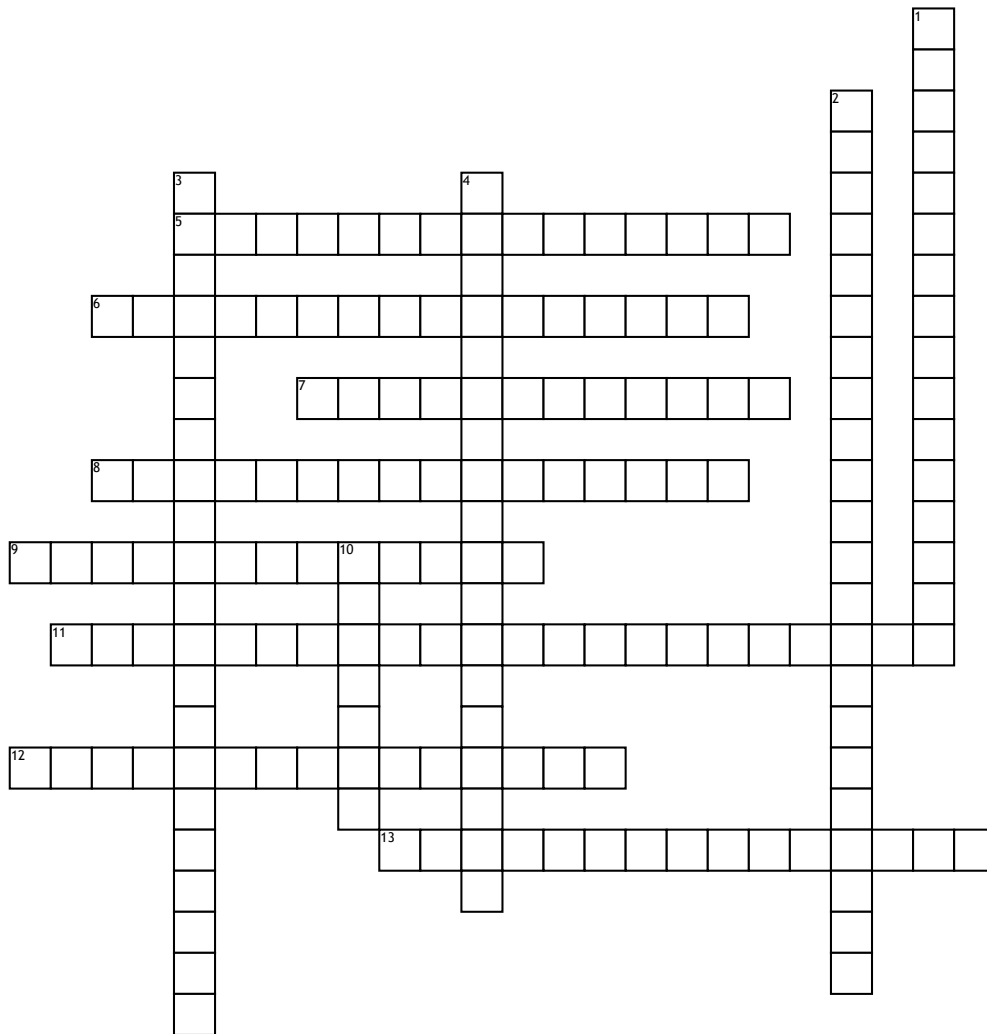


# Personal Selling Ch.12



## Across

5. a close in which the seller uses technology to present information  
 6. :A close in which a salesperson asks the prospect to make a low-risk decision on a minor element of a product  
 7. anything that the prospect says or does indicating they are ready to buy  
 8. A close where the buyer and seller find ways for everyone to have a fair deal  
 9. A close that is based on the process that people use when they make decisions by weighing the pros and cons

11. A close in which the salesperson summarizes the benefits of the prospect agrees with what the salesperson said  
 12. A type of close where the salesperson ends with a compliment to the prospect  
 13. a type of close that assumes the prospect will buy

## Down

1. A close that permits the prospect to focus on his or her real objections, which a salesperson attempts to reverse with a persuasive sales argument  
 2. gives the prospect a choice between 2 alternatives

3. A close which a salesperson suggests that if a prospect does not act now, he or she might not be able to buy in the future  
 4. A close which the salesperson develops a series of benefit questions that the prospect must answer  
 10. : the process of helping people make decisions that will benefit them by asking them to buy

## Word Bank

Buying signal  
 Alternative choice close  
 closing  
 technology close  
 Continuous yes close

probability close  
 Standing room only close  
 compliment close  
 Minor points close

negotiation close  
 Summary of benefits close  
 Assumptive close  
 T-Account close