



CLOSING The SALE

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Web Design Imagineers

Closing The Sale

Getting to the vital YES!

Edward C Blanchard

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How To Improve Your Sales Skills

How To Improve Your Sales Skills

One of the biggest problems for many business owners is the ability to overcome objections. In fact, for many, this skill could be the difference between succeeding and going back to being an employee. Since none of us want to do that, we need to hone our sales writing skills and our in person skills. This article will discuss the in person skills.

Objections stop sales. Period. The customer says, "No". Listen to the objection. For example, the customer says, "It's too expensive". Don't walk away or hang up, listen. Do they really think it is or is this just a knee jerk response. Is he/she trying to buy time, make up their mind. Tell them about the product, benefits to them, how it can help their business. Listen to your customer. Let them finish before immediately jumping in and responding.

Don't over-react by interrupting while they are speaking. First of all, you cut them off, which upsets them, and secondly you appear as if you are dying for the sale.

Let the customer finish speaking. Be empathetic. Show you understand the concern and then deal with the objection. If it's price, agree, that while it might seem high it's not when you consider how the product or services saves time, helps them cut costs, helps expand their business and so on.

Look for solutions. Ask for less. Many times a customer will say they are happy with the person they are doing business with. In fact, it might be a family member or a relative. Hard to argue against. See if you can get part of it. Say, that's fine. Tell them you just want them to give you a chance to show them what you can do for them. Point out it is always better to have more than one company supplying a product or service. A good example for this area is when the seller is already with a Realtor, or is adamant about selling it his/her self. Point out that your consulting with them, or working with them, just gives them another avenue to help them move their property. Remember, it's never a good idea to knock the competition.

Concede the point. Sometimes you won't be able to contest the objection. In that case, go around it. For example, Yes, they are a good publisher, they do good work at a good price. I'm good too, I can get you what you need faster for the same price. Let me prove it to you.

Give in. Sometimes an objection can't be overcome. But unless it's a one-time sale, you're looking to build a long-term relationship. Understand that the client isn't currently in a position to make a purchase or that your service doesn't match their present needs. Let the customer know you'd like to help them in the future and stay in touch. Again, for those in Lease Purchasing, remember sometimes you can't be a part of a deal, this is where following up with a brochure or seeing if a consultation is possible, may work.

How To Improve Your Sales Skills

After addressing an objection, always finish by asking "Does that answer your concern? This does two things: One, it lets you know whether you've satisfactorily answered the objection. If you haven't and don't ask, the person may have decided to forget the sale. Two, it moves the process along. You've finished with the objection, and you're ready to move on from there.

Sometimes it helps to personalize the benefits for a particular customer, so know your stuff. This shows your client you know their needs, and again stress the benefits to them. Remember, you need to think like your customer.

Some additional tips when dealing with objections.

Always ask the customer to explain the objection in more detail. In the explanation you may find an answer to that objection.

Stress what the client likes. If an objection comes during the closing - for example delivery - go over the quality, price or other things the customer likes. This give them a positive feeling about the product/service and the objection is less important.

Compromises. Price is negotiable. If objections are other than price, make them negotiable too. For example, if the objection is service, offer other ways they can reach you, a private number, as opposed to your office number.

However, remember sometimes a client is going to be unreasonable. They want you to cut your prices too much, want more than you can give, or you don't have a good feel about the person or for the deal. In that case, walk away.

Be professional, thank the individual for their time, but walk.

Overcoming Barriers to Sales

Overcoming Barriers to Sales

Ever thought to yourself, "If only my team members would complete the tasks that we mutually agreed to in our action plan."

Most managers have felt this way about certain employees at some point in time.

Let's face it, some employees have a very hard time consistently executing tasks that "should" be relatively simple to complete.

So what are the barriers getting in the way of their success?

Actually, there are several types of barriers - but perhaps not the typical sort of barriers that you may be thinking.

Barriers can be classified in three major categories. Each category identifies strong barriers that, if not quickly identified and corrected by the team leader, can negatively impact the progress of your team.

The Three Major Types of Barriers are: (Hint: Remember A, B, C)

A-ttitude Barriers

B-ehavioral Barriers

C-onceptual Barriers

Attitude Barriers

Every employee must take ownership of his or her own attitude.

A manager is NOT in charge of anyone's attitude except her own. If an employee has a poor and non-productive attitude and is not willing to correct it, that is a personal choice and that person needs to be held accountable for that decision.

Quite simply, there are too many quality people who are willing to learn and add value to an organization, for a leader to invest time and money on anyone who makes the conscious "choice" to portray a poor attitude.

Keep in mind, if a leader does NOT hold team members accountable for non-productive attitudes, then he/she has in essence told the team "it's ok".

Employees' displaying poor attitudes is NOT ok. A leader should never allow herself to be seen as "sanctioning" this kind of behavior.

Here is a great way to communicate expectations about "owning your attitude" to your team.

Go to any hardware store and buy the largest coat hook that you can find. "The Hook" will be a visual reminder to your team members that you expect them to leave any personal issues or poor attitudes on this hook prior to beginning their day.

Overcoming Barriers to Sales

(Suggestion: You might want to paint The Hook a bright silver or gold color, and perhaps even mount The Hook on a nice piece of stained wood. Hang The Hook in a common area, away from customer view, where employees will see it often and be reminded throughout the day about your expectations of leaving poor attitudes on The Hook - as they do not belong anywhere in the workplace.)

When you introduce "The Hook", and your expectations relating to attitude, you might say something like:

"Rest assured, if you each will make sure to leave all your personal issues on the hook each morning when you arrive, I will take personal responsibility for guarding it on your behalf. I will watch over it for you throughout the day, and I promise that every night when you are ready to return home, it will still be there - just waiting for you to take it back home with you. That is my solemn promise to each of you." □

Behavioral Barriers

Behavioral barriers equal actions not taken or completed, which hinder the achievement of maximum results.

Behavioral barriers refer to an employee not completing critical sales management tasks as expected - despite having mutually agreed to do so.

Managers spend most of their time coaching to behaviors - working to increase results of the mid-level and low-level producers.

Examples of behavioral barriers include techniques, strategies and skills such as:

Prospecting

Profiling

Telemarketing/scripting

Overcoming objections

Asking for the business

Closing the sale

Following up and managing the relationship

Leaders who are very successful in overcoming behavioral barriers follow this three-step approach in this sequential order:

Managers must TEACH employees what behaviors (actions) are expected

Managers must COACH employees to build their confidence to master sales management behaviors

Managers must EXPECT and hold employees accountable for completing the desired behaviors on a consistent basis

Conceptual Barriers

Conceptual barriers are the absolute most difficult barriers to overcome.

Conceptual barriers are the barriers that are right behind the eyes, DEEP within the brain. "Beliefs" which were planted at a very young age and re-enforced over a long period of time - which is why they are so hard to "dislodge"

Overcoming Barriers to Sales

(Think back to your own childhood. Were you ever taught any of the following rules?)

Don't talk to strangers

It is impolite to talk about money

Never interrupt important people

Wait to be asked

Now think about what you are asking your sales people to do.

Telemarket (cold call)

Profile/Prequalify based on ability to buy

Create new relationships

Do you see how many of the things we were taught as children fly directly in the face of today's daily sales management expectations?

It is no wonder why some folks have such a difficult time adopting certain routine sales management practices. They are quite literally "handicapped" by a belief system that limits their potential for success.

As a leader it's your responsibility to approach performance issues with a clear understanding of these predetermined belief systems. Armed with this knowledge you can more quickly address issues in a way that can help both the sales rep and your entire organization.

**Selling Is Not
Closing Customers,
It's About Opening
Relationships**

Selling Is Not Closing Customers, It's About Opening Relationships

A sales rep friend and I were talking one afternoon about how to improve his selling skills. He's been in financial services for 13 years, but as of late his business has been slow. He was telling me how bad he felt because he wasn't getting many appointments. People weren't returning his phone calls. In addition, the few people he was speaking to weren't interested in meeting with him.

In the next sentence, however, he sparked up and said - with a great deal of pride, 'I'm a great closer. Just put me in front of a prospect, and I'll walk away with an order eight out of ten times.'

"Then why isn't your business growing by leaps and bounds? Why aren't you making tons of money? Why aren't you spending more time with your family and friends instead of spending so much time at the office?" I asked?

A perplexed look crossed his face as he pondered my question, the kind of look that says "If I'm this great, why then ain't I rich?" He looked out the window and pondered this question. He stared at the ceiling. He gazed at the floor. And in a soft voice said, "I don't really know why I'm not doing better. I guess I'm just too busy to be calling on people."

And that's precisely his problem. He didn't realize that selling isn't about being a great closer. Selling is about being a great opener. It's about creating opportunities. It's about discovering what people want and need, and then giving them the solution to their problem. Selling is about making the customer's life better, easier. But when you're not opening customers - creating opportunities - you've nothing to close. "What kind of customer contact records do you keep?" I asked.

I then asked him these seven questions:

1. How many times do you dial the phone each day for the sole purpose of scheduling an appointment with a prospect?
2. How much time do you spend dialing for appointments each day? Do you block out time to call on your calendar?
3. Where do you get your leads?
4. How many times do you attempt to reach a person before you decide they aren't a prospect and move on?
5. How many new people do you call each day? People you've never attempted to reach before?
6. How many people are you calling from your database that you've called on five, ten, fifteen times but have never bought from you? How do you feel calling on the same people who - even though they may be friendly - always tell you that they aren't in the market?
7. What are your annual sales goals? Quarterly goals? Monthly goals? Weekly goals? Daily goals? What daily activity must you generate to achieve these goals?

Selling Is Not Closing Customers, It's About Opening Relationships

With each question he was getting more nervous. His body language told me that he didn't have any systems or methods for looking for - and finding - new customers. "What's keeping you from looking for new customers?" I asked. "What do you do every day?"

He explained that he comes into the office at about 7:45 am each day and spends most of the morning doing paperwork and reads e-mail. He works on client proposals. Then he does service work. He returns telephone calls. Goes to lunch with his colleagues, has meetings with his assistant and the other people in his office.

By the time he leaves at about 5:15 pm he's put in a full day of doing "stuff," but there is one thing he never gets around to doing: Calling on new prospects. He avoids the phone like the plague.

Ever since I started in sales, I always wondered why bright, talented, knowledgeable and successful salespeople never continued to grow in their businesses and further their careers. Why were they always struggling? Why were they always experiencing high peaks and low - below sea level - valleys? Why were they living a feast or famine existence?

I've watched salespeople start their careers like a rocket roaring into outer space. But within a few short years their business had leveled off. Their meteoric rise to stardom had stopped, and their sales volume and commission level never grew by more than five, ten or fifteen percent a year... at best.

With the passage of time their business started a slow decline as their best customers moved on or retired and the person who took their place put the old contracts out for bid, or brought in a preferred supplier. Why did this happen? Because the salesman stopped looking for new business. He stopped being a hunter-gatherer. He stopped prospecting.

- * Sales is about being a great opener, not just being a great closer.
- * Sales is about looking for prospects every day.
- * Sales is about getting on the phone every day.
- * Sales is about solving problems every day.

He tried everything he could think of so he wouldn't have to get on the phone. He sent out letters, post cards, flyers and other advertising, promotional and marketing pieces, and then sat by the phone waiting for it to ring. It didn't!

Every once in a while he would phone some people he had called on before, but more often than not, they weren't around. So he would leave a voice mail message that said something like, "Hi Joanne. This is Bud. I was just calling to see if you would like to setup a date to discuss your financial planning. Give me a call at 888-423- 1234."

But Joanne never called him back, nor did any of the other people that he left voice mail messages for. This got him even more discouraged. Unfortunately, he had forgotten that a salesman's job is to track down the prospect.

And in today's busy world most of us don't have time to return the calls of the people we do want to talk to, let alone return the call of someone who leaves a poorly worded message that basically says, "Please call me back."

So we went to work.

1. We changed his attitude. He began to see the telephone as his friend. instead of his

Selling Is Not Closing Customers, It's About Opening Relationships

2. He developed a great Elevator Speech which enabled him to keep his conversations going. His days of having five to ten second "We aren't in the market." phone calls were over.

3. He started prospecting and looking for new people to call on. He attended networking events. He began asking for referrals. And even started calling on people whose names and photos had appeared in the business sections of the local paper.

Within a month he had turned his business around. He was meeting with new people, asking great questions, solving problems, closing sales and making money. He had learned a very important lesson: Selling isn't about closing sales, it's about opening and creating new opportunities.

**Jealously Guarded
Secret of One
Overlooked Hidden
Selling Technique**

Jealously Guarded Secret of One Overlooked Hidden Selling Technique

Do you know Mr. Q plays an important role in your online business?

"Just who's Mr. Q?"

I bet you've this question now.

No. Mr. Q isn't someone from a notorious prison. Neither is he a fictitious character from comic book.

I'm talking about the hidden personality of Mr. Q in your prospect. If you still confused and want to know it, you unknowingly answer your question.

Let me explain clearly to you.

All human beings have a bottomless need for answers. The fastest way to satisfy their needs is to ask QUESTIONS. By now you should be able to see who Mr. Q is.

In fact, the speed of Internet enables everyone to seek solutions to their questions fast. That's why there's no way search engines can die. These provide a systematic way to search for answers.

Why not borrow the same strategy to provoke your prospects to send you their questions?

The better way to implement it is NOT to provide tons of information to your enquirers. You shouldn't confuse them this way. It is an effective distraction to zero sales. This is one deadly mistake that many commit.

That's why more than 95% of online businesspeople don't make money.

Instead, you should create a mindset that stirs up their needs to ask you for more information. According to psychology researchers, when a person seriously makes up her mind to have certain thing, she'll consistently do whatever things to achieve her goal.

This is the principle of consistency in human behavioural pattern as suggested by renowned professor, Dr. Cialdini.

Can you create certain intentional marketing event to trap prospect's mind using the same principle?

Let me show you the details.

1. Imagine your prospect stumble on an article in your web site. It provides a solid answer to her question. Here's how she will think.

"Great! Now I got it. This guy is a real deal!"

2. But, you leave out the most crucial part of the answer. You want her to take action to ask you. And, this is the chance to grab her into your sales process.

"I'll ask him for more info!"

Jealously Guarded Secret of One Overlooked Hidden Selling Technique

When you've convinced your prospect to communicate with you, her defence to prevent being sold drops down. This is because she trusts you. You'll have no problem selling to her.

This strategy pulls in more sales than the rest. You're not slamming your promotion at prospects. It gets worse when you're doing it on the Internet. Online prospects are generally resistant to any sales attempt.

It's amazing to see many people are telling and showing their promotional efforts without closing any sales. They're missing the idea of soft selling method. One-way communication is rarely effective when you use it at first contact with your prospect. Instead you should encourage your prospect to open her mind and exchange conversation with you in the beginning.

What kind of questions prospect may ask?

The best way to know is to find out from Overture.com There's a search term suggestion feature in the web site. You just need to type in the theme of your business to find out related words that people are looking for.

Let me give you an example.

If you're selling binoculars, the related keywords that your potential customers use in search engines are these;

binoculars digital camera,5018

bushnell binoculars,3775

nikon binoculars,2967

camera binoculars,2835

night vision binoculars,2508

steiner binoculars,2168

binoculars digital,2078

binoculars review,1772

pentax binoculars,1481

leica binoculars,1450

swarovski binoculars,1413

canon binoculars,1372

zeiss binoculars,1300

zoom binoculars,1161

meade binoculars,1116

There're at least 54 key words not listed here.

Jealously Guarded Secret of One Overlooked Hidden Selling Technique

Your next step is to write up relevant articles according to these words. The objective is to satisfy the needs for knowledge. But, don't give away all information. You should weave your article to tease your prospects to start a conversation with you. In the process, lead them to buy your product.

Imagine this.

One article that you create pulls in at least 3 prospects every month. How many customers can you expect when you've have 69 articles according to each keyword? Do the calculation yourself.

The best part is that you create content for once. It is the right information that everybody wants to read.

Can you see the potential here?

Do not follow the misunderstood advice saying that "Content is the King". You should use content as bait for your sales process. This is the better hidden selling technique on the Internet.

I urge you to start using this technique.

However, you still need to learn the skill to create sales-pulling article that uses this strategy. It will take a book to show you how. Then again, it is not within the topic of this article.

How to Write Adverts that Force People to Respond

How to Write Adverts that Force People to Respond

Think for a moment some day and consider the kind of advertising you see in your post box, on the TV, on your computer, on the radio, etc. Then ask yourself this question, "Would I buy this or not?" If you say "No," then ask yourself why. If you say "Yes," then ask yourself why.

Consider what is it that makes this advert attractive or what is it that this person's offer is deemed to be unattractive. By carrying out this exercise regularly you will be surprising yourself with what you will notice about advertising.

Most advertising you see today is written poorly. It confuses the potential customer, it does not paint a desired picture in their mind, it does not give him or her a good reason to order the product now and, it focuses on features rather than the benefits of products/services. Many businesses failures can be tracked back to poor advertising although it should be mentioned that there are many other reasons for failure.

If you want to stay in business, you must learn how to advertise effectively and how to produce orders NOW! The aim of this article is to help whoever operates a business to improve his or her advertising technique.

No matter what business you do whether it is as: a shopkeeper, a sandwich bar operator, a business consultant, a window cleaner, or a mail order business, you must learn to create advertising that gets results. If you don't, your business will be painful and short-lived.

Exposure:

First of all, let us look at one main reason for advertising. This reason is called exposure. Most television commercials and many newspaper and magazine adverts are made for this purpose. The advertiser wants their name exposed to the public and for the potential customer to think of them next time they are ready to make a purchase. Large companies are the ones who will do this kind of advertising. They have an advertising budget for the purpose of constantly exposing their name to the public and wait for their orders to come as people become more used to them and their advertising. Typical examples of this type of adverts are those by Coca Cola and Nescafe.

Direct response advertising:

The type of advertising the man/woman in the street is interested in is completely different. It is called direct response advertising. In other words, we are advertising and are motivating our readers to order now, to call an order telephone number and order, to mail a coupon (though this is not so common in Cyprus) and order, or to fax in an order.

We advertise a product and service and seek for people to make purchases now. As a small business, a quick way not to succeed is to place full page adverts costing hundreds of pounds without asking for an order NOW! You must cause the person to order today if you want to stay in business in any type of display advertising or direct mail.

Classifieds adverts are of a little different nature, but they work on the same premise. You don't ask for a sale right from the classified (Which would be a large mistake because there just isn't enough room in a classified to make sales).

How to Write Adverts that Force People to Respond

Even asking for one pound in a classified advert reduces your response greatly. You will have them call your telephone number or your e-mail address in which they will receive an offer and a chance to order NOW! In all advertising it is important to ask for the order NOW.

Many people have contacted me and said, "I know that I have a wonderful product, but I just can't figure out why I am not getting any orders." You may be the same way. The simple reality is that it does not matter how fantastic your product line is. What matters is if your advertising for the product causes people to see themselves using it and that it will benefit them significantly.

Your advertising, not your product in many cases, will determine the success or failure of your business. Whilst it is true that your product needs to be very effective (or else you will experience a large number of returns and a short-lived business) your advertising will make or break your business.

Before we spend too much time detailing why you should create effective adverts, one can simplify the process by assuming that you want your business to make money. Hence one must write money-grabbing adverts!

Now, Let us reveal some of the major advertising secrets you will need to know and begin using in every advert you must create:

1) Test your adverts

In all advertising and mail order, the biggest key of long-term success is testing everything. Test your adverts. Test your sales letters. Test your products. Test the publications. Test everything.

Learn to key all of your order forms and phone numbers to make sure you know which adverts and publication is doing what. Don't ever leave anything to chance. Test everything. Great advertisers and mail order millionaires are people who have tested everything and have found what works. Your testing period will NEVER end!

2) Strong Headlines

The number two key to success is your headlines. You must understand that the wording of your headline is more than 70% of the effectiveness of your advertising. That means it is EXTREMELY VITAL what your headline says. In mail order, it has been my experience that negative headlines often out pull positive headlines. For example, one of the most popular and effective headlines in network marketing has been " Have you fallen for an easy money scam. If so read on".

Negative headlines force your prospect to identify with them saying, "That sounds like me. The main purpose of the headline is to GRAB their attention, so your headline must be attention grabbing and the potential customer focused. What are their needs? What are their desires? What are their fears? Pay attention. HEADLINES WILL MAKE OR BREAK YOUR ADVERTISING CAREER!

3) Short Words, Short Sentences, Short Paragraphs

Forget what your grammar teacher taught you in high school. When writing adverts, you must make your adverts simple: Simple to understand & simple to order. Keep the level of writing at high school English or lower. Use short words, short sentences, and short paragraphs.

How to Write Adverts that Force People to Respond

I know your literature teacher told you to not write paragraphs with only two sentences in them, but how much money did he/she ever make in advertising? The moment you confuse your potential customer then their attention and the sale disappears!

4) Be Specific, Not General

Be specific in all of your advertising. For example do not say "Fill Your post box with Cash." But instead say, "Receive up to 355 a day in your post box daily." Do not say "Secrets to making money" instead it is better to have a headline saying "63 Year old man tells you his dirty secrets to making 578 a day!"

Being specific makes your advertising more believable. Being general makes your potential customers say "He is just making this up." Being specific makes them say, "He must have counted it. I also want to make that much."

Never say in adverts "Distributors required." Instead it is much better to say, "15 New Distributors needed in Larnaca." Do not ignore the fact that being specific will beat being general every time. Go over your advertising copy and edit it to become specific.

5) Use Your Background & Be Unique

So many adverts out there today are for just me-too products and me-too advertising. When I say "me-too Advertising," I mean that these adverts or products have been so over used that they just don't sell anymore.

People are tired of hearing about how your products are the best in the industry. They have heard that story before.

You need to become unique in your approach. Are you elderly? Are you young? Are you deaf? Are you bald? Do you only have a high school education? Put something of yourself into the advert. You need to influence the potential customer that there is something different in your product when compared to your competitors.

For example a teenager could write an advert saying, "17 year old boy makes 1,500 per month via the Internet!" Be unique. Find something about yourself that is unique and put it into your advertising. Let people know who you are, then they will begin to trust you and trust spells orders.

Conclusion:

With Cyprus closing in on EU membership and with the business environment likely to become more competitive as a result of this event, Cypriot businesses must know how to use advertising to their benefit. The aim of this article is to give ideas to Cypriot businessmen (large or small) as to how they can improve their advertising effort.

Tips to Sell in a Buyer's Market

Tips to Sell in a Buyer's Market

The experts say that it is no longer a seller's market. This doesn't mean that it will be hard to sell, but you might need to make the extra effort to get your house to move faster. By completing a few easy steps, you should be able to get your house sold in the optimal amount of time.

1. Pick a realistic price. Buyers are learning to be more cautious when it comes to investing their money in a new home. With prices leveling off a bit, they want to know that they are making a wise choice. Be practical and choose a price that reflects the current market, not the market six months ago.

Tip: It is recommended that you list your price at or below the competitive market price. (e.g. If your neighbors are asking \$400,000, list your home at \$395,000 to generate interest.)

2. Go the extra mile. You can attract more buyers by providing an incentive. Gone are the days when people are willing to pay more for less. Buyers are going to be more cautious and sensible about their purchase. You can make them feel like they are getting a good deal.

Tip: You can offer to pay the buyer's closing costs as a perk of the sale. Or you can be flexible with the length of escrow and willing to fix items in the home inspection report.

3. Spruce up the place. Spending a little money to improve the appearance of your house can work magic when it comes to attracting a buyer.

Tip: Fix that wobbly doorknob, plant a new flowerbed, or put on a fresh coat of paint to give your house a fresh and new appearance.

4. Clean, clean, clean. Make sure your house is always clean and pleasing to the buyer. Remember that they are most likely going to be looking in closets, opening the oven door and peeking in showers. You want to show your house in the best possible light.

Tip: Polish the hardwood floors, clean the tile grout, scrub walls, dust high shelves to provide your house with a sparkly appearance.

These are not foolproof methods for a quick sale, but they can give you a leg up on the competition. It's important to show that you are keeping the buyer in mind and that you want to provide a fair sale. That can go far in today's real estate market.

The Obstacles That Keep You From Closing The Sale

The Obstacles That Keep You From Closing The Sale

The very first obstacle that many persuaders experience is prejudging a prospect. They set up an appointment, hang up the phone and then immediately say, "Oh, great. This lady's looking for a product we don't even have. She'll never buy." It could be for any number of reasons, but basically the salesperson decides, based on one scrap of information, that the lead isn't going to go anywhere before s/he has even met or spoken with the prospect. This is a common but huge selling mistake.

There are countless numbers of sales that have been made even when it may not have seemed like a good match at the outset. Why? Let's go back to closing psychology again. We talked about how every buying action is an effort to make some improvement or enhancement to an existing situation. The core issue is an emotional need. The actual product itself is just a means to an end; it is not in and of itself the solution. The emotional satisfaction that the product provides, however, is. It is foolish to ever make a judgment call about a prospect's intentions before you've had a chance to ask her/him all the open-ended questions and to uncover her/his hot buttons (i.e., what's really driving the prospect). The potential buyer wants such-and-such product, but why does s/he want it? That information is really what you need to know. The truth is, you can often offer your prospect a product or service that provides the exact same thing-or better-s/he is seeking, even if it's not exactly what s/he happened to mention to you on the phone.

The next common obstacle that persuaders run into when trying to close a sale is: insincerity. We spoke earlier of the infamous hard close approach. Even if you don't resort to such drastic tactics, nothing irritates a prospect more than when you're obviously looking out for a hefty commission. This tendency once again underscores the importance of asking your prospects lots of questions. It is very important that your prospects feel like you are sincerely interested in helping them. How can you best make this clear?

Another obstacle we sometimes run into is when your and your prospect's personalities conflict. If you're on different wavelengths, it's more difficult to build and maintain rapport. There are two key remedies for this type of conflicting situation. The first is to keep in mind the importance of balancing an emotion-dominated approach versus a logic-dominated approach. There will be the occasional person who doesn't want to answer all your questions-"just cut to the chase and give her/him the facts." It is best not to resist these personalities because they already tend to be a bit on edge in the first place. When you encounter this type of prospect, just go with the flow, even if it means making an exception to the "stay in control of the conversation by being the one asking all the questions" rule.

The Obstacles That Keep You From Closing The Sale

Clearly, such prospects want to be in control more than they want to be guided by you, and if you rub them the wrong way, the sale is gone anyway. Instead, adapt to the situation to keep the odds in your favor. Remember, people buy from those they like; they do not buy from people they don't like. A second remedy you can use if you just can't seem to "click" with your prospect is to use a tag-team sales approach. Essentially, this tactic is when you pass off the baton. Don't let your ego get in the way of securing the sale if someone else will have an easier time closing your prospect up for you. You'll be glad you swallowed your pride and passed the baton when your paycheck comes. Besides, what goes around comes around, and that very same colleague will need your help sometime down the road for the exact same reason.

Another major obstacle to closing the deal is making promises you can't keep. You've probably experienced the tremendous frustration that comes when something has been dramatically built up and then turns out to be a bunch of garbage. Imperfections are annoying, but it's much worse when your salesperson has trumped up a product and gotten you all excited about it being something it's not. Building up false hopes and expectations is never worth getting a sale. You're rewarded in the moment, but that sales strategy will crash later on when you have an angry client banging on your door with buyer's remorse. Or, even if you never hear from them again, not only do you lose that person's trust and future business, but then s/he will talk to others and you'll have a damaged reputation that's impossible to fix. For these reasons, never claim that a product can do something that it can't. Also be very careful that you don't over-promise or oversell.

There is an adage in sales that states, "Under-promise, over-deliver." If you think about what that maxim is saying, you can see how it is going to create very, very happy customers. That's because they're not only getting exactly what they were hoping for, but they're getting even above and beyond their expectations. Inherent in that saying is also a statement that warns of its opposite: "Over-promise, under-deliver." This type of selling strategy is why salespeople often get a bad reputation. All too often, over-promising is the normal course of things. As I've already stated, such a selling strategy may reap sales in the short term, but it will burn you in the end.

This next obstacle to a successful close is fairly obvious, and yet, in spite of this, it is still common enough that it's worth discussing. Sometimes persuaders are so bent on making their point that they actually argue with their prospects. Instead of hearing their prospects out, they are too consumed with their own need to be "right." Obviously, this tactic is a bad idea and will likely defeat the whole point of working with your prospects in the first place. You will not persuade them by demonstrating that they are wrong, misinformed or uneducated. Doing so will just make them angry, embarrassed and defensive. It doesn't matter how "right" you are-if you upset your prospect, you're wrong! It has been said, "A man convinced against his will is of the same opinion still."

The Obstacles That Keep You From Closing The Sale

People buy from people they like; they don't buy from people they don't like. It doesn't have to be arguing, either, that turns your prospects away; it could be anything that arouses negativity. Another common example of negativity arousal includes knocking the competition. Few things cause you to lose credibility as much as this tactic does. The thing that speaks more loudly than what you're actually saying is the strong biases you have. When you exhibit bias toward your competition, your prospects then have to weigh everything coming out of your mouth with even greater caution. A safer bet, if you have to discuss the competition at all, is to present a balanced view of both sides. Mentioning some of the competition's strong points along with the areas in which you feel your company is stronger will not lose your sale but will more likely increase your mileage in terms of believability. It's just easier for your prospect not to feel suspicious of you if you can answer her/him fairly and directly.

Another obstacle to closing sales is not building up the dream. Remember earlier how we discussed that the product itself is not the ultimate reward as much as what it does for the prospect? The product is just a means to an end. That is, there is something the prospect is "dreaming of" that s/he believes this product will help her/him achieve. This dream is their hot button; this is really what you must uncover. A big mistake salespeople make is not building up the dream enough. Uncovering it is the first step, but the process doesn't stop there. You really have to walk your prospect through the steps of how your product will move them from point A to point B (i.e., from present situation to "dream fulfilled"). The more vividly you can help your prospects visualize their success, the more they will want to invest in the solution you are offering them. Be sure you are speaking to their emotional needs. Highlight how the product answers the fundamental "Why?" and "WIIIFM?" (What's in it for me?) motivators. If you can achieve this aim, you're going to have yourself a sale!

The final major obstacle in closing sales is simply giving up too soon. You'd be amazed at how many sales are lost just because the rep was afraid to ask one more time. As a general rule of thumb, I advise utilizing several "trial closes" throughout the sales presentation—at least five attempts are recommended. By trial closes, I'm referring to starting your closing strategy earlier in your presentation. In this way, throughout the process, you are "collecting yeses" so that by the end of your exchange, it is the prospect who is itching to close the sale. Trial closes are less overt, yet with them you are in essence asking for the sale. Trial closes are effective because people do not feel put on the defensive by them. They can let their guard down and really be open to acknowledging all the ways in which your product is going to help them. Collecting yeses is when you ask questions of your prospects that simultaneously answer their own questions and yield "yes" answers. Consider the following example...

The Obstacles That Keep You From Closing The Sale

"Now you mentioned earlier that it's really important to you that you have more time with your family. Do you see how this product is going to save you a lot of time?" (Oh, yes, I do.) "Do you think this added spare time will contribute to your goal of having more time together as a family?" (Yes, it certainly will.) By putting their questions and concerns first, and walking them through the answers to those questions, you will help your prospects come to the obvious conclusion that your product is exactly what they're looking for. You won't have to talk them into it because they'll already have convinced themselves. If in the unusual circumstance that your prospect still isn't convinced, then don't be afraid to present yet another closing question, perhaps this time one that is not a "trial close," but one that is more direct: "Mrs. Smith, both of us can see clearly how this is going to help you leave your present situation and get to where you want to go. Are you ready to get started?" In an upcoming section of this chapter, I will outline several sample closes so you can see the many different options you have for all the different prospects you will likely encounter in your persuasive efforts. No matter what technique you use, though, don't be afraid to ask for the sale and to be persistent!

***7* Laser Focused
Secrets to *Close*
Every Sale-
EXPOSED!**

***7* Laser Focused Secrets to *Close* Every Sale-EXPOSED!**

Are you ready?

Read this article then print it out and post it where you can see it.

But first a Warning..

I warn you..

When applied..

These *Secrets* will cause you to *Break all of your Past Sales Records*! but even better...

Your Check will EXPLODE!

Here we go!

- 1) Simply lose the always be closing mindset and live with the mindset of always be "opening relationships for the long term"
- 2) Never Prejudge, You just never know who will be your next huge sale, therefore never prejudge anyone. Let them tell you yes or no.
- 3) You must imagine you have ears like the size of dumbos, always out listen your prospect and they will close themselves!
- 4) Attend every sales presentation already with the sale approved in your mind, a sales person without a strong belief along with rock solid vision will fail.
- 5) Offensively handle every objection--go for it, learn to love it when someone tells you no. Sell offensively vs. trying to close defensively.
- 6) Always be early for all your appointments, this gives you the edge in the game of sales. This alone will increase your closing ration 25%.
- 7) Just go for it, Find out the record in your area and set a goal to simply break it!

Go for it!

Creating Massive Milli.on Dollar Earners WorldWide!

**Business - Closing
The Sale Is Easy If
You Know When To
Shut Up**

Business - Closing The Sale Is Easy If You Know When To Shut Up

Business is all about sales, customer satisfaction and profits. The biggest problem that new entrepreneurs encounter is how does one close the sale?

I have trained people in my sales force and the biggest mistake that they made was not to know when to shut up! Let us say you are in the middle of a presentation and you start seeing buying signals. Stop right there and ask for the business. You do not always need to do the full spiel.

Overselling once you have a clear buying signal leads to more failure in closing the sale than any other mistake that beginners make. If you reach this point then stop selling and start quantifying delivery schedules and payment terms.

When the customer is filling in your order form, stop chit chatting until they have filled it completely and signed it. Then carefully take their order, put it in your briefcase, smile, say your good byes and leave for your next appointment.

Another idea to help beginners in closing the sale is to work on their presentation. If they have quantified precisely what they are selling and have dealt with possible objections in the presentation, then when they finally meet the customer to do "the business" the close will be a lot easier.

One excuse a sales person will often encounter is that the buyer does not have all the details at hand to complete the order form. Rather than leaving without the order form perhaps it is better to get it signed and take it away with you. You can always fill in the blanks on the phone.

If you feel that the customer is slightly hesitant to buy but does like the idea, then a free trial often works wonders. Why do you think that many internet sites offer the first month for free with payment starting in month two?

Many people mistakenly believe that there is some sort of magic involved in being a great sales person. Most of what a great sales person does is just basic common sense. A carefully crafted presentation to an interested customer, followed by watching the client carefully for buying signals and then following these with a simple close is all it takes.

Negotiation Skills You Need To Know

Negotiation Skills You Need To Know

One of the most important negotiation skills you can develop is to get in the habit of finding the other side's deadline. Time is of the essence. It even says as much on most business and real estate contracts. What does this mean in negotiating? It means that whoever controls or understands the elements of time involved in a negotiation has the better position.

Many years ago I was looking at a truck for sale. I asked the owner why he was selling (always a good idea). He told me that the IRS was coming after him and he needed to sell the truck by the weekend (It was Tuesday). When do you think you would be able to negotiate the best price on the truck? Maybe right now, but certainly on Friday if the truck is still available. On Friday he would be desperate to get what he could from the truck before it was seized by the IRS.

Using Deadlines As A Negotiation Tool

This guy wasn't using good negotiation skills. He gave away too much information. More specifically, he gave away his deadline. One of the most important things to understand in negotiating is deadlines. The two things to remember about them are: 1. Don't give away your deadline(s), and 2. Find the other side's deadline(s).

Find out whatever you can about any relevant deadlines. Sometimes there isn't a clear deadline, or there are several deadlines for different parts of the negotiation. Whatever the case, the more information you can gather about those deadlines, the better.

How do you use that information once you have it? The crudest method is to simply delay and wait until the last moment to negotiate. This only works if the other side doesn't walk away, and if your own deadline permits it. It also requires that there are not others who can take your place (as is clearly the case with a truck for sale - it might not be there Friday).

A bit of sophistication is required to use this information effectively. You may want to start by identifying what is most important to you in the negotiation. For example, if you are buying an apartment building, is the price or the terms the crucial element for you?

Let's assume that price is most important to you. When you wrote the offer, you put some price on it, but you have inspections and other contingencies that allow for everything to be renegotiated. The process of inspections and negotiations ties up the property, so your competition is excluded for the moment. Then you learn that owner really wants to sell by the start of the school year, because he will be moving with his children.

Work on everything else in the negotiations except the price. Have inspections done, agree on what will be included with the property, etc. As the seller's "deadline" approaches, he will be getting anxious to close the deal. Then you let him know you're ready to close quickly. Of course, you'll need the price adjusted due to the results of the inspections.

At this point the seller has the choice of throwing away the whole deal. This means starting over, and not moving when he wanted to. Alternately, he can be happy that he got what he wants most - a quick close. This means giving you your price.

Negotiation Skills You Need To Know

This points up the importance of getting information on the other's deadline, but also the importance of not revealing your own. When I was a real estate agent I heard the story of a man who sold his property for a large profit. He had to pay \$80,000 in capital gains taxes unless he rolled the money into another property, as a "title 31 exchange." He had 60 days to close on the new property.

Imagine the abuse he would open himself to if, with ten days to go, the seller learned of his deadline and the cost of the buyer missing it. He could threaten to delay closing unless the buyer paid \$10,000 extra for some old coin-operated washing machines, for example. Overpay by a few thousand, or lose \$80,000. What do you think he would do?

For an everyday example of using deadlines, try buying your next car towards the end of the month. Many times there are quotas that dealerships want to meet for the month, and bonuses that salesmen get for monthly volume. Saying "I'll think about it and return on Thursday," (or whatever day is the first of the next month) can have them dropping the price fast. It's always good to practice your negotiation skills.

