

Closing checklist



As you've learned in the "Selling In The Home" webinars, closing a sale starts early by introducing special financing options in your first conversation with consumers. Mentioning special financing options puts the consumers at ease because you've opened up possibilities and focused on managing the purchase — which helps them get what they need and want.

Throughout your presentation, it's also important to build rapport and create trust by demonstrating confidence and knowledge.

And finally, be sure to use a closing system that includes special financing options. Use this checklist to guide you through the steps needed to close.

Checklist

- Do a needs assessment using the Needs Assessment tool you'll find under *More Tools For Success* on toolbox.mysynchrony.com.

Notes: _____

- Mention financing at the beginning of the sales process and at points throughout.

Notes: _____

- Give consumers choices — let them choose the promotion that works for them.

Notes: _____

- Listen and understand financing hesitations.

Notes: _____

- Be clear and transparent — properly deal with any hesitations. Remember, hesitations are a natural part of the process.

Notes: _____

- Build rapport and create trust by demonstrating confidence and knowledge.

Notes: _____

- Use Synchrony Bank approved In-Home selling tools such as our Payment Estimator and Promotional Option materials you'll find under *More Tools For Success* on toolbox.mysynchrony.com.

Notes: _____

- Help consumers by walking through the steps to completion — including having them look over the Terms and Conditions and reviewing the completed application form for accuracy.

Notes: _____

- When complete, submit the application forms to Synchrony Bank.

Notes: _____

Note: Credit is extended by Synchrony Bank.