

## Secrets Of Closing The Sale

Secrets Of Closing The Sale Secrets of Closing the Sale: Unlocking the Path to Successful Sales Conversion In the competitive world of sales, knowing how to close a deal effectively can make the difference between a missed opportunity and a loyal customer. The secrets of closing the sale are not just about persuasion; they encompass understanding customer psychology, building trust, and employing strategic techniques that guide prospects seamlessly toward making a purchase. Whether you're a seasoned sales professional or just starting out, mastering these secrets can dramatically improve your conversion rates and boost your overall sales performance. This comprehensive guide delves into the most effective strategies, tips, and insights to help you close sales with confidence and consistency. From understanding buyer behavior to mastering closing techniques, you'll learn how to turn hesitant prospects into satisfied customers. --- Understanding the Importance of Closing in Sales Closing a sale is often considered the most critical phase of the sales process. It's where all your efforts—the prospecting, nurturing, and presenting—culminate into a successful transaction. Without a strong closing strategy, even the most promising leads can slip away, leaving revenue on the table. Effective closing not only increases revenue but also builds relationships, enhances your reputation, and lays the groundwork for future sales. Recognizing the significance of closing helps sales professionals approach this stage with focus, confidence, and strategic intent. --- The Psychology Behind Successful Closing Understanding buyer psychology is fundamental to mastering the secrets of closing the sale. Here are some psychological principles that influence purchasing decisions: 1. Trust and Credibility Prospects are more likely to buy from someone they trust. Building credibility through consistent, honest communication and demonstrating expertise encourages prospects to feel confident in their decision. 2. Social Proof People tend to follow the actions of others. Sharing testimonials, case studies, or references can influence prospects to close the deal. 3. Scarcity and Urgency Limited-time offers or limited quantities create a sense of urgency that motivates prospects to act quickly. 4. Reciprocity Offering value upfront, such as free information or trials, fosters a sense of obligation in the prospect to reciprocate by making a purchase. 5. Emotional Appeal Connecting on an emotional level often drives purchasing decisions more than logic alone. Highlight benefits that resonate emotionally. --- Essential Strategies for Closing the Sale Mastering the secrets of closing involves employing specific strategies tailored to different situations and customer types. Here are some of the most effective techniques: 1. Summarize and Confirm Before asking for the sale, summarize the key benefits and confirm the prospect's understanding and agreement. This reinforces their positive perception and prepares them for the decision. 2. Use the Assumptive Close Act as if the prospect has already decided. For example, ask, "Would you prefer the standard or premium package?" This subtly guides them toward a choice and makes

closing more natural. 3. The Alternative Close Offer two choices, both leading to a sale. For instance, “Would you like to start with the basic plan or the more comprehensive one?” This empowers the prospect to choose rather than decide whether to buy. 4. The Urgency Close Create a sense of scarcity or time sensitivity. Examples include: “This offer is valid until the end of the week,” or “Only a few spots remaining.” This encourages immediate action. 5. The Question Close Pose questions that lead the prospect to verbalize their intent, such as “Does this solution meet your needs?” or “Can I go ahead and prepare the paperwork?” These questions confirm their readiness. 6. The Benefit Close Focus on the benefits that matter most to the prospect. Reiterate how your product or service addresses their pain points or goals, making the decision easier. --- Building a Closing Checklist To ensure you’re prepared to close effectively, develop a closing checklist: 1. Qualify the Prospect: Confirm they are a good fit and ready to buy. 2. Address Objections: Resolve any doubts or concerns. 3. Highlight Key Benefits: Reiterate how your offering meets their needs. 4. Create Urgency: Use scarcity or time-sensitive offers. 5. Ask for the Sale: Use one of the closing techniques confidently. 6. Follow Up: If the prospect needs time, set a clear follow-up plan. Having a structured approach helps maintain consistency and confidence in every sales interaction. --- Handling Objections Effectively Objections are a natural part of the sales process. The secret to closing the sale often lies in how well you handle objections. Here’s how to do it: - Listen Actively: Let the prospect express their concerns fully. - Empathize: Show understanding and validate their feelings. - Clarify: Ask questions to understand the root of their objection. - Respond with Value: Provide clear, benefit-focused answers that address their concerns. - Confirm Resolution: Ensure their doubts are alleviated before proceeding. Common objections include price, timing, or need. Preparing responses to these common hurdles increases your chances of closing. --- Key Closing Techniques and When to Use Them Different situations require different closing techniques. Here are some popular methods: 1. The Puppy Dog Close Allow prospects to try the product or service risk-free for a period. Once they experience the value, they’re more likely to buy. 2. The Summary Close Summarize all the benefits and how they solve the prospect’s problems, then ask for the sale. 3. The Direct Close Be straightforward: ask directly, “Are you ready to move forward?” Suitable when the prospect shows buying signals. 4. The Trial Close Check the prospect’s readiness by asking, “Does this solution sound like a good fit?” before proceeding. 5. The Emotional Close Appeal to the prospect’s emotions by emphasizing benefits that resonate emotionally, such as peace of mind or status. --- Building Long-Term Relationships for Repeat Sales Closing a sale is not the end; it’s the beginning of a relationship. Satisfied customers are more likely to become repeat clients and refer others. Here’s how to foster lasting relationships: - Follow Up: Check in after the sale to ensure satisfaction. - Provide Exceptional Service: Exceed expectations whenever possible. - Stay in Touch: Use newsletters, updates, or personalized messages. - Ask for Feedback: Show that you value their opinion and are committed to improvement. - Offer Value: Share useful content or exclusive deals to keep them engaged. Long-term relationships enhance your reputation and open doors for future opportunities. --- Conclusion: Mastering the Secrets of Closing the Sale Closing the sale effectively is both an art and a science. It requires understanding buyer psychology, employing strategic techniques, and building genuine relationships. By mastering the secrets outlined in this

guide—such as summarizing benefits, creating urgency, handling objections gracefully, and choosing the right closing method—you can significantly improve your sales success rate. Remember, confidence and preparation are key. Practice these strategies consistently, tailor your approach to each prospect, and always prioritize providing value. The more adept you become at closing, the more your sales pipeline will flourish, leading to sustained business growth and success. Unlock these secrets today and watch your closing ratio soar!

**QuestionAnswer 5**

What is the most effective way to build trust with a potential customer during a sales pitch? Building trust involves active listening, genuinely understanding the customer's needs, providing honest information, and demonstrating credibility through consistent, transparent communication. How can I handle objections without losing the sale? Address objections by empathizing with the customer, clarifying their concerns, and providing tailored solutions that highlight the value of your offering, turning objections into opportunities to reinforce benefits. What role does timing play in closing a sale? Timing is crucial; recognizing when a customer shows buying signals and ensuring the conversation progresses naturally toward a close increases the likelihood of success without rushing or delaying unnecessarily. What are some proven closing techniques that actually work? Techniques such as the assumptive close, the urgency close, and the summary close are effective when used appropriately, helping guide the customer toward making a positive decision. How important is understanding the customer's pain points in closing a sale? Understanding pain points allows you to tailor your pitch to address specific needs, making your solution more appealing and increasing the chances of closing the sale successfully. What are common mistakes to avoid when trying to close a sale? Common mistakes include being too pushy, neglecting to listen actively, failing to address objections properly, and rushing the customer without ensuring they are ready to buy. How can follow-up improve my chances of closing a sale? Consistent and personalized follow-up demonstrates commitment, helps address lingering concerns, and keeps your offering top-of-mind, significantly increasing the likelihood of closing the deal.

**Secrets of Closing the Sale: Mastering the Art of Persuasion and Conversion**

In the competitive landscape of sales and marketing, closing a deal remains both an art and a science. The ability to convert a prospect into a loyal customer is the ultimate goal of any salesperson or business. While many variables influence the success rate, understanding the underlying secrets behind closing a sale can significantly improve outcomes. From psychological triggers to strategic communication techniques, the secrets of closing the sale are rooted in a blend of emotional intelligence, strategic planning, and genuine customer understanding. This article delves into these secrets, offering comprehensive insights and practical strategies to elevate your sales game.

**The Psychological Foundations of Closing a Sale**

**Understanding Buyer Psychology**

At the core of every successful sale lies a deep understanding of buyer psychology. **Secrets Of Closing The Sale 6**

Customers are driven by a complex mix of emotions, needs, desires, and fears. Recognizing and addressing these factors can tip the scales in your favor.

- **Emotional Triggers:** People often make decisions based on emotion rather than logic. Creating a sense of urgency, exclusivity, or belonging can motivate action.
- **Fear of Missing Out (FOMO):** Highlighting limited availability or time-sensitive offers encourages prospects to act quickly.
- **Trust and Credibility:** Establishing trust reduces perceived risk, making prospects more comfortable with

their decision. The Power of Reciprocity and Social Proof Humans are naturally inclined to reciprocate and follow social cues. Effective sales strategies leverage these tendencies. - Reciprocity: Offering valuable information, free trials, or gifts creates a sense of obligation that can lead to a purchase. - Social Proof: Sharing testimonials, case studies, and reviews demonstrates that others have benefited, reinforcing credibility.

Strategic Techniques for Closing the Sale Building Value Before Asking for the Sale One of the fundamental secrets is to focus on value creation. Prospects need to perceive that the product or service solves their problems or fulfills their desires. - Identify Needs: Ask probing questions to understand pain points. - Showcase Benefits: Translate features into tangible benefits aligned with the prospect's needs. - Differentiate: Clearly articulate what sets your offering apart from competitors.

The Art of Timing and Reading Cues Knowing when to ask for the sale is crucial. Recognizing buying signals can dramatically increase your closing rate. - Verbal Cues: Phrases like "That sounds good," "When can I get started?" indicate readiness. - Non-verbal Cues: Nodding, leaning forward, or sustained eye contact suggest engagement. - Patience: Sometimes, prospects need time to consider; pushing too early can be counterproductive.

Closing Techniques and Phrases Numerous closing techniques have been developed, each suited to different situations: - The assumptive close: "When would you like to schedule installation?" implies the sale is already decided. - The urgency close: "This offer expires at midnight, so I recommend acting now." - The alternative close: "Would you prefer the standard or premium package?" - The summary close: Summarize benefits: "With these features and our support, you're set to improve productivity immediately." Using these techniques Secrets Of Closing The Sale 7 appropriately requires understanding the context and the prospect's personality.

Overcoming Objections and Resistance Anticipating Common Objections Successful closers anticipate objections rather than wait for them to arise unexpectedly. - Price concerns - Timing issues - Competitor comparisons - Uncertainty about value Turning Objections into Opportunities Objections are often signals of unresolved concerns. Addressing them effectively can build trust and move the sale forward. - Listen actively: Show empathy and understanding. - Clarify: Ensure you understand the root of the objection. - Respond thoughtfully: Provide evidence, testimonials, or reassurances. - Reconfirm: Ask if the concern has been addressed, then proceed.

Handling Price Objections Price is a common sticking point. Strategies include: - Emphasizing value over cost - Offering flexible payment options - Highlighting ROI and long-term savings Closing the Deal with Relationship Building Creating a Personal Connection People buy from people they trust and like. Building rapport can be the deciding factor. - Use genuine compliments - Find common interests - Share relatable stories Follow-up and Persistence Persistence is key—many deals are closed after multiple contacts. - Send personalized follow-up messages - Offer additional information or demos - Maintain a friendly, helpful attitude without being pushy

The Role of Ethics and Authenticity in Closing Maintaining Integrity While closing techniques are powerful, they should never come at the expense of honesty. Ethical practices foster long-term relationships. - Avoid overpromising - Be transparent about limitations - Respect the prospect's decision-making process Secrets Of Closing The Sale 8 Authentic Communication Genuine interactions resonate more deeply than scripted pitches. Authenticity builds trust and loyalty.

Analyzing Successful Closures: Case Studies and Lessons Learned Examining real-world

examples reveals common threads in successful sales closures. - Case Study 1: A SaaS company increased conversions by implementing a personalized demo process, focusing on customer pain points and demonstrating ROI. - Case Study 2: An automotive dealer trained staff to recognize buying signals and used assumptive closing phrases, leading to a 20% increase in sales. - Lessons Learned: - Tailor your approach to each prospect. - Listen more than you speak. - Be prepared to handle objections proactively. - Build trust through transparency and professionalism. Conclusion: The Continuous Journey of Mastering the Sale Mastering the secrets of closing the sale is an ongoing process. It requires a nuanced understanding of human psychology, strategic application of proven techniques, and a commitment to ethical practices. Successful closers are adaptable, empathetic, and well- prepared, continuously refining their skills through experience and learning. Ultimately, the most effective sales professionals view closing not as a one-time event but as the culmination of a relationship built on trust, value, and mutual benefit. By internalizing these principles and strategies, salespeople can significantly improve their closing ratios, foster lasting customer relationships, and achieve sustainable success in their careers. sales techniques, closing strategies, sales tips, persuasion skills, negotiation tactics, sales psychology, closing techniques, sales process, effective selling, deal closing

Closing a Sale In a Day For Dummies The Art of Closing the Sale Sales Closing For Dummies The Complete Idiot's Guide to Closing the Sale The Complete Idiot's Guide to Closing the Sale The Perfect Close Close That Sale The Perfect Close Secrets of Closing the Sale Closing the Sale BECOME A MASTER OF CLOSING SALES The Perfect Close Workbook One Call Closing Closing Sales is Easy The Lost Art of Closing Building & Closing the Sale The Ultimate Guide To Closing Any Sale In Just One Sales Call The Art of Closing Any Deal Game Plan Selling Closing Tom Hopkins Brian Tracy Tom Hopkins Keith Rosen MCC James Muir Brian Tracy James Muir Xavier Hudson Vibhor Asri James Muir Claude Whitacre Tom Hopkins Anthony Iannarino Virden J. Thornton Mariela Swearegene James W. Pickens Marc Wayshak Virden J. Thornton

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get the know how to close a deal and make your quota in a day closing a sale in a day for dummies outlines the anatomy of a sales closing offers strategies for asking the right questions and gives you invaluable tips for overcoming tough customers the anatomy of a close

questioning and listening strategies no frills closing techniques overcoming tough customers this e book also links to an online component at dummies.com that extends the topic into step by step tutorials and other beyond the book content

do you want to learn the keys to sales success confidence and self esteem are just a few factors that separates successful salespeople from unsuccessful ones let brian tracy help you master the art of closing the deal as one of the top salespeople in the world brian tracy knows the ability to close the sale is the key skill required by all top sales professionals fortunately closing the sale is a skill that can be learned by practicing the closing skills of the highest paid sales leaders in every business when salespeople follow a proven step by step process they can get more orders faster and quicker than before through this comprehensive program tracy shares more than 50 practical daily techniques for increasing your confidence in your sales abilities and boosting sales profits in the art of closing the sale you will learn the two major motivating factors in closing a sale the three hot buttons to push when selling to businesses how to avoid the five simple errors that spell the difference between success and near success no matter how eloquent or passionate a salesperson you may be no matter how friendly your smile or likable your personality if you can't close the sale your efforts yield nothing the art of closing the sale teaches skills that anyone can use to transform the sales process into a consistent win this book is an absolute must read for every sales professional seeking to boost their career and create a successful future

without the close there is no sale pretty obvious right yet for many salespeople closing is the most baffling and elusive part of the selling process all too often salespeople meet qualified clients and charm them with an eloquent presentation only to see the sale mysteriously slip from between their fingers in the end which is sad when you consider all the hard work the prospecting preparation planning and practice done for the sake of a moment of truth that never arrives fortunately closing is an art that can be mastered and now sales closing for dummies shows you how packed with powerful principles that can help you become a top producing salesperson sales closing for dummies is the ultimate guide to mastering that most mysterious part of the selling equation tom hopkins the legendary sales genius who by age 30 was the nation's leading real estate trainer demystifies closing and shows what it takes to be a champion closer including how to lead a sale without being pushy read the signs of an interested potential buyer use questioning methods that close sales time and again help clients feel good about their buying decisions keep your clients business and build their loyalty build long term relationships and watch your sales grow with the help of dozens of real life examples from a wide cross section of industries tom shows why professional selling is about communication not coercion and he shares his considerable insight and experience on verbal and visual buying cues and how to recognize them choosing the best location for closing addressing concerns and creating a sense of urgency time tested tactics and strategies for ending customer procrastination overcoming their fear closing from a distance and more the ten biggest closing mistakes and how to avoid them add on selling and other ways of getting your clients to help you to build your business featuring tom's hopkins trademark red flag key points and situation scripts this fun

easy to understand guide arms you with the hands on tools and techniques you ll need to become a world class closer

traditional and gimmicky closing techniques are dead never be scared or reluctant to ask for the sale again and enjoy the confidence and peace of mind in knowing you have a process that works tap into keith rosen s unique permission based approach to having a selling conversation with your prospects that fits your style of selling rather than having to pitch and close this book gives you the edge over your competition by showing you step by step how to get to yes more often by aligning your selling approach with the prospect s preferred buying process and communication style without any pressure manipulation or confrontation you ll also get exactly what to say in any selling situation as well as the dialogue that the world s greatest salespeople use to defuse objections ask for the sale and close the deal plus over 100 case studies templates and scripts you can use with keith s powerful process driven selling approach discover the five steps that make your sales presentations objection proof a step by step system that prevents cancellations improves client retention and boosts referrals

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if you want to discover how to close sales using the best practice one that s non pushy flexible natural easy to learn then read this book author james muir shares unique insights on how closing the sale can be done with a natural non pushy sales strategy that breaks the stigma often associated with professional sales the latest science shows that old counter productive closing tactics backfire and hold you back in the perfect close you will learn a closing method that is nearly always successful in the 95 range it s zero pressure and involves just two questions it s a clear simple approach that is flexible enough to use on every kind of sale at every given stage it can be learned in less than an hour and mastered in a day in the perfect close the secret to closing sales you will learn a simple method to closing that is nearly always successful 95

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imagine walking into every sales conversation with total confidence knowing exactly what to say when to say it and how to turn hesitant prospects into eager lifelong customers in close that sale world renowned sales expert brian tracy and sales leader michael tracy team up to deliver the ultimate guide to mastering the most critical skill in business closing whether you're a seasoned professional or just starting out this book will help you visualize and realize your success picture yourself closing deal after deal with ease using proven scripts and techniques trusted by top performers around the world earning more money in less time with a predictable pipeline of excited clients ready to buy delighting your customers who not only say yes but thank you for helping them building a reputation as the go to expert in your field with consistent referrals and repeat business you'll discover powerful mindset shifts battle tested closes and real world strategies that will help you overcome objections eliminate doubt and move your prospects naturally toward a yes close that sale is more than a book it's your personal sales playbook for creating breakthroughs in your income your influence and your impact close with confidence serve with excellence succeed beyond your goals it's time to close that sale and change your life

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secrets of closing the sale the ultimate guide on how to perfectly close a sale discover effective closing techniques and secrets that would make you a successful closer the most important activity associated with sales is closing closing is the most visible part of the sales process because the closer is usually considered the king of the business world the simple reason is that the closer makes money sales are all about money and any successful businessman should be able to convince the customer to purchase their product or services so that he can generate income this book will teach you the most innovative and effective ways of closing a sale you will discover the primary concepts of what a quality closing is you will learn about the best sales techniques that would generate sales you will discover the effective methods used by successful closers that helped them generate sales year after year this book will discuss the following topics what is closing the anatomy of a closer the set up how to close sales myths or what not to do successful closing is not just a one off affair it is actually a set of repeated processes and strategies that pervade all sales conversations in order to be more effective if you want to learn more about the art of successful closing scroll up and click add to cart now

sales is one of the oldest professions in the world millions of people on this planet are dependent on selling skills to earn their livelihood no business can survive without sales unfortunately almost 1/3rd of salespeople quit this lucrative career every year and 50 of companies shut

their doors within the first 5 years this trend will go on and on and on until we realize how important it is to learn and master the art of selling if we want to survive and thrive in the ruthless world and the companies who don't realize will keep hiring new people and firing old ones similarly the salespeople who don't realize how important it is to learn salesmanship will keep changing jobs places industries until they decide one day to leave the sales career forever succeeding in sales will become sour grapes however one can always find some businesses entrepreneurs self employed and salespeople who love to challenge themselves that no matter how broke they are how weak they are how small they are they will keep learning and growing until they become champion of champions this book is written for these never give up salespeople and marketers in this ultimate course you'll discover and learn many powerful closing techniques to close one sale after another what you will learn a type of communication with the prospect where the more the salesman and the prospect talk to each other the further they would move away from closing the deal 10 essential steps in the entire sales process and out of these 10 these 3 are the most important 20 most powerful closing techniques to close one sale after another how to establish your superiority against your competitors while closing the sales 29 questions to find out the prospect's most hidden objections what is the highest paid salespeople's favourite strategy to sell more and more and more with lesser and lesser and lesser efforts time energy and resources a type of communication with the prospect where even if the prospect loves the salesman's product then also he may never give the order how by simply understanding this triangle theory could make one a successful salesman in his organization even if he has never sold a single thing in his life 42 most seductive words in the world of selling and how to use them in the sales pitch how to lower the price resistance in the prospect's mind how one businessman's creative selling idea was responsible for skyrise buildings all across the world any smart entrepreneur could use this strategy to sell the most sceptical prospects a type of communication with the prospect where the prospect is buying on salesman's terms without raising any objections it's a dream sale for every salesman if one knows these 85 words while speaking and writing to three kinds of prospects he could take attention of any prospect 8 fears of prospects which stop them from buying 4 steps a salesman needs to follow in every sales call if he doesn't want to lose the deal to competitors how to treat customer's objections 9 ways to detect the prospect's buying signals which is the toughest objection to deal with how to create value in the prospect's mind 58 question to gain agreement from prospects how small businesses could defeat giant organizations if they are competing for the same deal 6 reasons why your existing customer may leave you forever 3 most common buying signals given by a prospect 175 hard hitting closing questions every salesperson should remember to close more and more deals everyday

master the best practice in closing sales everything has changed the latest science shows that old counter productive closing tactics backfire and hold you back in the perfect close you will learn a closing method that is nearly always successful in the 95 range it's zero pressure and involves just two questions it's a clear simple approach that is flexible enough to use on every kind of sale at every given stage it can be learned in less than an hour and mastered in a day it is especially helpful for new and inexperienced salespeople and professionals who dislike the stigma of selling or find the selling process awkward or uncomfortable in the perfect close the secret to closing sales you will learn a simple

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the ultimate solution to stop the unending follow up cycle once and for all imagine closing 80 90 of your prospects on your first call without call backs or having to negotiate price one call closing reveals how to do this have you ever had a prospect give you any of these objections i want to think about it i need to talk to my lawyer brother spouse before i go ahead with this i can't afford it i can buy it cheaper at your nasty competitor we always sleep on it before we decide are you tired of talking to prospects that won't ever buy and string you along does it make you sick to tell your loved ones it's a number's game i'll get the next one that all ends now start increasing you sales by 200 500 the insider's guide to closing sales secrets your sales manager will never tell you and probably doesn't know you have been lied to by sales trainers and sales gurus stop listening to sales trainers that only close sales in their dreams stop reading sales books by authors who have never made a

sale inside you ll discover the closing myths sales trainers tell you that are hurting your sales how to prepare the customer to buy even before they see you the best way to discuss price and when to bring it up what not to tell prospects that will guarantee they won t buy you re doing it now how to handle competition and make it irrelevant when to answer objections it s not what you ve been taught all the questions you need to ask for the customer to close themselves and yes the single most profitable answer to any buying objection you will hear every method in the book is proven in the field everything taught has been used successfully in thousands of sales presentations everything you read here works most sales books are like digging a ton of dirt for a few nuggets of gold if you seriously want to increase your sales and make closing in one call a habit you have just hit the motherload the only thing you won t be able to close is this book

the fun part of selling yourself a product or a service is the demonstration or presentation but the aspect of selling that makes you successful is having the ability to close the sale get the decision made in your favor get the check credit card purchase order or a signature on an agreement closing the sale is where most people balk feel uncomfortable or even stall they just can t bring themselves to ask someone for money even when the person will receive incredible benefits in exchange for that money even worse people ask for the sale and when the buyer doesn t immediately jump at it they change the subject and stop the sale themselves don t let this happen to you when done properly the move into closing the sale is smooth as silk and when you handle the close as tom hopkins teaches you you ll walk away with more business than you thought you could ever get knowledge builds competence and confidence become a more confident and more successful salesperson get started by reading and implementing the strategies in this book it ll be the best return on your money you ve ever gotten

always be closing glengarry glen ross 1992 never be closing a sales book title 2014 salespeople everywhere 2017 for decades sales managers coaches and authors talked about closing as the most essential most difficult phase of selling they invented pushy tricks for the final ask from the take delivery close to the now or never close but these tactics often alienated customers leading to fads for the soft close or even abandoning the idea of closing altogether it sounded great in theory but the results were often mixed or poor that left a generation of salespeople wondering how they should think about closing and what strategies would lead to the best possible outcomes anthony iannarino has a different approach geared to the new technological and social realities of our time in the lost art of closing he proves that the final commitment can actually be one of the easiest parts of the sales process if you ve set it up properly with other commitments that have to happen long before the close the key is to lead customers through a series of necessary steps designed to prevent a purchase stall iannarino addressed this in a chapter of the only sales guide you ll ever need which he thought would be his only book about selling but he discovered so much hunger for guidance about closing that he s back with a new book full of proven tactics and useful examples the lost art of closing will help you win customer commitment at ten essential points along the purchase journey for instance you ll discover how to compete on value not price by securing a commitment to invest early in the process ask for a commitment to build consensus within the client s organization

ensuring that your solution has early buy in from all stakeholders prevent the possibility of the sale falling through at the last minute by proactively securing a commitment to resolve concerns the lost art of closing will forever change the way you think about closing and your clients will appreciate your ability to help them achieve real change and real results

imagine closing 80 90 of your sales on your first sales appointment without having to lower your price in this book we have all in this sales closing techniques book you will discover a simple method to closing that is nearly always successful 95 range is zero pressure involves just two questions how traditional closing techniques damage trust what you can do remain on emotionally higher ground how to close more sales in way that makes clients feel more educated in control and see you as a facilitator consultant a proven and repeatable process for advancing sales that can be used in any kind of sale at any given stage how to add continuous momentum advance your sales in a way that results in more closed business faster closed business a natural way to close that doesn't require that you change your personality or become someone you're not how to completely eliminate the stress tension that some people feel when it comes to asking for commitments how to add value on every sales encounter everything you need to know to advance every sale to closure this book will forever change the way you think about closing and your clients will appreciate your ability to help them achieve real change and real results

the book that has earned the reputation as the sales closers bible in six countries invest in this quick read and you will learn sales techniques and strategies that will improve your success in both your business and personal lives this book delivers hundreds of master sales closing tips that include recognising and acting upon the customers personality profiles playing to customers expectations based on their ethnic economic and professional backgrounds using reverse psychology and subtle intimidation to trap and close difficult customers is this sales book right for you this book shows you practical approaches for turning familiar customer objections to your favour and into sales from subtle insights to ingenious tactics you'll learn the fine art of being a master closer at the initial customer approach the sales presentation the set up the final close

in today's technology saturated world information is cheap the internet has changed everything for prospects not to mention for the salespeople who hope to win their business prospects no longer need that big sales pitch touting all the features and benefits of a product what's more they have come to resent old school selling techniques as marc explains in game plan selling winning the business of well informed prospects is very similar to winning in sports consistent success both in sales and on the field requires a distinct strategy a repeatable process and a clear plan to execute with commitment and passion in this highly practical book you will learn how to separate yourself from the competition use a simple system to close sales more quickly and with greater frequency and create a personal selling plan to virtually guarantee success

tips and techniques for one of the most difficult aspects of selling

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