

# Expedite

## Closing Technique

## When to use it

## Example

### Summary close

Summarize the needs, features, and benefits and presented benefits before asking for the sale

After you have probed and presented benefits and are receiving positive member cues.

*“So, overdraft protection sounds like a good way to prevent worry about overdrawing your accounts.”*

### Direct close

The seller directly asks the member if they would like to make a purchase.

When you have an open relationship with the member.

*“Would you like to purchase it now?”  
“Shall I sign you up for payroll deduction?”*

### Assumptive close

The seller assumes the member wants to make a purchase.

When dealing with an assertive member who appreciates a direct approach.

*“I’ll sign you up for that right now.”*

Notes

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