have your permission to do that for you?

Customer: Of course.

KEY POINT TO REMEMBER

These three words **FEEL**, **FELT** and **FOUND** are three of the most time-tested and powerful words you can use when negotiating and persuading your customers in becoming involved in your product/service.

Practice - Practice - Practice